



Using SendMyAd is as easy as 1-2-3

From upload to approval to final delivery, SendMyAd's easy to use web interface enables publishers and advertisers to collaborate from anywhere in the world. SendMyAd provides a simple way for advertisers to upload their ad materials using the web. Once uploaded, the ad materials go through a thorough preflight check and are displayed for approval by the advertiser. High resolution soft proofing is provided to help users inspect any problem areas caught in preflight check. Throughout the ad workflow, SendMyAd's notifications keep you updated with important messages, status changes, and deadlines as they approach. If you are offline, you can even elect to get these important messages via email. Once the ad is approved, the final PDF/X1a is delivered with all metadata included as XMP creating a truly "smart ad". SendMyAd was designed with simplicity and ease of use in mind. It's as easy as Upload, Approve, and Deliver.



SendMyAd's easy-to-use interface is an application inside of a web browser. We've made it so easy to use most users think they're in a desktop application. The beauty is that there is no software to install! It's just the web!

Upload

Uploading your ad with SendMyAd is very easy. Just login to our secure site and select the publication to work with. Then select the size and color specification for your ad and browse on your local computer to choose your ad. Click the upload button and your ad is on its way. SendMyAd takes it from there, encrypting your ad and reporting upload status and statistics in the web browser as it transmits. There is no software to download or to install - it's all right in your web browser!

Approve

At the heart of SendMyAd is DALiM TWiST preflighting technology. With TWiST, SendMyAd is your virtual RIP able to identify issues causing unwanted errors to show up in print. During preflighting we quickly compare the ad's original digital information like size, resolution, font information, and color space to the publication's ad specification stored in SendMyAd's database. Any issues found that conflict with the specification are quickly flagged in an easy to use web interface. E-mail notifications can also be sent to the advertiser or agency alerting them of a potential problem needing their attention. If the preflight issues are serious and the system or the advertiser rejects the ad, a notification of the rejection is sent out via e-mail. A link to take the advertiser directly to the ad is included. From this link the preflight issues can be reviewed, soft proofs viewed in high resolution, or a newly revised ad can be uploaded.

Preview, annotate, and manage your ads! SendMyAd's soft proofing

technology is powered by DALiM DiALOGUE. DiALOGUE allows users to view their ads streamed to the browser in high resolution within the SendMyAd portal. There is no need to download application files to your desktop since the high-resolution files can be viewed in seconds from your web browser. Ads can be accessed by all authorized users and approved by those designated to approve the ads. Users view and collaborate on the ads in their full high-resolution state.

Even users with limited knowledge of the print process find SendMyAd's soft proofing easy to use. Users can simultaneously view high-resolution files, zoom, add or edit annotations, take color measurements, view both composite and separated files, highlight areas with a freehand drawing tool and even chat interactively. Authorized users even have the ability to download files as "locked-down" PDF files - complete with project annotations. If your monitor is color-calibrated in a reliable color environment, it can display accurate colors matching the publication's CMYK color space. Direct access to both annotation notes and soft proofing history is available and users have the opportunity to add comments for all users to see. Every action performed is logged and time-stamped by user name, allowing future referencing, archiving and tracking of the ad.

Deliver

When the final ad is approved it is automatically saved as a PDF/X1a with all insertion metadata included as XMP (AdsML compliant data) and sent to the publication. Notifications go out to alert the ad handlers materials are ready for insertion into the publication and additional tools are available that can directly communicate with ad booking and business systems at the publisher. A PDF digital receipt is available that includes a low resolution rasterized version of the ad as it was approved by the advertiser in SendMyAd. This receipt includes all insertion metadata as well as all file metadata found inside the original ad. A link to the ad in the SendMyAd portal takes the user directly to the online ad for online pickups in another issue or publication. With this tight ad workflow, both the publisher and the advertiser are assured that every ad is approved and prepared to the publication specification every time.

SendMyAd - it's as easy as 1-2-3!



A simple to use soft proofing solution! SendMyAd's soft proofing system is very intuitive and easy to use. A simple to use interface allows zooming, roaming, and annotation all without leaving your web browser!



SendMyAd's interactive trim application means that every ad can be sized and trimmed so that it fits within the publications ad specification.



Preflight reporting right on the web! Check image resolution, colorspace warnings, and font information all within an easy to use web interface. You can even open a chat session to discuss problems about any ad on the system.



sendmyad
smart ad portal

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