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# THE TRANSMITTER

## Time's Running Out to Register for NYC Summit

The deadline to register for the New York City Newspaper & Advertiser Summit is Aug. 29.

The Summit will feature cocktail hour on Sept. 15 followed by sessions and more networking on Sept. 16.

### Top 5 reasons to attend:

**1) Best practices:** In an open forum, we'll discuss issues and problems related to advertising in newspapers and how each can make the other's job easier.

**2) Automated ad receipt:** We'll discuss the upcoming move of AdSEND.com off of Associated Press satellite and servers and onto the Internet in 2009. Learn what you need to know to ensure your advertising workflow isn't disrupted.

**3) Self-serve advertising:** It's an up-and-coming time- and money-saving trend that's sweeping newspapers across the country.

We'll tell you all about it and how it can help you.

**4) Networking:** Meet colleagues at our cocktail party the evening before sessions and during meals and breaks from the likes of Newsday, Macy's, The Boston Globe, Ogilvy & Mather, The Washington Post and more.

**5) It's free!** There's no cost to attend the Summits. We'll provide the stimulating content and you just need to show up ready for compelling sessions and dialogue.

Join us in the city that's most convenient for you:

- New York City: Sept. 15-16
- Chicago: Oct. 6-7
- L.A.: Nov. 12-13

Register today by visiting the Web site <http://www.atsend.com/summit.php>, calling 800-2-ADSEND or emailing [usmarketing@atsend.com](mailto:usmarketing@atsend.com).

# Coming Soon: Adobe® Distiller® 9 Job Options

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Adobe Distiller 9 job options are coming soon to [www.atsend.com](http://www.atsend.com). You can also call 1-800-8-ADSEND or email [atsendsupport@atsend.com](mailto:atsendsupport@atsend.com) to obtain them. We make them available to ensure that ads created for newspapers are economical in size and can be used for both color and black & white ads.

Thoroughly tested using the most popular desktop publishing



applications, these job options are free to both advertisers and newspapers.

We still support and offer job options for Adobe Distiller 7 and 8, which can also be found on our web site.

## Manage Your Time for Higher Achievement

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Time management skills are important ingredients to obtaining success. Those who proficiently organize their time are often the highest achievers in business. The good news is time management skills can be learned. No matter what your level of proficiency today, by following certain guidelines you can improve.



Start the process by keeping a log for a week to see how you spend your time. Once complete, you need to analyze the results. You may be amazed to see how much time you spend on certain time wasting items.

Use the following time management tips to optimize your efforts and concentrate on higher-priority, higher-payoff tasks. Soon you'll accomplish much more in less time.

**1. Create to-do lists.** This is critical—make sure you schedule time daily or weekly to do your planning. First, record all of the tasks that need to be done. Next, assign each a priority of A – must do, B – important, C – nice to do. Now you have a precise plan to tackle each task in order of importance.

**2. Set goals.** Many successful business people use goal setting

to maintain focus, vision and motivation. Use S.M.A.R.T goal setting guidelines and your goals will be Specific, Measurable, Attainable, Realistic and Timely.

**3. Don't procrastinate.** Procrastination can stall your achievements. Common reasons for procrastinating include focusing on tasks you find more enjoyable, not understanding priorities or feeling overwhelmed. To stop procrastinating, first recognize that you're doing it, then figure out why and motivate yourself to overcome those reasons. Successful tactics to combat this destructive behavior include identifying unpleasant consequences for *not* doing the task, breaking the project

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# Manage Your Time ...cont'd

into smaller, more manageable tasks and rewarding yourself for finishing tasks.

**4. Collaborate.** Sometimes projects can be finished more quickly by working with others than on one's own. Determine if there are others in your department or company with whom you should collaborate. Approach them and ask that you work together and pool all available resources.



**5. Delegate.** Some managers think that in order to get a job done they have to do it themselves. This is a mistake, and those who fall into this trap need to train others to complete tasks and then trust them to get the work done.

**6. Minimize interruptions.**

Interruptions during the day are always going to happen, but it's important to minimize them when you can. Consult your log to find the non-essential interruptions recorded and find ways to minimize them, or cut them out all together.

**7. Schedule ongoing tasks.** For some

tasks, it makes sense to schedule specific times each week to get them done. For example, if you routinely receive piles of magazines and mail each week, set aside a time—perhaps

Friday afternoon—to sort through it. That way, you'll get it done regularly rather than waiting until the stack becomes overwhelming.

**8. Have a place for everything.** After examining your time log,

did you find you spend large amounts of time searching for important files and documents, whether hard copy or electronically? That's when you know it's time to develop a better organizing system.

**9. Schedule down time.** From time to time, schedule yourself short breaks to take a breather. This will let you clear your head, rest your eyes and increase your productivity when you delve into your work again.

**10. Reassess and reorganize.** Once your day is over, it's important to reassess your to-do list, cross out items you've finished and add new ones for the next day. Also, take a few minutes to straighten up your work area. That way you'll have a clean start the next morning.

## AdSEND

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