

# AdSEND AdSIZE SOLO SENDER

## Get your ad size right before you send

You have a composite ad, and you want to make sure that it fits the space that was purchased for the newspaper or magazine. How can you do this?

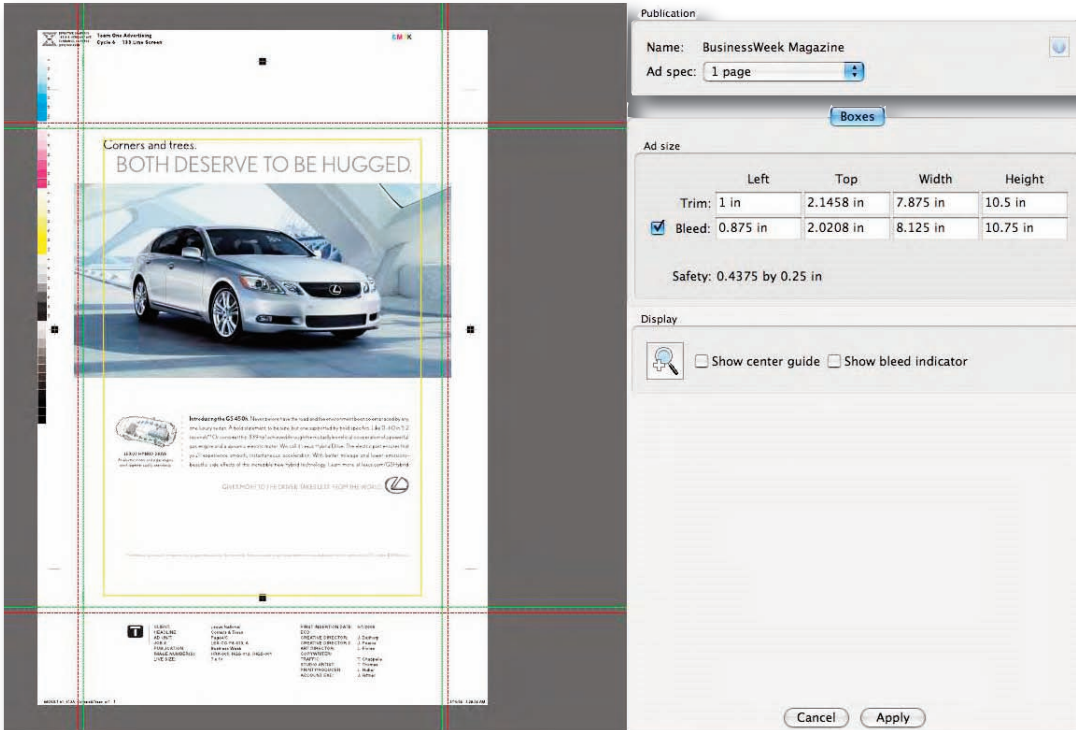
the ad to fit the space so that you get the biggest bang for your advertising buck.

AdSIZE SOLO is designed to work completely stand-alone. That means that you

can make your own, local ad specs database.

However, if you want to, you can purchase a subscription to AdSEND AdSPECS and you can gain access, on line, to the specifications of all the newspapers who have put their specs into the database.

No more thumbing through SRDS, searching across the web, or making endless phone calls. All the details of the newspaper are there at your fingertips.



### The AdSIZE SOLO SENDER User Interface

Before AdSIZE SOLO, you would have had to open the ad up in your application of choice and "play" with it until it works. Or, you would opt for the publisher to do this on your behalf. Either way, the result is nowhere near optimal.

Now, though, you can simply run your ad against AdSIZE SOLO and it will show you the way it fits against the actual ad specs for the target publication.

It even detects if there is type outside of the type safety area that you set.

Also, if you choose to allow it, you can scale

AdSIZE SOLO is also upgradeable to the AdSIZE PRO .

In the PRO version, you can also preflight the ad (using Enfocus PitStop technology) and get the subscription to AdSEND AdSPECS.

Most importantly, though, AdSIZE PRO allows you to do this as an integrated part of AdSEND.com. In other words, it sizes and preflights your ad to the specs required by the newspaper to which you are sending the ad as part of the process of submitting the ad through AdSEND.com.

### Features and benefits:

AdSEND AdSIZE SOLO SENDER is a stand-alone application that was designed from the ground up to manage the final size of your ad file.

- // Check the ad file against the size you purchased.
- // Set the trim, bleed and type safety for all your ads.
- // Automatically detect if type is outside of type safety.
- // If you allow it, scale the ad either proportionally or amamorphically to best fit the space you purchased.
- // Create your own ad specs database for all the publications that you send to.
- // Save your correctly-sized ad to your local disk for subsequent distribution without over writing your original file.
- // Get instant visual feedback that the ad is built correctly.
- // Save money on multiple applications to accomplish the same ends.
- // Subscribe to AdSEND AdSPECS to gain on line access to the ad specs of all the AdSEND newspapers.
- // Upgradeable to AdSEND AdSIZE PRO SENDER to preflight and send through AdSEND.com.

AdSEND provides solutions such as sophisticated web portals to deliver advertisements and more. Thousands of users around the world depend on AdSEND—advertisers and their suppliers for automating ad creation, proofing and fulfillment, and publishers for their ad checking and managed reception. The company offers a broad spectrum of tools serving the diverse needs of the publishing industry including; customer-facing service portals, automated ad and page composition, digital asset management, automated, remote preflighting solutions and standards-based integration of business and production systems, including insertion management and booking reconciliation. AdSEND is a division of Vio Worldwide, Ltd. which offers securely managed, tracked and automated online file delivery for over 10,000 users globally. Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF and AdsML, and the AAAA ebiz for media initiative.