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Quad/Graphics Releases Innovative Enterprise Ad Portal

AdShuttle.com allows advertisers and agencies to electronically submit ads directly to publishers' ad management and production systems

SUSSEX, WI • Quad/Graphics has released AdShuttle.com, a Web-based advertisement processing and delivery system that streamlines the electronic submission of ad files from advertisers and agencies to publishers and printers.

AdShuttle.com uses a simple three-step process to ensure that advertisers and agencies receive immediate feedback about the quality of their file, and publishers and printers receive pre-flighted ads that are ready to print.

“AdShuttle is uniquely positioned to become an industry leading Ad Portal solution because it serves as the gateway to our enterprise Ad Management/Production Management system called Publisher’s Studio,” said Steve Jaeger, Quad/Graphics Vice President of Information Systems & Infrastructure. “AdShuttle enables publishers to seamlessly manage ad files from the point of submission through production, thereby optimizing efficiency. Ads can be viewed at every step of the process from preflight through traffic and layout, eliminating errors and enabling a higher degree of magazine layout analysis.”

As an advertiser or advertising agency, just open your browser and go to AdShuttle.com, upload your ad file and complete an online job ticket. AdShuttle.com crops ad files according to each publisher’s specifications and runs the ad through a pre-flight check to identify potential errors before the publisher receives the file. This virtually eliminates the hassles involved with requesting and sending new files.

Once a file has been submitted, it is immediately available in Publisher’s Studio for review or download in high or low resolution. Publishers can track, view, accept or reject ads, with the option to deliver them (via FTP) to a printer – or multiple printers, if necessary. Reporting is available for all departments.

“Managing ads is easy with AdShuttle.com,” Mr. Jaeger said. “It’s available 24/7 and you quickly and easily access it online using a standard Web browser. First-time users create their own accounts. Because AdShuttle.com is a Quad-hosted solution, publishers do not need to devote any time or resources to maintaining it.”

For more information about a FREE trial of AdShuttle.com call 1-866-246-7693 or send e-mail to info@quadsystems.com.

QuadSystems will showcase AdShuttle.com at the Folio Show 08 Sept. 22-24 at the Chicago Marriott Downtown.



FOR IMMEDIATE RELEASE

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About Quad/Graphics

Quad/Graphics is the largest privately held printer of magazines, catalogs and other commercial products in the Western Hemisphere, and the third largest printer – public or private – in the nation. Headquartered in Sussex, Wisconsin (26 miles west of Milwaukee), the company provides services ranging from front-end design and photography through digital imaging, printing, finishing, mailing/distribution and data-driven marketing solutions such as data optimization and analytics. Annual sales are \$2 billion. Worldwide employment approximates 12,000 people.

About QuadSystems

QuadSystems delivers integrated solutions that optimize the entire publishing creative and production workflow. It offers software systems, hosted solutions and a full range of professional services. As part of Quad/Graphics, one of the world's largest printers, QuadSystems evolved its products and services from a consistent and diligent focus on what its publishing customers need to be more successful. QuadSystems' development and support teams are based at Quad/Graphics' headquarters in Sussex, Wis. Dedicated sales and professional services teams are also located in New York City and Washington, D.C.

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