

AdShuttle.com is QuadSystems' web-based advertising processing and delivery system that links the advertising world with the publishing community. Advertisers and agencies can upload finalized ads directly to AdShuttle.com without the hassles and time of sending overnight packages. Publisher's can view, approve and distribute the ads online with a click of a button in Publisher's Studio ad management system.

## AdShuttle.com

AdShuttle.com is a web-based delivery system giving advertisers and agencies the ability to upload advertisements directly into the Publisher's ad management workflow.

- The publisher benefits because the ad size and position are checked before the ad is received, pre-flights are done and ads are immediately available for review which can then be sent to the printer(s).
- Advertisers and Agencies can submit ads to multiple publishers, titles and issues using a single login without any cost.
- Publisher's can track, view, accept or reject ads using the Publisher's Studio Ad Management system, with the option to deliver them (via FTP) to the appropriate printer/destination.

## Features

- Web-based
- Online preflight with error preview
- JPEG creation
- Soft proof with annotations
- Multi-publisher file delivery

## Advertiser and Agency Use

Advertisers and Agencies simply click on a link from the Publisher's web-site or advertising specifications that takes them to AdShuttle.com's free login screen.

The user uploads their ad and enters the appropriate material instructions and uploads any associated documents. The ad is positioned and AdShuttle.com crops the ad file according to the publishers specifications, and performs a pre-flight check to ensure it meets the publishers specifications.

Ads can be sent to multiple publisher's for approval or submitted to multiple titles at one or more publishers.

Once the publisher receives the ad, they can view it and accept or reject it using the Publisher's Studio Ad Management system. Upon approval, both ad file and job ticket are distributed to multiple printers' / prep facilities' FTP sites to use in upcoming issue(s) with the click of a button.



## AdShuttle versus Conventional Workflow

### Conventional

1. Advertiser / Agency sends ad to publisher.
2. Publisher gets ad
  - a. Checks ad
  - b. Sends to printer
3. Printer receives ad
  - a. Data entry
  - b. Pre-flight check
  - c. Optimization step
  - d. Positioned
  - e. Cropped

### AdShuttle.com

1. Agency submits via AdShuttle.com
2. Publisher approves ad
3. Printer receives ad
  - a. Ad optimized

**Publisher Benefits**

- Submitted ads have been pre-flighted, positioned and cropped by the advertiser or agency.
- Material instructions have been entered by the advertiser or agency and are available in Publisher’s Studio ad management system for easy retrieval and reference during issue mapping.
- Publishers can view a low-res JPEG and a pre-flight report of the ad file which is created in AdShuttle and sent to Publisher’s Studio ad management system
- Monitor incoming ad submissions based on title and issue, advertiser, or reference number in Publisher’s Studio ad management system.
- Ads that are accepted in Publisher’s Studio can be sent to multiple destinations.
- In addition the ad information and images being available, Publisher’s Studio serves as the magazine operations management system for layout and manufacturing plans exportable to your printer.

**Advertiser and Agency Benefits**

- Easy to use — first-time users create their own free AdShuttle.com accounts 24/7.
- Provides a single entry point — joins and distributes critical ad information.
- Tracking — The advertiser and agency always know the status of the ad file (ready to process, processing, ready to position, submit for approval, publisher approved, etc.).
- Immediate feedback — the ad is cropped, the size and positioning are checked, processing is done before the ad is submitted to the publisher.

**Internet Access**

AdShuttle.com can be accessed via the Internet using the current version of Safari, Microsoft Internet Explorer and Firefox from any location, any time of day.

**AdShuttle Workflow**

