

# *Publisher's Studio™*



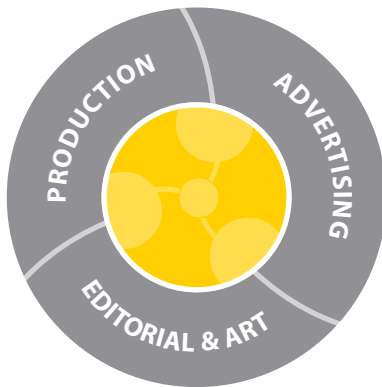
*Your end-to-end publishing solution*



# QuadSystems™ Publisher's Studio™

## Communicate ideas. Connect departments. Coordinate workflows.

Segregated advertising, editorial and manufacturing systems open the door to errors and miscommunication. Publisher's Studio from QuadSystems enables a level of collaboration previously unattainable in the publishing industry. The benefits to your business? You'll reduce production cycle times, eliminate costly mistakes and extend advertising sales time.



*For enterprise resource planning, Publisher's Studio provides an integrated workflow for advertising, editorial, art and production departments.*

### Created for your business realities

Publisher's Studio lays the groundwork for enterprisewide communication, with essential publication management tools and the ability to incorporate advertising, editorial and advanced versioning functionality for end-to-end issue control. This next-generation technology provides the flexibility publishers demand for their unique environment, yet offers unlimited room for growth.

By connecting key publishing operations, Publisher's Studio enables:

- > **Complete connectivity.** Real-time visibility between advertising sales, editorial and manufacturing departments facilitates communication and eliminates errors.
- > **Manage complexity.** Complicated demographic and geographic advertising is made simple using Publisher's Studio edition management.
- > **Adaptability.** Add users and integrate departments at your own pace.
- > **Elimination of redundancies.** Save time and money by utilizing one system for your enterprisewide communication.
- > **Extended selling time.** Cut planning, tracking and production time to enable longer advertising sales cycles.

### Scalable to your business needs

Regardless of the size and complexity of your publishing business, Publisher's Studio can make a difference in your productivity and profitability. Choose the level of functionality that will best impact your ROI.

- > **Publisher's Studio Professional**  
Essential advertising management and flat planning
- > **Publisher's Studio Elite**  
Integrated advertising, production and distribution workflow management.

## AdShuttle

AdShuttle.com, a Web-based advertisement processing and delivery system, is now bundled exclusively with QuadSystems Publisher's Studio. AdShuttle links the advertising world with publishers, allowing ad files to be submitted electronically and meet the publishers' specifications. This uniquely powerful, fully integrated system is designed to improve productivity and increase your return on investment.

Just open your browser and go to AdShuttle.com, upload your ad file and complete an online job ticket. AdShuttle crops ad files according to the publisher's specifications, and conducts a preflight check to identify potential errors. Once a file has been submitted, it is immediately available in Publisher's Studio for review or download. Publishers can track, view, accept or reject ads. Once accepted, Publisher's Studio will prompt you with the option to deliver the ad (via FTP) to your printer(s).

With AdShuttle.com, your advertisers will receive immediate feedback, ensuring their ads meet your specifications. This virtually eliminates the hassle of requesting and sending new files. With electronic submission, insertion orders and supplemental documents arrive alongside the ad file, effectively reducing the amount of time spent tracking these materials. These features – and more – will help drive down costs and improve your workflow.

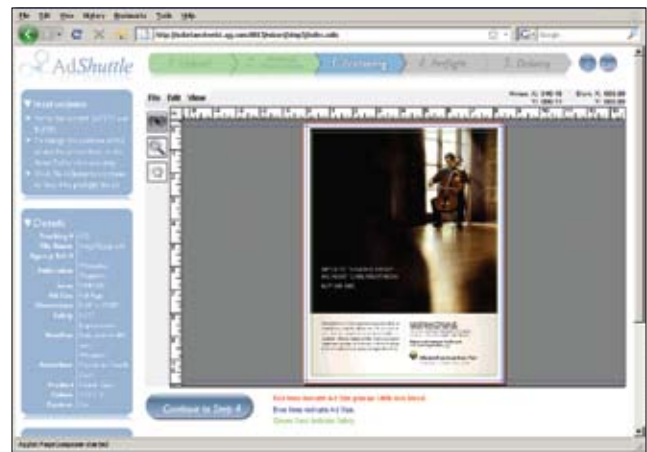
## IT success

Publisher's Studio fits into your company's architecture and easily integrates with your systems. Amazingly flexible, its open architecture supports all standard file formats. Plus, as an active member of IDEAlliance®, QuadSystems works with you to ensure compatibility with industry standards such as PROSE/XML and AdSMIL®.

Publisher's Studio is so intuitive and easy to use, your staff will be productive after a few short hours of training. With global data-sharing capabilities, the software connects local and remote locations to provide seamless, real-time participation between all essential parties.



*Advanced mapping features enable you to drag and drop images, analyze position requests, identify potential problems and run conflict analysis for the entire issue.*



*AdShuttle crops the ad file and conducts a preflight check to identify potential errors before sending the ad to the publisher. Once submitted, the ad is available for review in Publisher's Studio.*

## Virtual Book feature

The Publisher's Studio Virtual Book feature automatically creates a digital version of your publication as it is being built, with edits and placement changes occurring simultaneously. This feature allows publishers to check Ad and Edit face-offs and positioning requirements prior to releasing final pages. The flow and feel of the publication as experienced by the reader can be analyzed as well using the page-turning tool.



*Available with Publisher's Studio editions, Virtual Book effortlessly adds value for both your staff and for your clients.*

**“QuadSystems understands how all departments at a magazine publisher relate to each other.”**

*Sung Choe  
Advertising Operations Manager  
Mansueto Ventures, publisher  
of Fast Company and Inc.*

## Subscribe to Publisher's Studio

QuadSystems' Hosted Subscription Services allow you to avoid the costs of hardware, software, implementation and IT staff, yet still take full advantage of the functionality and services of Publisher's Studio – all through the Internet. Designed for small- and medium-sized publishers, subscription-based Publisher's Studio provides the same advertising, editorial and advanced versioning functionality as our installed version for just pennies a day. With minimal capital expenditure, you can now focus your resources on what's most important: producing the best book in the most efficient and least costly manner possible.

## Real-world publishing solutions

As a subsidiary of Quad/Graphics, one of the world's largest printers, QuadSystems evolves its products and services from a consistent and diligent focus on what our publishing customers need to be more successful. Every feature and each refinement are the result of feedback from publishers like you. What's more, our leaders in software development and product management bring nearly 40 years of combined experience in the publishing and IT industries. From our next-generation technology to our full range of professional services, we design solutions that create a better way of publishing – one that gives you more time to market, more profits, more peace of mind.

Contact our sales team at 1.866.246.7693 to find out more.

## Publisher's Studio Functionality

		PROFESSIONAL	ELITE
Ad Management	Account and Contact Management	●	●
	Define and Associate Advertising Categories	●	●
	Pick-up Ads From Previous Issues (Material Tracking)	●	●
	Advertising and Editorial Content Management	●	●
	Define Advertising Position Requests	●	●
	Rate Card Management		●
	Advertising Sales Forecasting		●
	Sales Rep/Commission/Territory Management		●
	Insertion Order Management		●
Export to Third-Party Billing Software		●	
Production Management	Issue Templates	●	●
	Press Signature and Other Bindery Component Management	●	●
	Basic Version Management	●	●
	Image Preview at Page and Signature Level	●	●
	Print Count Management	●	●
	Virtual Book	●	●
	Complex Demographic and Regional Version Management		●
	Standing Order Count Management		●
Auto-Calculate Manufacturing Costs		●	
Reporting	Auto-Generate Printing Instructions	●	●
	Production Summary	●	●
	Split Page Definitions	●	●
	Ad/Edit Placement	●	●
	Newsstand and Fulfillment House Connectivity		●
	Digital PIB Reporting		●
	PROSE Specification Compliant Exports		●
	Robust Reporting (Standard and Customizable)		●
	PAGE Certified Postal Reporting		●
	Sales and Revenue Analysis		●

### Sales & Support

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**New York** 3 Times Square | 14th Floor | New York, NY | 10036 | 212.672.1300

**Sussex** N63W23075 Hwy. 74 | Sussex, WI | 53089-2827 | 414.566.6000

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