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**For More Information Contact:**Claire Ho, Quad/Graphics  
414-566-2955

## Quad/Graphics' Innovative Ad Portal Is Adopted by Condé Nast

Portal allows advertisers and agencies to submit ads online and directly to publisher's ad management and production systems

SUSSEX, WI • Quad/Graphics announces that Condé Nast has adopted its innovative enterprise ad portal, an Internet-based advertisement processing and delivery system that streamlines the online submission of ad files from advertisers and agencies to publishers and printers.

The portal – branded "Condé Nast Transmit" – is powered by Quad/Graphics' AdShuttle technology and is acclaimed for its time- and cost-saving efficiencies.

"We are extremely happy with the launch of Transmit and our selection of AdShuttle as its technology backbone," said David Orlin, Senior Vice President, Operations and Strategic Sourcing for Condé Nast. "Transmit has enabled us to streamline the process of receiving and handling ad materials from our advertisers and to develop one unified workflow for all Condé Nast magazines."

Approximately 60 percent of Condé Nast's advertisers and agencies have already begun using Transmit since the publisher launched the solution last fall.

To use Transmit, advertisers and agencies simply go to <https://Transmit.CondeNast.com> and upload their files. Those files are then immediately run through a preflight check to identify potential errors before being released to the publisher. The immediacy of the preflight feature eliminates the time and costs involved with requesting and sending new files.

Once a file has been submitted, it is immediately available to Condé Nast as a jpeg image in Publisher's Studio, a robust production management system that features the next generation of AdSync and Impoze. The jpeg image can be dropped into the electronic magazine layout quickly and conveniently. Unlike basic ad portals, Publisher's Studio, developed by subsidiary QuadSystems, seamlessly interfaces with a printer-agnostic workflow system and incorporates advertising, editorial and advanced versioning functionality all in one real-time operating tool.

Once Condé Nast approves ad files, they are sent directly to Quad/Graphics' Imaging department where they are prepped and distributed for printing.

"We are pleased to have Condé Nast adopt our advanced ad portal solution to process the thousands of ads it receives each month," said Steve Jaeger, Quad/Graphics' Vice President of Information Systems and Infrastructure. "With Condé Nast's adoption of our solution, we are now the Number 1 online processor of advertising files."



**FOR IMMEDIATE RELEASE**

Condé Nast Ad Portal  
Page 2 of 2

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**About Quad/Graphics**

Quad/Graphics ([www.QG.com](http://www.QG.com)) 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 \$2.2 billion. Worldwide employment approximates 11,000 people.

**About QuadSystems**

QuadSystems ([www.QuadSystems.com](http://www.QuadSystems.com)) 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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