ADVERTISING PORTAL USER GUIDE

Rev.1, September 18, 2013
Rev.2, December 9, 2013
Rev.3, February 5, 2014
Rev.4, February 21, 2014

Summary

Guide for the use of the Advertising Portal

This guide is addressed to the users of the Advertising Portal and provides some basic instructions about how to use it.

Home Page

The functions available in the Home Page are as follows:

- <u>Registration of a new user</u>: to access the portal, you need to register by filling in the form which becomes available by clicking on "Register here". All displayed fields are compulsory. In case one or more fields are not filled in, the system alerts that it is not possible to proceed until all the requested information is available. After having entered the required data, the user should proceed as follows:

    - read and accept the "Terms and Conditions", by checking the corresponding checkbox

    - type in the proposed series of characters Captcha* which are displayed in the upper part of the box with red borders. The security test Captcha requires that the two words are typed in one after the other, separated by a blank.

    - click on "SEND".

    Once the registration process is completed, the system sends an e-mail to the address provided during the registration, with a link allowing the activation of the account through a click.

    After account activation, it will be possible to enter the portal with e-mail and password.

REGISTRATION

FIRST NAME*

LAST NAME*

E-MAIL*

COMPANY*

PASSWORD*

CONFIRM PASSWORD*

TELEPHONE*

TERMS AND CONDITIONS PLEASE READ THE FOLLOWING TERMS AND CONDITIONS CAREFULLY BEFORE USING THE ADSHUTTLE WEBSITE. BY USING OR ACCESSING THE ADSHUTTLE WEBSITE, YOU AGREE TO THESE TERMS AND CONDITIONS OF USE. This AdShuttle Terms of Use Agreement (the "Agreement") is between you and Quad/Graphics, Inc. doing business as AdShuttle ("AdShuttle") and sets forth the terms and conditions under which AdShuttle provides access to content and services at and through the AdShuttle website (the "Site"). If you are accessing and using the Site on behalf of your employer or another party, you represent that you are authorized to enter into this Agreement on behalf of your employer or the third party and that your employer or the third party you represent agrees to these terms and conditions. If you do not agree to the following terms and conditions of use, do not access and/or use the Site.

TERMS AND CONDITIONS* ☐

substance DIVierse

Type the text

CAPTCHA™
stop spam.
read books.

SEND

- <u>How to access the portal</u>: if the e-mail and/or password provided by the user are wrong, the system informs that credentials are not correct. If credentials are correct, the user is addressed to the first page available after login.
- <u>How to recover a forgotten password</u>: if you click on "Did you forget the password?" the portal asks to type in the e-mail address which you use to login. If this e-mail is included in the list of recorded e-mail addresses, the new password is sent to this e-mail address, otherwise you get an error message and you will not be allowed to recover the password. To complete this request, it is necessary to type in the security text which is shown within the red borders (Captcha code). Once you have logged in with the new password, you can change it in "Modify user's data".

FORGOT PASSWORD

Please enter the e-mail address you used for registering.

E-MAIL

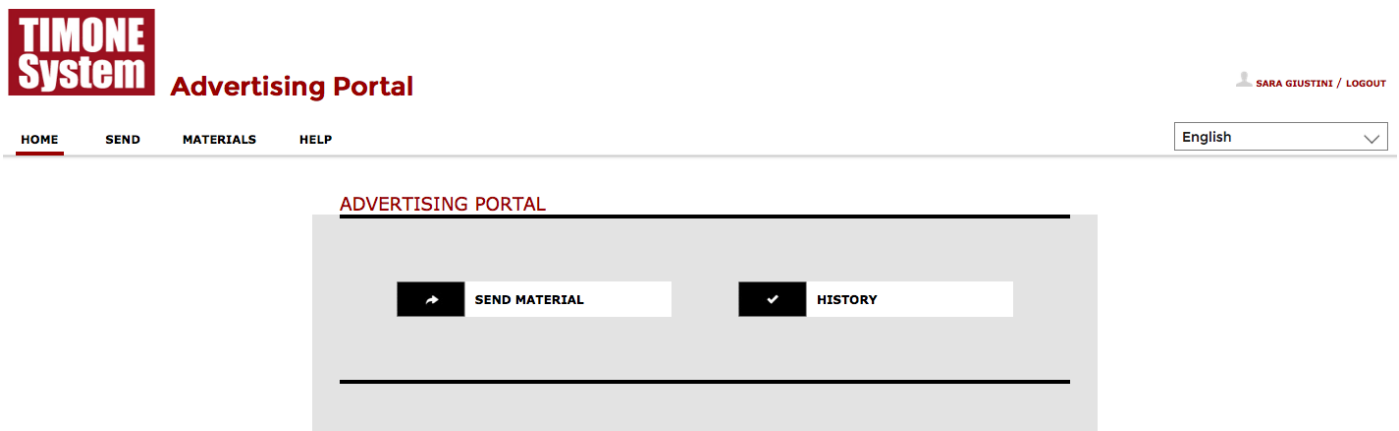Type the text

SEND

- <u>Select</u> <u>a</u> <u>language</u> <u>for</u> <u>the</u> <u>interface</u>: the portal interface is available in various languages. The active language is shown top right of the screen. To use a different interface language, just select a new language from the drop-down menu. The language can be changed also after login.
- <u>Help,</u> <u>guidelines</u> <u>and</u> <u>conditions</u> <u>of</u> <u>use</u>: in order to support the user in working with the portal, in creating and sending acceptable PDFs and inform him/her about the conditions of use, some links have been added to the Home Page, allowing to retrieve the information which is necessary for a correct use of the portal.

First page after login

TIMONE System Advertising Portal

SARA GIUSTINI / LOGOUT

HOME   SEND   MATERIALS   HELP

English

ADVERTISING PORTAL

SEND MATERIAL   HISTORY

The first page available after login shows the two main functions of the portal:
"Send Material" e "Delivered Materials".
These functions can also be accessed from the upper menu, from whatever page of the portal.

Send Material

This function allows agencies or customers to send advertising materials in PDF format to the Publisher and to provide all necessary information for a correct management of the editorial production workflow. This functionality can be split into 2 steps:

Step 1

This step requires to provide the information needed for sending the material: Customer name, Brand / Product description and Publication name. Available publications are shown in alphabetical order and there is also breakdown by supplements, if any. When you select a publication, a box containing the available issues for that publication is shown. From the portal, the user may select only one issue to be associated with the PDF. Repetitions shall be managed from within Gemma Materials by the Traffic Department / Operations Office.

Step 2

When you click on "Add Material", a box is shown, where you can type some notes, upload the PDF, specify the advertising format and the subject of the advertisement.

To upload the PDF, click on "File" and browse your computer to select the file. The system accepts only PDFs. If you try to upload different formats, you get an error message and the selection of the file is cancelled.

If you need to send more PDFs to be published in the same publication, in the same issue and for the same

customer and/or brand/product, it is possible to send more than one PDF at a time. To add a new material, just click on "Add material" as many times as are the materials which you wish to send and fill in all the necessary fields. If you wish to remove a data entry block, just click on the red X icon. Once all the fields are completed and all the PDFs to be sent are selected, just click on "Upload materials".

Before sending the files and the data, the system checks if all compulsory information has been provided and if all PDFs have been uploaded. If any data is wrong, a message will guide the user about how to correct it.
If all data is correct, the system starts the upload of the files.
Compulsory fields are:

- Customer
- Brand / Product
- Publication
- Format
- PDF file

Depending on the connection speed and on the size of the uploaded PDFs, the system can take some minutes to upload the files. In this phase, it is important that the user does not close the browser and does not leave the page, because he/she has to wait for the result of the delivery.
A progress bar will show the status of the file transfer for each PDF.
Upon completion of the transfer, the system will show the result of each single upload. Both in case all uploads are successful and in case of failed uploads, go to the section "Materials" to get an evidence of the delivery status.

Delivered Materials

By clicking on "Materials" from the upper Menu or on "Delivered Materials" in the Home Page, you get the list of the materials that were sent as per above described procedure.

Materials are oredered by delivery date, from the most recent to the less recent, which allows users to always find the latest uploaded materials at the top of the list.

Each delivered material is shown in a specific row of a table, as you can see in the picture here above. The table facilitates the navigation through materials. In each row of the table, only some of the material data is displayed. In order to see all data, just click on "See details".

Top left of the table, you have a "Research" button which enable searches.

Once sent, the material goes through various statuses. As a first thing, each PDF is submitted to a preflight check. Standard statuses are as follows:

1. Preflight check
2. Under acceptance
3. Accepted
4. Rejected

Preflight Check

Once sent, the material goes into the status "Preflight Check". In this status, the installed preflight tool verifies the correctness of the PDF.

Within this status, there are two sub-statuses: **"Being validated"** and **"Missing material"**.

If the sub-status is "Being validated", it means that the PDF has been correctly sent and is waiting to be processed by the preflight tool, which will then generate a result report; if the sub-status is "Missing material", it means that the PDF was not uploaded into the system and a new upload should be executed.

Once the material has been processed by the preflight tool, it gets a new status, either **"OK"** or **"Invalid Material"**. If preflight checks are ok, the material is moved to the status "Under acceptance". In this case, the system waits for a user of the Traffic Department / Operations Office to take the material in charge. If preflight checks are not ok, the material goes to the status "Invalid material".

If the material is not valid, it means that the PDF was not created correctly. If you click on Details you can download the preflight check report and verify what caused the rejection of the PDF. With reference to this, recommended practice is to correct the PDF and re-send it, till the file goes through preflight checks successfully. As an exception, if the user cannot produce a correct PDF at alls, he/she can eventually use the "Send request for acceptance" function. See description of this function in paragraph "Request for acceptance".

Under acceptance

This status refers to materials that have successfully gone through the preflight tool checks or that have been moved to this status by a Traffic Department / Operations Office user, following a request for acceptance. Materials residing in this status are checked by Traffic Department / Operations Office users, who will correct anomalies, if any, and move them to the status **"Accepted"**, or **"Rejected"**.

Accepted

In this status, there are those materials which have been validated by the users of the Traffic Departement / Operations Office and that shall be published in the specified issue/publication.

Rejected

Rejected materials are those PDFs which have been rejected following a specific request for cancellation or following a specific decision of Traffic Department / Operations Office user and that shall not be published in the specified issue/publication.

Material Details

By clicking on "See Details" or on the preview of the delivered material, you can see the information relating to the PDF. You will see a bigger preview of the material, the complete list of data concerning the material and, based on the status and validation of the preflight tool, a list of actions that can be executed with reference to this material:

- **Preflight Check**
  - Under validation: no actions can be executed on this material yet

○ Invalid Material: it is possible to make a request for acceptance, to download the preflight tool report and the original PDF.

If you click on "Request for acceptance", you get a form allowing you to type some notes justifying the request. The recommended practice is to always correct the PDF, till it is validated by the preflight tool. However, as an exception, in case the user is "stuck" and there is no way to have the PDF accepted by the preflight tool, it is possible to use the "Request for acceptance" function.

When you click on "SEND", the system shall show a summary of the forwarded request.

SEND REQUEST FOR ACCEPTANCE
REQUESTED BY SARA.GIUSTINI@TKSOLUZIONI.IT
ON THE 20-02-2014 09:53:25
NOTE: REQUEST

○ Missing material: in case of missing material, you can upload the material that could not be sent due to a mistake or to missing network connection.

MATERIAL DETERIALS

MATERIAL STATUS: PREFLIGHT CHECK - MATERIAL MISSING
Ticket: MW2013382
Customer: form
Product: form
Subject:
Publication: Vanity fair
Format:
Note:
User: sara.giustini@tksoluzioni.it
Delivery date: 03-09-2013 16:06:59
Issues:

UPLOAD MATERIAL

◄ BACK

If you click on "Upload Material", you get a form allowing to upload the PDF.

FILE   1 COVER.PDF

UPLOAD

Once the PDF is uploaded, the usual preflight tool validation cycle starts again.

- **Under Acceptance**

In this status, there are those materials which successfully went through the preflight tool check or which were moved to this status by a Traffic Department / Operations Office user following a request for acceptance.

○ OK: In this status, there are those materials which successfully went through the preflight tool check

MATERIAL DETAILS

When a material is in this status, you can **download the preflight tool report** and the **original PDF**. On top of this, you can also **Send a request for cancellation** for the material. This function was conceived to help users in case they send wrong PDFs by mistake. The request for cancellation process is the same as the request for acceptance. When you click on "Request for cancellation", you get an area where you can write the reasons for the request and then click on "SEND".

Also in this case, the request has to be accepted by a Traffic Department / Operations Office user, who has to cancel the material. Once the request has been sent, its details are displayed among materials details.

○ Invalid material: in this status, there are those materials for which the Traffic Department / Operations Office has accepted the request for acceptance.

On the right, you can see a summary of the request.

- **Accepted**
  In this status, there are those materials which have been accepted by the Traffic Department / Operations Office and that shall be published in the specified publication / issue. The actions available here are the **download** of the **preflight report,** the **download** of the **original PDF** and the **request for cancellation**.
- **Rejected**
  In this status, there are those materials that have been rejected by the Traffic Department / Operations Office.