

Instructions for uploading to Ads 4 Reed

Visit our login page here:
<http://www.ads4reed.com>

The screenshot shows the Ads 4 Reed website interface. At the top left is the logo "ADS 4 REED" with a tagline "Reed Business Information." and links for "[About Us]" and "[Contact Us]". A welcome message reads "Welcome, Guest. Tuesday, July 29, 2008". A left navigation menu includes "PRINT: SPECIFICATIONS", "PRINT: TEMPLATES", "PRINT: DOWNLOADS", "HELP / RESOURCES", and "FIRST TIME USERS". The main banner features the text "The Fast and Easy Way to Uplo" and a photo of a smiling woman. Below the banner are three sections: "NEW USER? Register Now" with a "SIGN UP FOR AN ACCOUNT" button; a "Login" section with fields for "USER NAME: jslepski" and "PASSWORD:" and a "GO" button; and a "What's New" section with a keyboard image and a list of updates.

If you're a returning user, enter your login information.

New users should follow the instructions to "Sign Up For an Account" from the left navigation.

Once logged in, you'll see our homepage

The screenshot shows the Ads 4 Reed website homepage for a logged-in user. The top navigation and banner are identical to the previous screenshot. The main content area is titled "What would you like to do today?" and is divided into three columns. The left column contains "VIEW HISTORY / CHECK STATUS" (with a sub-link "View My History / Check Ad Status"), "UPLOAD PRINT AD" (with sub-links "Upload an Ad for a Single Publication - Print" and "Upload an Ad for Multiple Publications - Print"), and "UPLOAD E-NEWSLETTER AD" (with sub-links "Upload an Ad for a Single Publication - e-newsletter" and "Upload an Ad for Multiple Publications - e-newsletter"). The middle column contains "ACCOUNT INFO & CONTACT INFO" (with sub-links "Change/View Account Information" and "Contact Us"). The right column contains a "What's New" section with a keyboard image and a list of updates. A message at the top of the main content area reads "You are logged in as Joe Slepski. If you are not Joe Slepski, please click here." The welcome message at the top right now reads "Welcome Joe Slepski. Tuesday, July 29, 2008".

Select the option in the lower left to “Upload a Newsletter Ad” for a Single Publication

UPLOAD E-NEWSLETTER AD

- [Upload an Ad for a Single Publication - e-newsletter](#)

From this list, select the Magazine name for which you’re uploading an ad

Upload to Single Title

1 SELECT TITLE 2 UPLOAD AD 3 CONFIRMATION

The Online Web service is in development. Please check back

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

On the next screen, select the specific eNewsletter you’re uploading for

Upload for Online

1 SELECT TITLE(S) 2 UPLOAD AD

Please enter all information below:

Publication: **Building Design & Construction** ([Change to different magazine.](#))

Choose Product Type: e-Newsletter

Choose Product Title:

Choose Issue Date:

Choose Position: Choose Position

If other, please enter W: pixels x H: pixels

The screen refreshes and you can then select the DATE which you're sponsoring

Please enter all information below:

Publication: Building Design & Construction (Change to different magazine.)

Choose Product Type: e-Newsletter

Choose Product Title: BDC Weekly eNews

Choose Issue Date: Choose..

Choose Position: Choose..

If other, please enter size:

- 8/20/2008
- 8/27/2008
- 9/3/2008
- 9/10/2008
- 9/17/2008

Next, provide the position which you've committed to. A representational image of our newsletter is provided to the right to help determine your sponsorship location.

Please enter all information below:

Publication: Building Design & Construction (Change to different magazine.)

Choose Product Type: e-Newsletter

Choose Product Title: BDC Weekly eNews

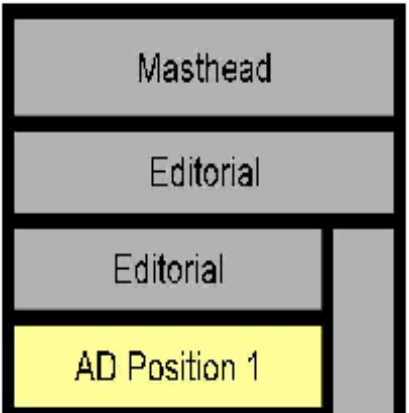
Choose Issue Date: 8/28/2008

Choose Position: Choose..

If other, please enter size:

- Choose..
- BDC Weekly Testing (w: 100 pixels x h: 100 pixels
- BDC Weekly Testing Text Only (w: 1 pixels x h: 1 p
- Other

Production Manager:



The diagram shows a vertical stack of four rectangular sections. The top section is labeled 'Masthead'. The second section is labeled 'Editorial'. The third section is also labeled 'Editorial' and is narrower than the second. The bottom section is labeled 'AD Position 1' and is highlighted in yellow.

Depending on your specific Ad requirements, you will then proceed to fill in the data where requested. Please consult the Copy Chasing email you received for your ad specifics.

Headlines can be entered here

Headline: <input type="text" value="Headline Here if Needed"/>
<input type="checkbox"/> Image #1 path provided by advertiser in special instructions.
Image Upload 1: <input type="text"/> <input type="button" value="Browse..."/>

Upload your image to our servers by clicking the “Browse” button and selecting it from your desktop. If you are hosting the image, select the check box and provide the image path in the special instructions box below.

If you have the text of your message already written up on a document and prefer uploading that, you can by selecting “Browse” here. If you’d like to paste in the Ad Material Copy directly into the system, you can do that as well.

Text Document 1: <input type="text"/> <input type="button" value="Browse..."/>
or enter text: <input type="text" value="Enter Body Text here"/>
URL 1: <input type="text"/>

Additionally, this is where you designate the URL for the Ad to resolve to. By design, all of our ad positions require only one URL. However, many advertisers want to use multiple URLs. If that is the case, please specify that information in the Special Comments section below and we are happy to accommodate you 100%

Any special instructions about your ad that you feel may be overlooked by the uploading options above, please simply enter it in the box below.

When you're finished, press the Upload Ad button.

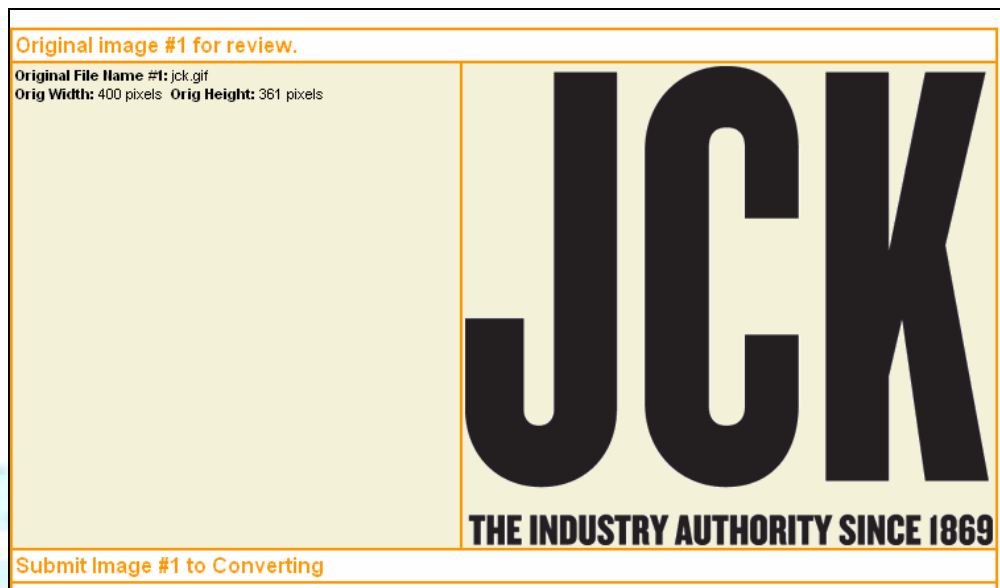
Enter Special Instructions Here:

If you have any additional needs enter them here!

You will receive an email notification when your ad is successfully uploaded. A notification will also be sent to Building Design & Construction Production Manager.

Upload Ad

Upon upload, A4R will resize your image to our specified size. At the top of the next screen, you'll see your original image.



Below this is the resized version. If approved, click the “Use this resized image” button and then the “Accept Ads” Button.

Your image may differ slightly from our requested specs. If there is any reason you do not feel comfortable using the resized version, simply select “Use the original image” and then Accept. We will likely contact you prior to deployment to discuss the revised ad.


If you’d like to reformat the picture yourself and resubmit, you can click the “Back to Make Changes” and resubmit a revised image.

Submit Image #1 to Converting

Ad Details
Product Type: Frontline News
Product Title: e-Newsletter
Issue Date: 10/14/2008
Position: Frontline Pos 5 (w: 150 pixels x h: 150 pixels)
Ad Size Other:
Text Entry #1: test
Web URL #1: www.reedbusiness.com

Image Name #1: Single_11_jck.gif
Original File Size: 9624 KB File size OK.
Modified File Size: 4385 KB
Orig Image Width: 400 pixels **Height:** 361 pixels
Modified Image Width: 150 pixels **Height:** 150 pixels
Your image has been resized!

Use this resized image
 Use the original image



Finally, you’re at the confirmation page, where all the data about your Ad is displayed. You’ll also get an email confirmation to the address you provided when registering to the site.

Your ad has been accepted!

Image File(s)	Text File(s)	Ad ID
SAMPLE PIC.JPG		14
Headline	Special Notes	
Testing		
Web Address(s)	Errors	
http://www.reedbusiness.com	NONE	

PUBLICATION	PRODUCTION MANAGER EMAIL	ISSUE DATE
Building Design & Construction Click to Submit New Ad To This Title		8/6/2008
Images Accepted	Finished	Product Type
1	Upload Completed	e-Newsletter
Product Title	Position	Width/Height
BDC Weekly eNews	Pos 1	W: 100 pixels x H:100 pixels
File Name(s)		
e-Newsletter_14_SAMPLE PIC.JPG		
Text Entry: testing text		