

Booking URLs

Digital Ad Lab

Thu15 Dec 2011

Agenda

- Overview of Booking URLs
- Dean & Mike - Associated's experience
- Darron & Andy - Agency's experience
- Standardisation?
- Questions & Answers

Publisher

Sales

Sell Ads

Production

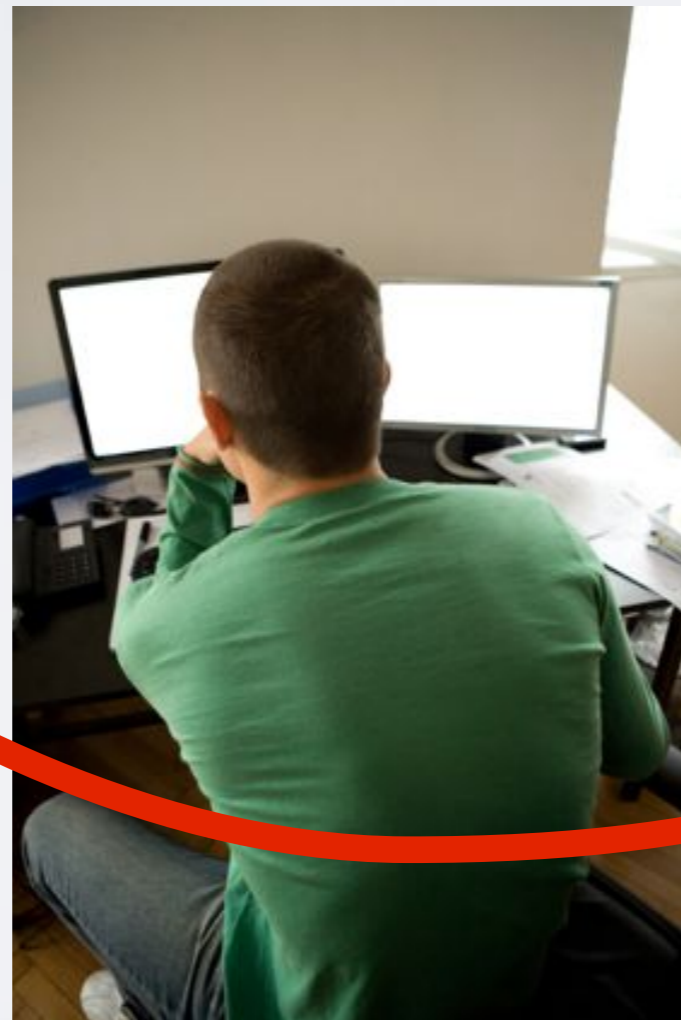
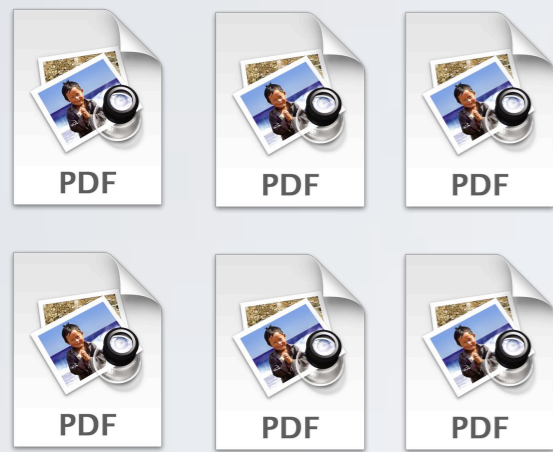
Receive Ad Copy

Traditional Problems

- No link between sales and production
- Booking Numbers / URNs are not communicated
- Entering fields when uploading is a pain = errors
- No URN = Manual Matching

Manual Matching

Incoming Ads



List of Bookings

1 - 4 of 4 Results << First < Prev Next > Last >>

<input type="checkbox"/>	Name	insertdate	publicationref	Size	um	Col	Client	Status
<input type="checkbox"/>	569431	07-Jul	TH	190.0 x 260.0	569431		Ward Milers	AwaitingMakeup
<input type="checkbox"/>	697750	11-Jul	MS	190.0 x 260.0	697750		Parkes Joiners	AwaitingMakeup
<input type="checkbox"/>	592298	12-Jul	P	190.0 x 260.0	592298		Vincent Bakers	AwaitingMakeup
<input type="checkbox"/>	393773	14-Jul	TH	190.0 x 260.0	393773		Fry Estate Agents	AwaitingMakeup



Restrictor: Needs Matching



Name: avivaStadium
 art:
 Size: 212 D x 300 D
 Col:
 materialnumber:
 materialcode:
 Regio:

Width 180
 Depth 260
 materialnumber
 materialcode
 Col
 art
 Regio Awaiting Makeup

[Search](#) [Delete](#)



Name:
 art:
 Name:
 art:

1 - 4 of 4 Results

<input type="checkbox"/>	Name	insertdate	publicationref	Size	art	Col	Client	Status
<input type="checkbox"/>	566431	07-Jul	H	190 D x 260 D	566431		Richard Miles	Awaiting Makeup
<input type="checkbox"/>	667750	11-Jul	MS	190 D x 260 D	667750		Parkers Joiners	Awaiting Makeup
<input type="checkbox"/>	662298	12-Jul	n	190 D x 260 D	662298		Vincent Bakens	Awaiting Makeup
<input type="checkbox"/>	260773	14-Jul	H	190 D x 260 D	260773		Fry Estate Agents	Awaiting Makeup

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[Add New](#) [Regenerate](#)

Booking URLs

- Makes booking information **clickable**
- Reliably communicates URN and spec
- They can be sent by email
- Saves data entry at agency - saves time + errors
- Gets URNs into files => **auto matching**

es magazine

Homes & Property

METRO

London Evening Standard

Dear contact dept

Thank you for supplying advertising content to London Classified and assisting in the process of delivery via our channel partners

Please use the Quick Links below to pre-populate our partners WEB delivery solutions

Copy is required for the following: Please ensure copy is delivered no later than the Delivery Deadline

Many Thanks & Kind Regards
 London Free Division Production
[0207 938 6453](tel:02079386453)

Publication	Date	Advertiser	Brand	Size (depth x width)	Colour	URN	Delivery Deadline
Metro	16/12/2011	A A	DR	100mm x 2columns (100mm x 73mm)	CMYK	2328656	14/12/2011 17:00

Quick Click a Logo below to Send Via:



AdSend



AdStream



Qmul



Specle

Advertising Specifications and additional delivery details available from



[Associated Newspapers](#)

METRO**Metro**

United Kingdom

Associated Newspapers

All fields marked with an asterisk (*) are required.

Booked Size

Height * 100.0 mm

Width * 2 - 73mm

Ad Information

Advertiser * A A

Brand DR

Headline * The campaign headline or theme

Media Buyer The company that bought the ad space

Insertion Information

URN/Booking No 2328656-379515293 ✓

Insertion Date * 15 Dec 2011 ✓

Colour * Colour BW

Special Instructions

Upload file * Choose File No file chosen

By clicking on upload, you agree to our [terms & conditions](#).**Upload (E3)** or [cancel](#)

Preparing Files

Export a PDF to these settings:

Specification: NewspaperAds_1v3 (by [GWG](#))

PDF Standard: PDF/X-1a:2001

Convert to CMYK using these settings:

Profile: ISOnewspaper26v4 ([download](#))

(FRA26 Max TAC 240)

All the GWG fields

Profile	ProductDescription	PrintHeightValue
BuyerName	PrimaryMaterialsID	PrintHeightUnit
CreatorName	SellerPlacementID	Bleed
PrepressName	Publication	Change
PrepressContact	FirstPublication	PartVersion
PrepressTelephone	Color	Destination
PrepressEmail	PrintFixedArea	HardProofSent
AdvertiserName	PrintWidthValue	Section
AdvertisedProduct	PrintWidthUnit	

All the GWG fields

Profile	ProductDescription	PrintHeightValue
BuyerName	PrimaryMaterialsID	PrintHeightUnit
CreatorName	SellerPlacementID	Bleed
PrepressName	Publication	Change
PrepressContact	FirstPublication	PartVersion
PrepressTelephone	Color	Destination
PrepressEmail	PrintFixedArea	HardProofSent
AdvertiserName	PrintWidthValue	Section
AdvertisedProduct	PrintWidthUnit	

URL Format

- <http://specle.net/uk/associated-newspapers/metro?SellerPlacementID=2328656-379515293&FirstPublication=2011-12-15&PrintWidthValue=73&PrintHeightValue=100&Color=Color&Section=Display&AdvertiserName=A+A&AdvertisedProduct=DR>

METRO**Metro**

United Kingdom

Associated Newspapers

All fields marked with an asterisk (*) are required.

Booked Size

Height * Width *

Ad Information

Advertiser * Brand Headline * Media Buyer

Insertion Information

URN/Booking No. Insertion Date * Colour * Colour BWSpecial Instructions Upload file * aa_ad.pdfBy clicking on upload, you agree to our [terms & conditions](#). or [cancel](#)

Preparing Files

Export a PDF to these settings:

Specification: **NewspaperAds_1v3** (by [CWC](#))PDF Standard: **PDF/X-1a:2001**

Convert to CMYK using these settings:

Profile: **ISOnewspaper26v4** [\[download\]](#)**(IFRA26 Max TAC 240)**

METRO

Metro

United Kingdom

Associated Newspapers

All fields marked with an asterisk (*) are required.

Booked Size

Height * 100.0 mm

Width * 2 - 73mm

Ad Information

Advertiser * A

Brand D

Headline * A

Media Buyer T

Insertion Information

URN/Booking No. 2

Insertion Date * 1

Colour * 2

Special Instructions

Upload file * Choose File sa_ad.pdf

By clicking on upload, you agree to our terms & conditions.

Upload (5) or cancel

Preparing Files



Uploading file, please wait...

- This can take several minutes.
- Keep this window open until the file is uploaded.
- We will email you when your ad is ready.

[Open a new window](#) if you want to do something else.

gs
taperAds_1v3 (by GWC)
-1a-2001
e settings:
espaper26v4 [\[download\]](#)

Specle Send Report - 20049

Your uploaded file (2328656_20049.pdf)

Last updated at: December 14, 2011 19:25

✓ **Passed Check**

Summary

Your ad has passed the requirements set by the publisher

Recommendation

Please check the final file and soft preview, then if you are happy to proceed, click 'Approve & Send' to deliver your ad to the publisher



Approve & Send

Re-upload

Discard

- [View preflight report](#)
- [Download final file](#)
 - [Soft preview](#)
- [Visualizer report](#)

Metro

United Kingdom

Associated Newspapers

Display Columns

Height 100.0 mm



Specle Send Report - 20049

Your uploaded file (2328656_20049.pdf)

Last updated at: December 14, 2011 19:25

 **Delivered**

Summary

Your ad has been delivered to the publisher

Recommendation



- [View preflight report](#)
- [Download final file](#)
 - [Soft preview](#)
- [Visualizer report](#)

Metro

United Kingdom

Associated Newspapers

Display Columns

Height 100.0 mm



2328656_20049.pdf

Advanced

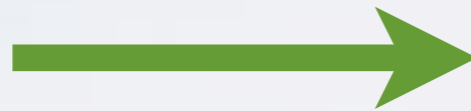
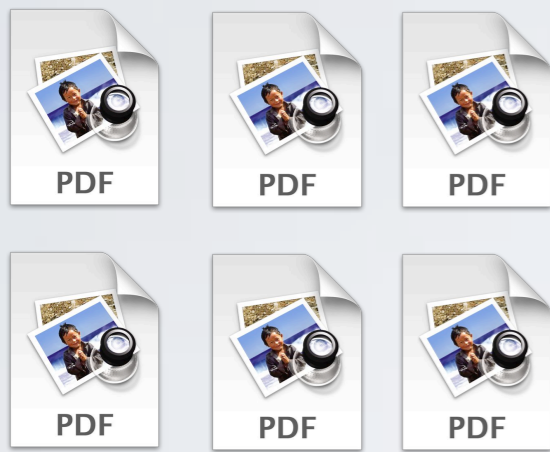
- ▼ http://adsmi.org/xmlns/
 - adsmi-at:Profile: GWG_v1.2_AD
 - adsmi-at:PrimaryMaterialsID: aa_ad_20049.pdf
 - adsmi-at:CreatorName: Specle
 - adsmi-at:PrepressName: Specle
 - adsmi-at:PrepressContact: ""
 - adsmi-at:PrepressTelephone: ""
 - adsmi-at:PrepressEmail: ""
 - adsmi-at:PrepressFax:
 - adsmi-at:AdvertiserName: A A
 - adsmi-at:ProductDescription: AA Campaign
 - adsmi-at:SellerPlacementID: 2328656-379515293
 - adsmi-at:Publication: Media
 - adsmi-at:FirstPublication: 2011-12-15
 - adsmi-at:Change: false
 - adsmi-at:Color: Color
 - adsmi-at:ColorDescription:
 - adsmi-at:PrintFixedArea: Column 2
 - adsmi-at:PrintWidthValue: 73.0
 - adsmi-at:PrintWidthUnit: mm
 - adsmi-at:PrintHeightValue: 100.0
 - adsmi-at:PrintHeightUnit: mm
 - adsmi-at:Bleed: false
 - adsmi-at:AdvertisedProduct: DR
 - adsmi-at:BuyerName:
 - adsmi-at:Remarks:
- http://gwg.org/jt/xmlns/

Replace... Append... Save... Delete

Cancel OK

Auto Matching

Incoming Ads



List of Bookings

1 - 4 of 4 Results << First < Prev Next >> Last >

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<input type="checkbox"/>	393773	14-Jul	H	190.0 x 260.0	393773		Fry Estate Agents	AwaitingMakeup

Associated Example & Questions

Sending your ad with **good metadata**
means
your ads go where you want them to