



**blanchard**systems  
intelligent software

# Ad Portal

SendMyAd streamlines production by automating ad checking and delivery - faster and easier than ever before. Every ad meets every quality criteria, every time.

## RECEIVING AD MATERIALS HAS NEVER BEEN EASIER

### UPLOAD, PREFLIGHT, DELIVER

Checking received materials from advertisers is a slow, time-consuming, manual process that takes up valuable resources. Production staff has to ensure that each ad meets publication specifications, is free from errors, and includes the correct insertion order details.

Thousands of publishers across the country rely on SendMyAd to streamline their ad acceptance processes by automating the checking and delivery of ads.

With SendMyAd as your online ad portal, you're assured that every ad received meets publication specs. The result is longer lead times, reduced costs and increased efficiencies.

### PRINT, WEB, MOBILE

One portal – many formats. Receive all forms of digital ad materials from your advertisers including web banner ads, tablet ads (inc DFT & EFT ads), as well as multiple sized ads for print.

### INTERACTIVE PREFLIGHT REPORTS

As ad materials are uploaded, SMA rejects or flags any non-compliant ad materials. This insures that the ads submitted are ready to be published with no errors.

### AD MATERIALS PICKUP

Ads can be picked up from issue to issue, or from publication to publication. This allows advertisers to quickly use materials that are ready to go.

### ON TRIM / RE-POSITION TOOLS

With our online trim tool advertisers can re-position or fit ads to fulfill different ad specifications without having to recreate content.

### CUSTOM NOTIFICATIONS

The system can automatically notify advertisers and publishers when problems occur. File uploads, file preflight issues, as well as deadlines that are approaching soon are a few of the warnings that can be sent out automatically.

### CUSTOM APPROVAL CYCLES

Approval cycles can be created at any step of the ad submission process. Approvals are required for any preflight warnings that are found within the supplied ad materials and publishers can work with advertisers to help them sort out problem ad submissions. Publisher based approvals can also be created to further enhance the workflow and as another final hands on check.

### PUBLICATION MANAGEMENT

SMA manages all milestones within the publication. This includes the issues ad submission deadline, shipping date, on sale date, and all of the ad specifications (sizes) for the publication. SMA notifies publishers and advertisers when material has not been received in time.

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