

hanley▲wood

Ad Express Portal User Guide

The new Hanley Wood Ad Express is easy to use and saves time. It is a secure, convenient location that allows you to easily upload your PDF ad files for all Hanley Wood titles via a simple drop down menu. The portal provides clear PDF instructions, Hanley Wood terms and conditions for submitting digital advertising materials, and quick, easy prompts to complete the information required to successfully upload an ad.

Upon the submission of your ad file through Ad Express, the ad will be immediately transferred to our secure site, automatically preflighted, and an instant confirmation email is sent to you and your Hanley Wood production team. The email will include full authentication of the PDF's preflight's results. Upon successful preflight, your ad will be sent directly into production.

If your ad needs additional modifications to meet full PDF compliance, you will be notified with what necessary adjustments are required. You may be required to resubmit your ad. For additional support, your Hanley Wood production team is available to guide you in making any necessary PDF modifications.

It's new, it's easy, it's convenient.

Login Page:

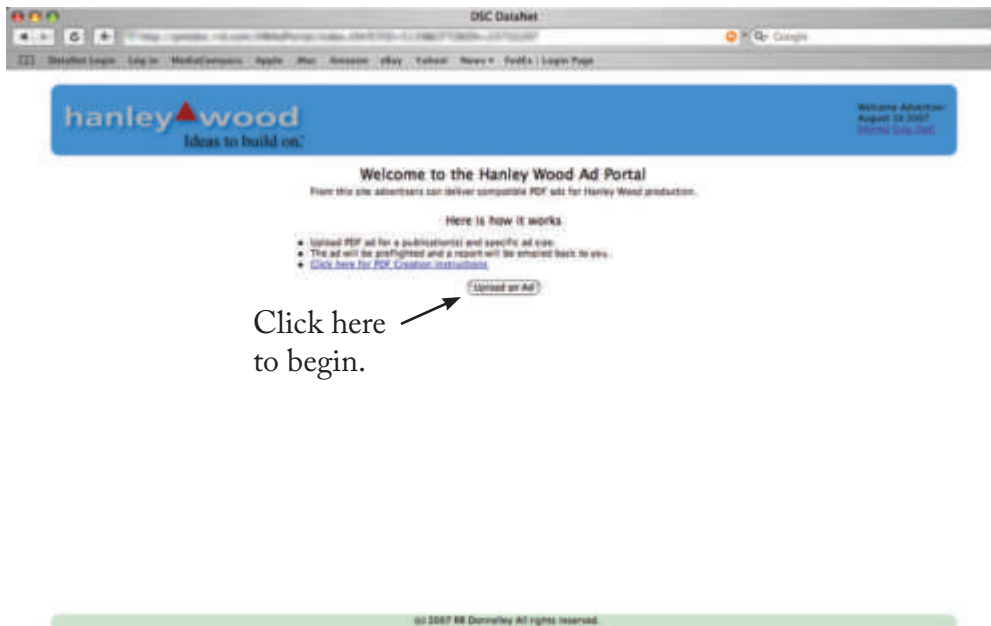
Go to www.adexpress.hanleywood.com through your favorite browser.



User name is: hwadvertiser
Password is: hwadvertiser

Welcome Page:

Here you will find some helpful tips on creating print-ready PDFs that will conform to Hanley Wood specifications.
To begin uploading your pdf, click the Upload An Ad button.



Upload Page:

To upload your ad, complete all information on the upload form

- Choose a publication, publication date, and correct ad size from the drop down menus

Use the buttons to identify:

- If the ad bleeds
- The color type
- Include any special notes you wish to send with the ad upload
- Select the Choose File button to browse and attach the pdf you wish to upload
 - File must meet PDF/X-1a Standards and file name can not exceed 20 characters
- Read the terms and conditions and click to accept
- Select the Upload button to securely send your pdf to Hanley Wood

A screenshot of the 'Upload Page' on the Hanley Wood Ad Portal. The page contains a form with various input fields and buttons. The form fields include: Contact Name, Contact Phone Number (with a note '(999-999-9999)'), Contact Email, Advertiser, Ad Name / Headline, Publication (a dropdown menu), Issue Date (a dropdown menu), Ad Size (a dropdown menu), Does Ad Bleed? (Yes/No radio buttons), Ad Color (Color/Other radio buttons with a 'Specify' field), Notes (a text area), and PDF file to upload (a 'Choose File' button). To the right of the form is a 'Terms And Conditions' box with a list of terms and a 'I have read and accept the terms and conditions.' checkbox. Below the form is a 'File Rules' section with a list of requirements: PDF files only, no staff or E.P., file name < 20 characters, no special characters, and no spaces in the file name. A red note at the bottom states: 'Note: * Required Fields must be completed.' The 'Upload' button is located at the bottom right of the form area.

Confirmation Page:

This is your confirmation page. It shows all the important information that was entered in the previous upload page. It also includes your Hanley Wood production contact information, so please print this page for your records. If, upon uploading, you do not see this page and do not receive a confirmation email, your file was not properly uploaded.

Please contact your magazine's ad production representative.

They can assist you with any questions or concerns you may have.

After successful completion of your pdf upload, you may now log out or you can upload another ad by clicking the link.

hanley wood
ideas to build on.

Welcome Advertiser
September 13, 2007
2007 Site Code

Upload of file27134.pdf has completed successfully. You will receive an email with the preflight report attached.
Print this page for your records.

Ad Name: Test	Advertiser: Test	Title: Big Builder - 10.07.ind
Uploaded by: Fred Weiskopf Phone: 202-776-3472 E-Mail: fweiskopf@hanleywood.com	File Name: file27134.pdf Ad Size: Full Page (Width: 16.75 x 11.125) Upload Date: 11-Sep-07 09:29 AM Bleed: Yes Ad Color: CMYK Spot Color:	

Notes: Test

Hanley Wood Contacts

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Upload Details

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