

## Overview

The new AdTracker Sourcing Module will allow you to quickly export, zip and FTP ads to a “source” location all in one step. When the sourcing vendor is done with ad production, the ads can be zipped and FTP’d into one location. AdTracker will then obtain the ads back into the system.

This Sourcing Module will significantly reduce the additional labor involved in preparing, sending and receiving materials to and from sourcing vendors.

## Functionality

This new Sourcing module has the following functions:

- 1) AdTracker (Mac client) will zip and export ads designated for Sourcing directly to an FTP destination
- 2) AdTracker (PC / Mac client) has a new button in the “New Art” dialog called “Scan Layout” for bringing in layout information.
- 3) Incoming, completed ads can be obtained within AdTracker (Mac client) by selecting Obtain > Obtain Sourced Ads.

For detailed functionality and setup, please refer to the following pages.

## How to Upgrade

Please contact your DPS support representative to upgrade. Your support representative will work with you to obtain the information required to create a one button AdTracker Installer.

Please refer to the following pages for configuration instructions.

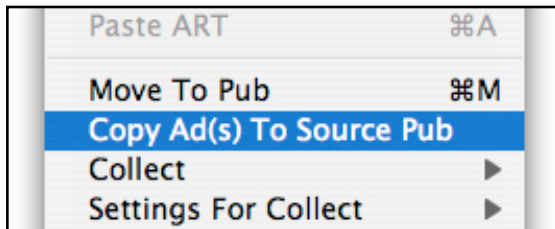
If you have further questions, please contact DPS Technical Support.

support@dps-ct.com  
860.721.9700



## Detailed Functionality

1) AdTracker (Mac client) will export ads designated for Sourcing directly to an FTP destination



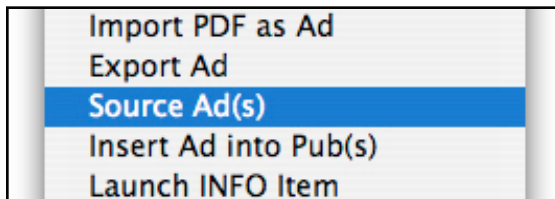
- User highlights ads to be “designated” for Sourcing

- User selects “Copy Ad(s) To Source Pub”

AdTracker makes an entry in an AdTracker “Sourcing” publication for all highlighted ads. This provides an easy way to manage the ads that have been selected for sourcing.

- User then populates the ad Jacket with artwork, text, and a layout File.

- User highlights a number of Ads “ready for Sourcing” and selects “Source Ads”



AdTracker creates a CSV info file including pertinent meta-data for the current Job (refer to the “CSV File Defined” section on page 4 of this document)

For each highlighted ad, AdTracker creates a folder with all ad jacket components including the CSV info file

AdTracker then zips the entire folder as AD#.Zip

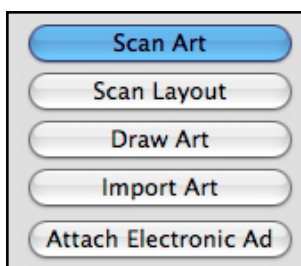
AdTracker then FTP’s the zip file to the pre-configured FTP address (Source FTP)

AdTracker then changes the status of the ad to “SOURCE OUT” (based on a setting in the source\_ad.ini file, this status may be modified)

AdTracker continues until all highlighted ads have been zipped and FTP’d.

2) AdTracker (PC / Mac client) has a new button in the “New Art” dialog called “Scan Layout”

- A User will find an ad number in AdTracker



- Click the “New Art” button and choose “Scan Layout”

- AdTracker will switch to Photoshop

The User will scan the layout in Photoshop and save the file to the AdTracker Scan Folder

-AdTracker will pick up the scanned layout and rename the Artwork to “Ad#\_Layout.\*”

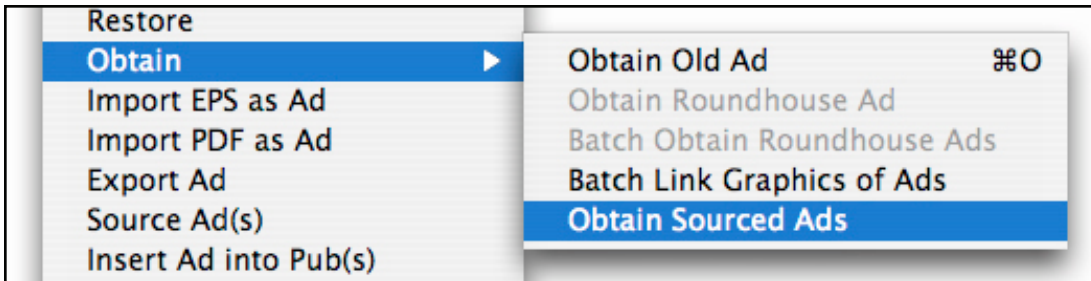


3) Incoming completed Ads can be obtained within AdTracker (Mac client) by selecting Obtain > Obtain Sourced Ads.

-The Source vendor will deliver “zipped” folders of ads, artwork, etc. back to AdTracker

-Once the ads have been returned by the Source agency, drop the zipped ads in the “Import” folder on the server (see folder structure below)

An AdTracker user will pull down on the Obtain Old Ads menu and select Obtain Sourced Ads



AdTracker will look in a specific location for zip files named Ad#.zip.

This new Obtain function will mark an ad as “busy” and unzip it into a folder named the Ad#.

The new function will then attempt to locate an entry in the AdTracker database which matches the Ad#.zip name. If it finds a match it will begin importing the new ad and any associated artwork into the AdTracker database. It will overwrite any previous ad of that name.

If the artwork has not been modified by the source agency, it does not need to be returned in the zip file. AdTracker will use the same artwork which was originally sent to the source agency. This should significantly reduce FTP bandwidth requirements.

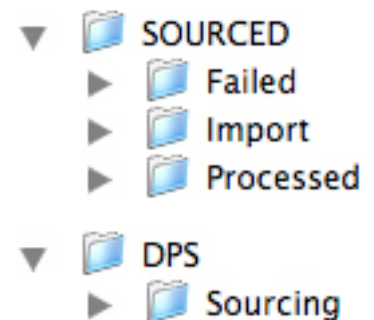
If the Ad# cannot be found in the AdTracker database, AdTracker will look for a CSV file in the zip folder. If one is present and in the correct format, this Obtain function will create a new ad order in AdTracker with the ad order information from the CSV file. It will then complete the obtain process.

Once all ads have been obtained, AdTracker will present the user with a dialog box showing how many ads were obtained and how many failed. Ads that failed will reside in the “SOURCED:Failed” folder.

## Folder Structure:

A folder called “SOURCED” should be added to your VOL1:DPS-ADS directory. Sub-folders called “Failed”, “Import”, and “Processed” must also be created.

A folder called “Sourcing” should exist in the local DPS folder on the Mac client. This should be created automatically by the AdTracker Sourcing updater provided by DPS.



## CSV File Defined:

This file is created when the ad is exported and sourced to the vendor.

Each field listed on the right corresponds to the entries provided in the text delimited file.

\*These are fields that are not specific to the ad itself, but are set based on the [CSV Literals] section of the source\_ad.ini file. These values represent optional data passed by your paper and are not required.

Ad Number  
 Size  
 Width (in Inches)  
 Depth (in Inches)  
 Ad Status  
 Ad Type  
 Customer  
 Color  
 Sales Rep  
 Next Run Date  
 Comment  
 Tag Line  
 Slug  
 Account number  
 Order Type\*  
 Spec Ad Y/N\*  
 Delivery Options\*  
 General Description\*  
 Print Versions\*  
 Artistic Discretions\*

## SOURCE\_AD.ini File Defined:

This configuration file controls the functionality of the new Sourcing feature in AdTracker. It must reside on the server in your AdTracker system's DAT folder (usually VOL1:DPS-ADS:DAT).

### [Settings]

FTP Location=ftp://newspress:2adpronp@2adpro.com/  
 Archive Folder=:Applications:DPS:Sourcing:  
 Status=SOURCE OUT  
 Source Pub Number (1-based)=69

### [Settings]

- FTP location where AdTracker uploads sourced ads
- Path for temporary processing in the local DPS folder
- Status of ad once sourced
- Publication number of the Sourcing pub\*

### [Import]

Import Folder=Vol1:CNI-ADS:SOURCED:Import:  
 Temporary Processing Folder=:Applications:DPS:Sourcing:  
 Processed Folder=Vol1:CNI-ADS:SOURCED:Processed:  
 Failed Folder=Vol1:CNI-ADS:SOURCED:Failed:  
 Import Status=SOURCE IN

### [Import]

- Path of zipped ads coming from the oursource vender
- Path for temporary processing in the local DPS folder
- Path for successfully processed ads
- Path for ads that failed the obtain process
- Status of ad once obtained back into AdTracker

### [CSV Literals]

Order Type=Web  
 Spec Ad=No  
 Delivery Options=Overnight  
 General Description=All elements received from FTP  
 Print Versions=2  
 Artistic Discretions=Follow Layout

### [CSV Literals]

- Order type for all sourced ads
- Spec ad designation
- Delivery information
- General information about the ads
- Print information
- Notes for the ad designer

\*A new publication will need to be added to your ETS\_PATH file matching the number specified in the source\_ad.ini file

