Associating Ads

What is an associated ad?
Associated ads are ads that are connected together during ad copy entry. The ad copy Instructions entered will apply to ALL ads that are associated together.

> **Example:** A client is running in two books that print at the same time. The ads are going to look the same for each book. When entering ad copy for ad #1, you can associate ad #2 so that the instructions you entered for ad #1 will also apply to ad #2.

Why should I associate ads?
Associating ads has a few benefits:
- You only have to enter copy once for all the ads associated together.
- Ads that are associated and identical to each other will only have one proof for you and your client to manage
- Having fewer proofs reduces the chance that instructions are applied to one ad but not the other, or interpreted differently by multiple designers

When can/should I associate ads?
- Whenever multiple ads for a client will have identical artwork.
- Whenever multiple ads for a client will be working off of the same REFERENCE ad, even if the ad sizes and/or instructions for each ad is different. In this case, it is <u>imperative</u> that you are very clear about which instructions belong with which ad.
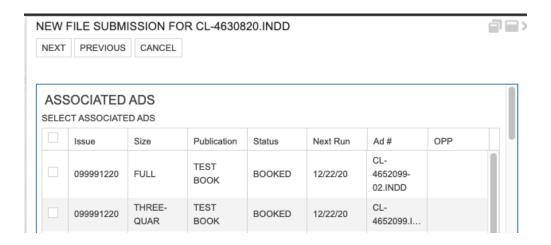- When the ads are all printing within 2 weeks of each other.

When shouldn't I associate ads?
- When each ad requires a different reference ad.
- When the ads print more than 2 weeks apart.
- When multiple ads for a client each require very different, complicated or unique instructions.

Note: If you enter separate ad copy for multiple ads but still want these ads to "travel" together, you may request that your ASC "bundle" them.   This allows you to enter ad copy for each ad separately and receive separate proofs, but ensures that if corrections are entered for both ads, the same designer will work on them.

How do I associate ads?
During the ad copy entry process, one of the panels that will display is the Associated Ads Panel, which looks like this:

NEW FILE SUBMISSION FOR CL-4630820.INDD

NEXT   PREVIOUS   CANCEL

ASSOCIATED ADS
SELECT ASSOCIATED ADS

	Issue	Size	Publication	Status	Next Run	Ad #	OPP
	099991220	FULL	TEST BOOK	BOOKED	12/22/20	CL-4652099-02.INDD	
	099991220	THREE-QUAR	TEST BOOK	BOOKED	12/22/20	CL-4652099.I...	

To associate an ad, check the box to the left of ad that you would like to associate to the one you are currently entering copy for.   Once checked, the ad copy instructions you have entered will be applied to all of the ads chosen.

Additional Notes/Tips:
- URL ads cannot be associated to each other, nor be associated with print ads.
- Should you have trouble viewing all the information on the associated ads panel, try holding your iPad horizontally or zooming out on the page in your browser settings so that more information can be displayed.