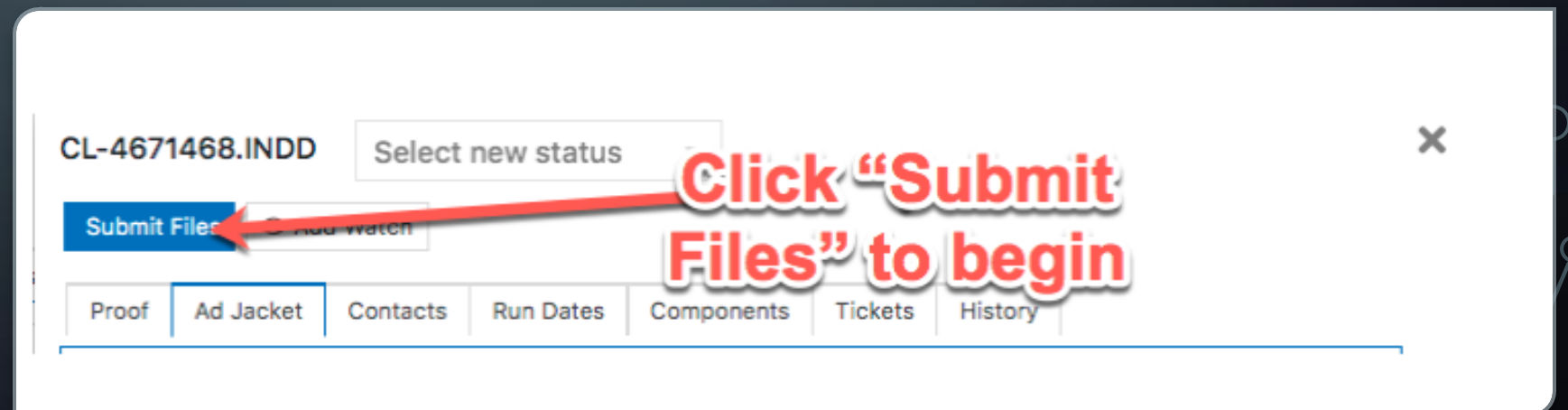




# ATOL MODULE 4 – SUBMITTING AD COPY

# GETTING STARTED

- Ads begin the creation process in two ways:
  - Auto Pick Up - automated process that generates an initial ad proof that is a copy of the client's previous advertisement, with updated expiration dates.
  - Ad Copy Submission – Manual process where ad creation instructions are entered via ATOL. This presentation will cover the Ad Copy Submission process.
- To initiate the Ad Copy Submission, expand the ATOL ad jacket on any ad in the NEW ORDERS tab (ads at BOOKED status) and click on SUBMIT FILES.



# PANEL 1 – SUBMIT FILES PANEL

- At the top, there are two checkboxes about materials you may be supplying. If applicable, choose one of the following (selecting neither is also acceptable):
  - "I am not submitting files at this time." - chosen if you have no files (images, logos, etc) to upload
  - "This order will include a fully-designed press or online ready ad." -- chosen if you are going to upload a completed ad provided by the customer.
    - Fully Designed Ads, or PRESS READY ads are the entire completed ad artwork which is supplied by the client. These ads are meant to be placed into the magazine exactly as they are, without design needed by our production staff.
    - Reasons clients may choose to submit press ready ads:
      - Part of a franchise or chain, requiring standardized ad artwork
      - Client prefers to design their own ads
      - Client has hired an outside agency to create ads for them

NEW FILE SUBMISSION FOR CL-5178426.INDD

NEXT CANCEL

### SUBMIT FILES FOR THIS AD

I am not submitting files at this time.  
 This order will include a fully-designed or press ready ad.

Pickup From:  Only show ads for this customer  No changes required

Pickup From

Add Pickup

Selected Ads For Pickup:

Pickup From

Upload Files:

Select files... *Drop files here to upload*

The following file types are allowed:

type	extension	description
ART	.ai	Adobe Illustrator Graphic (AI)
ART	.bmp	Bitmap Graphic (BMP)
ART	.eps	Encapsulated Post Script (EPS)
ART	.jpeg	JPEG Compressed Image Format (JPG)
ART	.jpg	JPEG Compressed Image Format (JPG)
ART	.pdf	Adobe Portable Document Format (PDF)
ART	.png	Portable Network Graphic (PNG)

# PANEL 1 –FULLY SUPPLIED AD OPTIONS

- **If you choose to submit a fully designed press ready ad, you will be given additional options:**
  - **No changes needed. Ad is approved.** --- this is the most common choice and indicates that no further alterations will need to be done to the uploaded file. Ad is approved does not mean that production will mark the ad approved without you seeing it first. It only means that the client has approved the supplied file to be their desired artwork. Choosing this option will bypass additional panels in the ad copy process, making your submission faster and more streamlined.
  - **Stretch to squeeze or fit** -- choose this if we need to alter the size of the supplied ad.
  - **Add a border** -- choose this if you would like production to add a border to the supplied ad.
  - **Add text** -- choose this if text needs to be added on the supplied ad.
  - **Special instructions** - choose this if you have other instructions about how the file needs to be handled.

**SUBMIT FILES FOR THIS AD**

I am not submitting files at this time.

This order will include a fully-designed or press ready ad.

Please confirm

Please confirm

**Please confirm**

No changes needed. Ad is approved.

Stretch or squeeze to fit

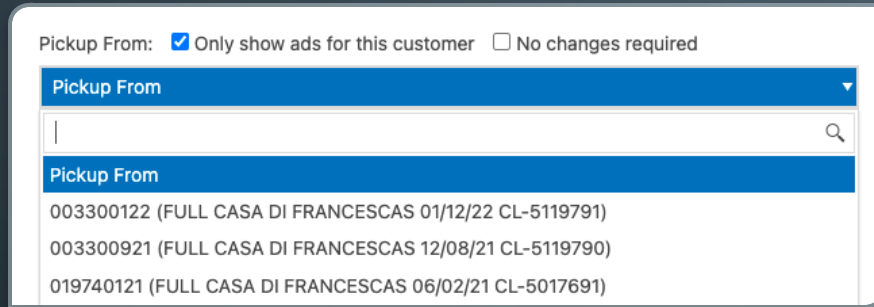
Add a border

Add text (include on instructions tab)

Special instructions (include on instructions tab)

# PANEL 1 – PICKING UP A REFERENCE AD

- To pick up a previously printed ad, use the "Pickup From" section to select a reference ad. This means that the current ad will be designed to look exactly like a previous ad run by that customer, unless changes are specified later in the ad copy process.
- Click the dropdown arrow for a list of ads the advertiser has run previously. Click on an ad in the dropdown to choose it. This is the most common method for choosing a pickup ad.



Pickup From:  Only show ads for this customer  No changes required

Pickup From

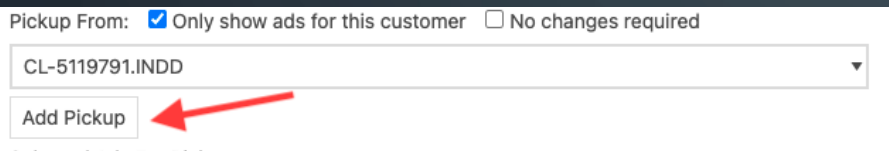
Pickup From

003300122 (FULL CASA DI FRANCESCAS 01/12/22 CL-5119791)

003300921 (FULL CASA DI FRANCESCAS 12/08/21 CL-5119790)

019740121 (FULL CASA DI FRANCESCAS 06/02/21 CL-5017691)

- If you know the ad number of the reference ad, you can type it in the Pickup From box.
- You can also search by book number (note: the book number should not have dots in it. For example: 011000120 instead of 01100.01.20).
- The "Only show ads for this customer" box will be automatically checked, and all searches will only find results for your advertiser's past ads. If you wish to swipe (reference) an ad belonging to a DIFFERENT advertiser, you may uncheck the "only show ads for this customer" box. Then, for example, if you search for a past book number, every ad that ran in that issue will show in the dropdown.



Pickup From:  Only show ads for this customer  No changes required

CL-5119791.INDD

Add Pickup

- **IMPORTANT – You MUST click on the ADD PICKUP button once you've selected your reference ad. If you do not click this button, the reference ad information will not come through in your ad copy.**
- **NOTE:** Supplying a "Pickup From" is NOT REQUIRED. If you do not wish to pickup a previous ad, you may skip this field.
- **NOTE:** clicking on the "No changes required" box will allow you to bypass the next panels. Do this ONLY if no changes are needed to the prior ad OTHER than expiration date, which will automatically be changed.

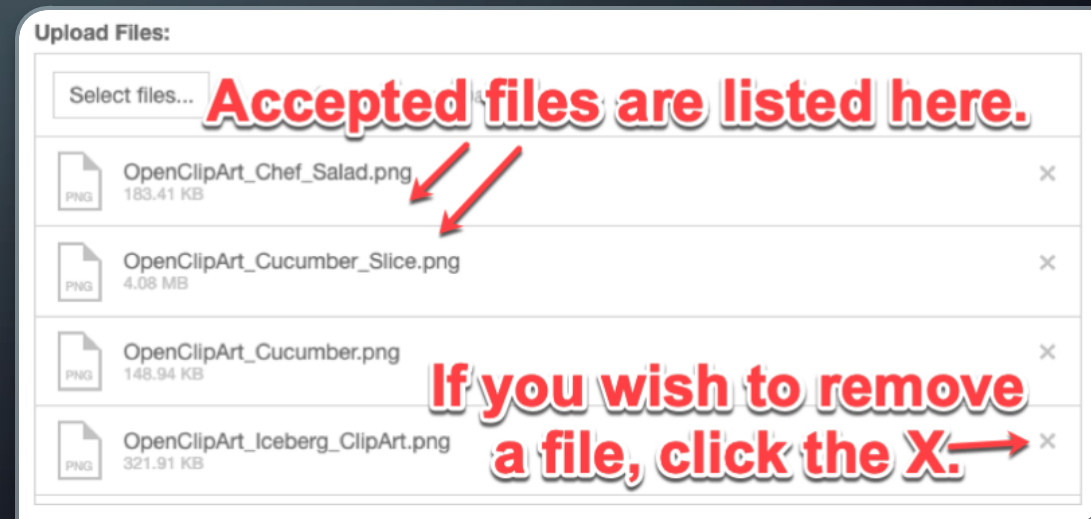
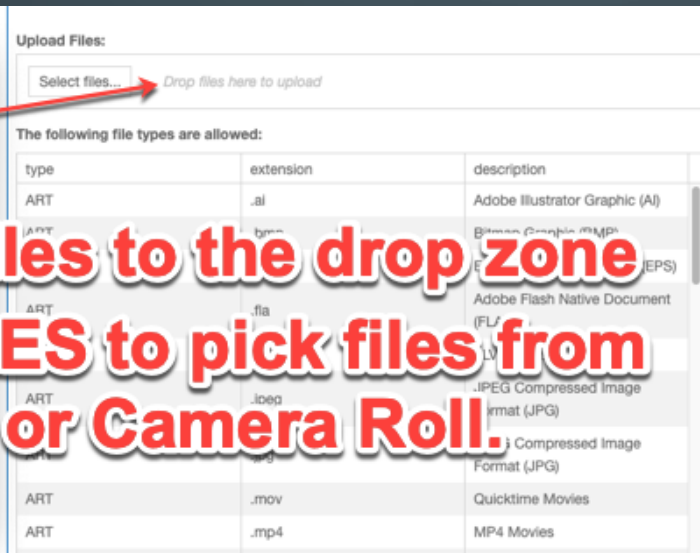
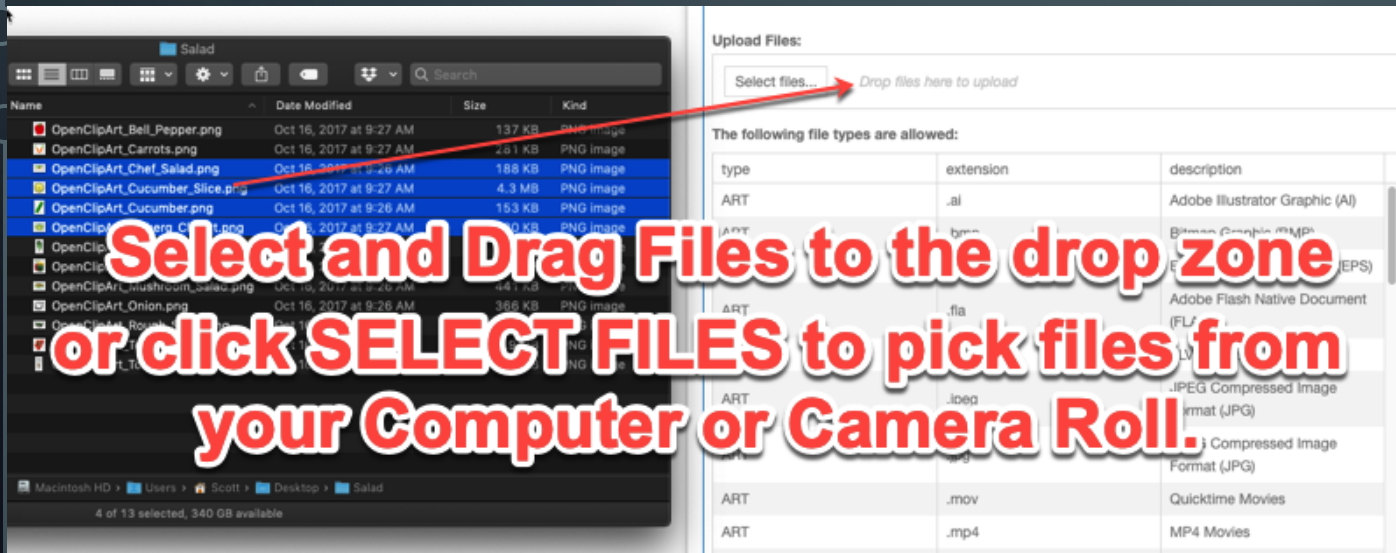
# PANEL 1 – UPLOADING FILES

- Before you can upload files, make sure they are in an acceptable format:

- file names are descriptive but not too lengthy.
- files are of an acceptable file type. The allowed file types are listed on the upload screen.
- files are not zipped or stored within folders. Files must be uploaded individually or by selecting them from a folder.

- If you have files to upload, you may do this in a number of ways:

- Find the files on your computer and drag them to the spot marked "Drop files here to upload."
- Click the SELECT FILES button to open and select files from Windows Explorer, MacOS Finder, or your Camera Roll (tablets and mobile devices).



# PANEL 2 – DETAILS PANEL

NEW FILE SUBMISSION FOR CL-5119792.INDD

NEXT PREVIOUS CANCEL

### DETAILS ABOUT THIS AD

**Please provide Address/Phone/Hours:**

Where should we get the information for this ad?

Select Value

**Client Logo**

Which logo should we use?:

Select Value

**Creative Direction:**

Please select the desired Artistic Discretion/Creativity Level:

Select Value

Do you need us to reference other additional artwork?

Select Value

Can the artist use stock images?

Select Value

Are there any missing materials?

Select Value

How would you like to receive a proof?\*

Select Value

- **Panel 2 is for providing creative DETAILS ABOUT THIS AD.**
- **Please provide Address/Phone/Hours:** You may add location information for up to 10 locations for a business in this area.
- **Client logo** allows you to specify if we are using an existing logo, a new uploaded logo or a new typed logo.
- **Please select the desired Artistic Discretion/Creativity Level** Allows you to identify how much creative freedom the designer has in the look of the ad.
- **Do you need us to reference other additional artwork** allows you to specify if there is artwork located somewhere other than the reference ad chosen in Panel 1.
- **Can the artist use stock images** allows you to specify if the designer should only use supplied images from the client or if they are free to use our stock image library.
- **Are there any missing materials** allows you to specify if more materials will be supplied at a later date.
- **How would you like to receive your proof?** Allows you to specify where the proof should go after creation. It can go to the CEA, rep and client, to the rep and CEA only, the CEA only or be marked approved once creation is complete.

# PANEL 3 – INSTRUCTIONS PANEL

NEW FILE SUBMISSION FOR CL-4671468.INDD

NEXT PREVIOUS CANCEL

### INSTRUCTIONS/AD COPY

Instructions and notes (Not appearing in the ad):

**B** **I**

Ad copy (appearing in the ad):

**B** **I**

- **If you have any special instructions**, you may type them in the dialog boxes provided. If you have a lot of ad copy, it is best to supply that as Word, Excel, or PDF documents as an upload to the ad.
- The top box is for information about the overall ad design:
  - Change the color scheme to red white and blue
  - Make the headline bigger
- The bottom box is for text that will appear in the ad such as:
  - Change burst to "spring savings"
  - Change \$99 to \$120



# PANEL 4 – ASSOCIATED ADS

NEW FILE SUBMISSION FOR CL-4623574.INDD

NEXT PREVIOUS CANCEL

### ASSOCIATED ADS

SELECT ASSOCIATED ADS

<input type="checkbox"/>	Issue	Size	Status	Next Run	Ad #
<input type="checkbox"/>	007990720	BACK COVER	BOOKED	07/22/20	CL-4534355.INDD
<input type="checkbox"/>	007990620	2 PG SPR	BOOKED	06/17/20	CL-4621360.INDD
<input type="checkbox"/>	007990820	FULL	BOOKED	08/19/20	CL-4621361.INDD
<input type="checkbox"/>	007763020	VDB	BOOKED	06/19/20	CL-4623575.INDD
<input type="checkbox"/>	007763120	VDB	BOOKED	06/26/20	CL-4623576.INDD
<input type="checkbox"/>	007763220	VDB	BOOKED	07/03/20	CL-4623577.INDD

- The next panel is for associating ads with the ad copy you are currently submitting. If your advertiser is running in other issues concurrently and the instructions you have submitted apply to those issues as well, you may associate ads.
  - Associated ads will be 100% identical to each other and only ONE proof will be created.
  - If you associate ads that are meant to be NEARLY identical, be sure to specify the differences in your instructions. You will receive multiple proofs.
- Check the box next to whichever ads you'd like to associate with the one you are working on and then click "Next".
- If you do not have ads to associate, click "next" to bypass this panel.

# PANEL 5 – OFFERS PANEL

**OFFERS/DISCLAIMERS**

Standard disclaimer will be added to all coupons unless otherwise noted with the offer.

Are coupons required?

No coupons needed  
Use reference file  
Use suggested  
Custom

**OFFERS/DISCLAIMERS**

Standard disclaimer will be added to all coupons unless otherwise noted with the offer.

Are coupons required?  
Custom

Number of Coupons:  
3

Coupon 1:                      Coupon 2:                      Coupon 3:

Do the coupons have an expiration date that needs to be adjusted?  
Change to Date of Book

- **Next you will be able to specify what offers should go into your ad.**
  - If you are picking up a previous ad, you do not have to fill out this panel and it will be assumed that the offers should remain the same as they were before.
  - Otherwise, you should answer if coupons are required by choosing one of drop-down options:
    - **No coupons needed** --- no coupons will be placed in the ad
    - **Use reference file** -- we will use the pickup ad or an uploaded reference document to find the offers. You will be able to specify which reference material to use and your desired expiration date.
    - **Use suggested** -- our designers will use a templated coupon that makes sense for the business type. You will be able to choose the desired expiration date.
    - **Custom** -- you will be given the ability to choose how many coupons you want and to write in custom coupon text. You will also be able to choose the desired expiration date.

# PANEL 5 – SUBMISSION SUMMARY PANEL

- Your submission isn't complete until you click the **SUBMIT** button on the **SUMMARY** page.
  - Always review all details for accuracy and click **SUBMIT**. You may also click **PREVIOUS** to go back and change aspects of the ad.
- If you would like to add the ad to your Watchlist tab, click "Add this ad to my watchlist".

NEW FILE SUBMISSION FOR CL-4720376.INDD

[SUBMIT](#) [PREVIOUS](#) [CANCEL](#)

## SUBMISSION SUMMARY

Add this ad to my watchlist

### NEW FILE SUBMISSION REPORT

<b>Ad Number:</b>	CL-4720376.INDD		
<b>Advertiser:</b>	DPS TESTING CUSTOMER	<b>Account:</b>	CL337258
<b>Submitted:</b>	Wed, Jun 24, 2020 6:33 PM (UTC -4)	<b>Submitted By:</b>	Amanda Jordie
<b>Phone:</b>		<b>Email:</b>	amanda.jordie@clippermagazine.com

Please provide Address/Phone/Hours:Where should we get the information for this ad?

Let me enter the details now

How many Address/Phone/Hours do you need to specify for the ad?\*

1

**Website URL:**

test

**Facebook:**

test

**Client Logo (required)Which logo should we use?:**

Use existing logo on file

**File reference (Book/Issue/Year) or Ad Number:\***

test

**Instructions / Comments**

test ad copy

**OFFERS/DISCLAIMERS**

**Coupon 1**

free pizza

Deadline Type	Deadline
Materials Due By	12/08/2020 17:00:00
First Proof Due By	12/15/2020 17:00:00
Corrections Due By	12/21/2020 16:59:55
Approval Required By	12/21/2020 16:59:55
Other Proof Due By	

# TYPES OF AD COPY TERMS

- **FULL ORDER AD COPY** - ad copy submission where the ad created is not picking up a previously printed ad. Design is started from scratch using the instructions provided and artist discretion. Most often done with first time new advertisers
- **SAME-AS AD COPY** – ad copy submission where we pick up the client’s previous ad and only update the expiration date.
- **SAME-AS WITH CHANGES** – ad copy submission where we pick up the client’s previous ad, but make some modifications as specified in the instructions
- **FULLY SUPPLIED/PRESS READY** – ad copy submission where a completed ad file is supplied to us by the client
- **SWIPE AD COPY** – ad copy submission where we pick up a DIFFERENT advertiser’s previous ad and make changes specified in the instructions
- **SPEC AD COPY** – ad copy submission entered BEFORE sale is made to show a client what their ad could look like. Used as a sales tool and entered by the pre-sale department.
- **TURBO COPY** – ad copy submission entered in our old system, NOT ATOL. This is for specific products only and not commonly used.
- **DEAL AD COPY** – ad copy submission for an online deal ad. These ads are posted online, not printed.

The image features a dark blue gradient background with white, stylized circuit board traces in the corners. These traces include straight lines, right-angle turns, and small circles representing solder pads or vias. The traces are located in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

DEMO