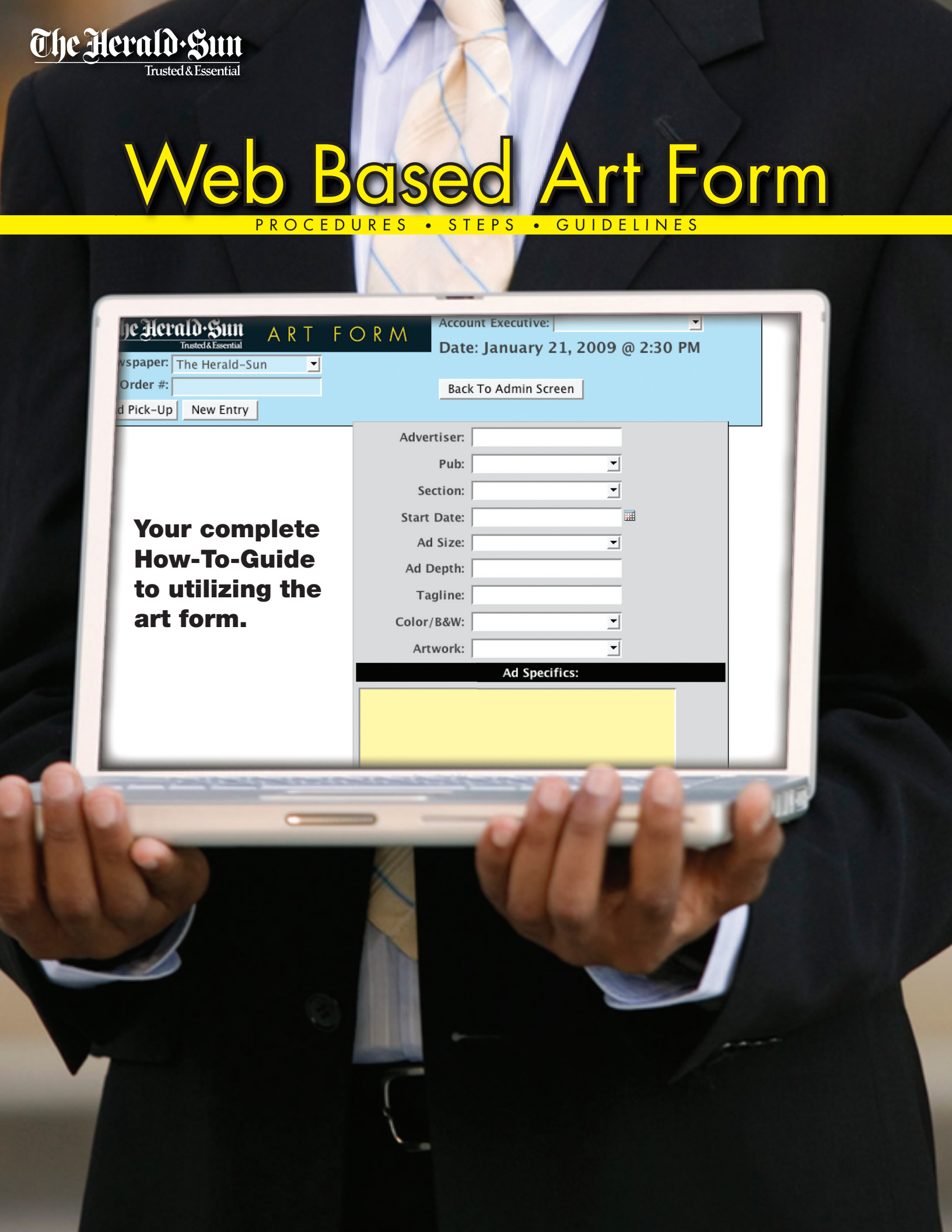
The Herald·Sun
Trusted & Essential

# Web Based Art Form

PROCEDURES • STEPS • GUIDELINES



# Introduction

The Art Form is a web/email based program that enables users to submit directions and resources to build ads. Specifics, along with resources for ads can be uploaded directly to the art form, or via FTP (separate FTP folder for each paper). A proof is provided and viewed through a browser, and email notifications are sent automatically to the artist, and account executive for changes and approval of ads. After the ad is completed, a high resolution PDF is placed on the FTP site to retrieve for ad placement.

# FTP Site

Each paper has it's own FTP site for uploading graphics and retrieving completed ads. All papers should use the same web address: ftp.heraldsun.com, using a FTP program such as Fetch or Cyberduck. All FTP sites have two folders that's affiliated to the art form: **Graphics** and **Completed**.

Resources submitted via FTP, should be placed in the **graphics folder**. Ad resources should match how the naming convention used in the art form. For ads where multiple files will be submitted (ex: automotive or real estate ads), place in one folder or compress/stuff the file using a Stuffit program. For account executives, this will reduce time spent indicating every resource. It also reduces time for graphic artist in locating resources from multiple areas.

The **completed folder** is where completed ads (high resolution PDF) are placed. This folder is where newspapers' composing department should retrieve ads for ad placement. It's the responsibility of each paper to remove PDFs from the completed folder after the ad has published.

# Files (usable/non-usable)

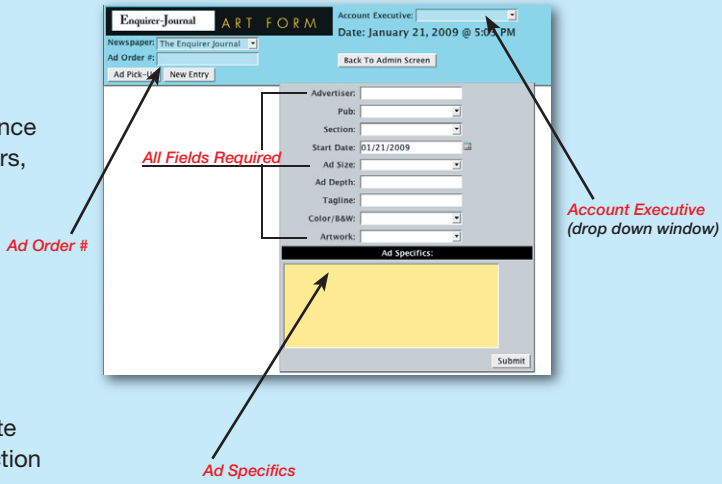
**USABLE:** PDF, TIFF, EPS, JPEG, PSD, AI, InDesign (CS1 or CS2 and must be packaged with fonts and picture files), and Word Documents (if cutting and pasting text only, not for extracting embedded picture files. Files with DOCX. extensions are not acceptable).
**NON-USABLE:** Pagemaker, Excel, Quark, Powerpoint, and Multi-Ad
**PICTURE FILES:** All picture files should be at least 200DPI. Ideally, 600DPI for line art, 300DPI for picture files. If 72DPI is the only option, image size should double the ad size. Graphic artist will tone picture files before it is placed on the page. Web files for print are not acceptable. Picture files to be incorporated for a web ad will be converted before placement in the actual ad.
**RULE OF THUMB:** Artwork should never be increased in size, especially if it's low in DPI.

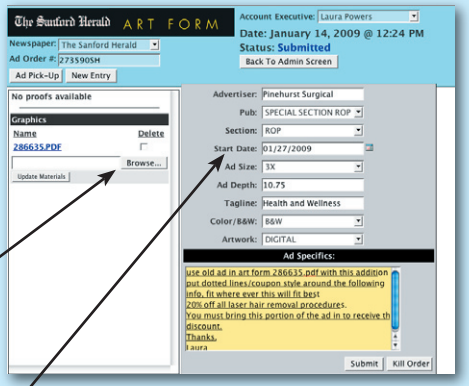
# Art Form (submitting)

Each paper has it's own art form login code, and is tailored with specific publications, columns, and account executives. It's imperative that the submission guidlines are followed exactly. Specifics should be clear, and placed in layman terms. Also important, is a factual publish date, unless it's an early proof or a special section ad. Guidlines for submitting ads of this nature is explained later in the booklet.

## GETTING STARTED

1. Enter ad order number and select name in the account executive field.
2. Select and fill out each space accordingly (advertiser, publication, section, start date, ad size, ad depth, tagline, color or B&W, and brief information about the artwork being submitted.
3. Ad Specifics: Place clear and detailed instructions, and use reference numbers for advertisers on file. A database is created for all papers, and every ad created at our facility is stored under the advertiser and ad order number.



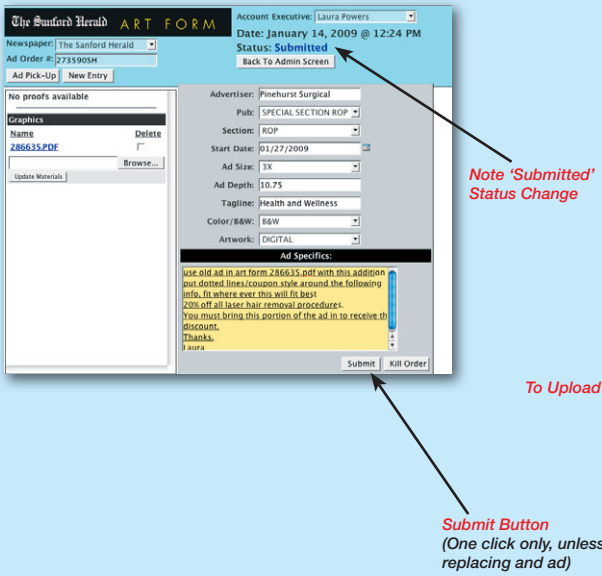




4. You also have the option to upload resources directly to the art form. Simply browse, upload, and update materials. This action should be done after you submit the ad. No need to click submit again, automatically updates.
5. The start date should reflect the actual publish/print date. If an early proof is desired, place the date desired and the actual start date in the ad specifics. Always click the calendar (right side of field) to select date.

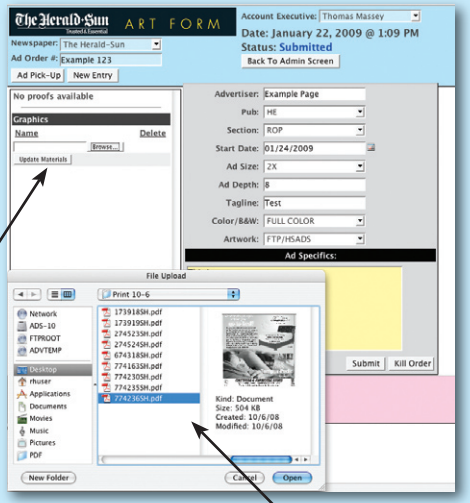
## AD SPECIFICS EXAMPLE

Refer to ad #345678, new layout with additional artwork sent via FTP, in compressed folder tagged 'Northgate'. Change text under topper to: David Yurman Trunk Show at Carlyle & Company Jewelers, (next line) Saturday, October 4 • 11am-8pm. Client has requested the logos be placed in a certain order, indicated in layout in the 'Northgate' folder.

**6.** Click submit after all fields are completed.



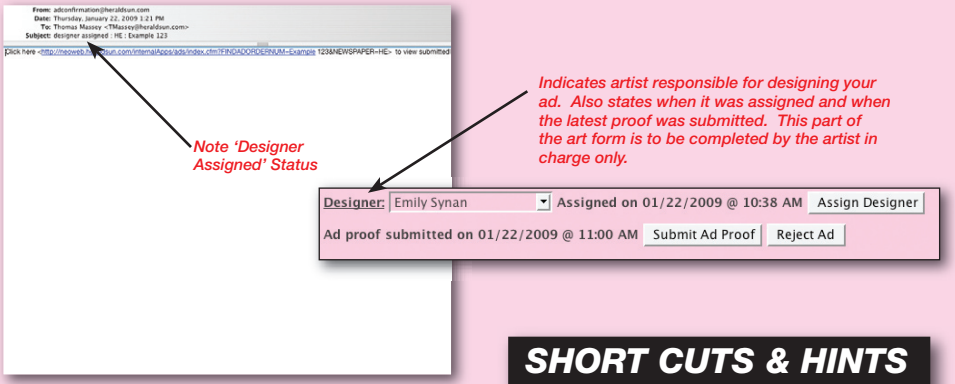

**7.** *After an ad is submitted, you may upload resources by clicking update materials. This is ideal for 1 to 3 pieces, but it is unlimited.




*Clicking the submit button is not required when uploading files.

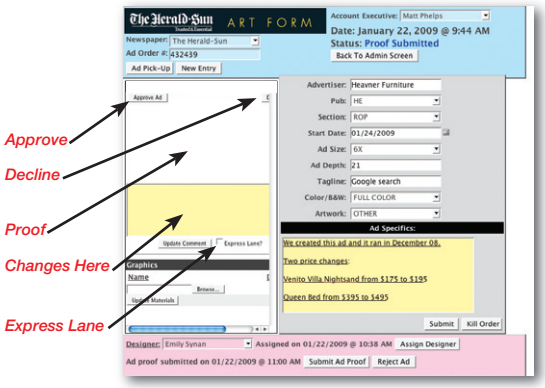
**8.** After ad is submitted, it is placed in the art form management que for assignment.

**9.** Artist then assigns him/her self the ad, and an email notification is sent to the artist.




## CHANGES

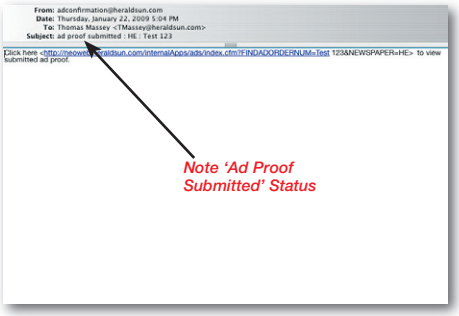
**10.** After ad is build, it's available for proofing. The proof can be approved or declined. If changes are required, they are to be placed in the comment area, then Updated. Changes and materials (if needed) should be placed and updated before the decline button is clicked.



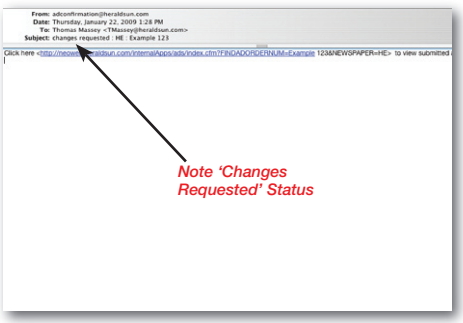

**Never change the initial field or ad specific information. All changes should be included in the comment area only. The goal is to create ads precise the first go around. Ads should not go through multiple (2+) changes.**

**11.** When a proof is available, account executive will receive an email notification.

*Clicking the link will automatically open your email browser, and open the art form to view the ad.*




**12.** When changes are required, artist will receive an email notification.

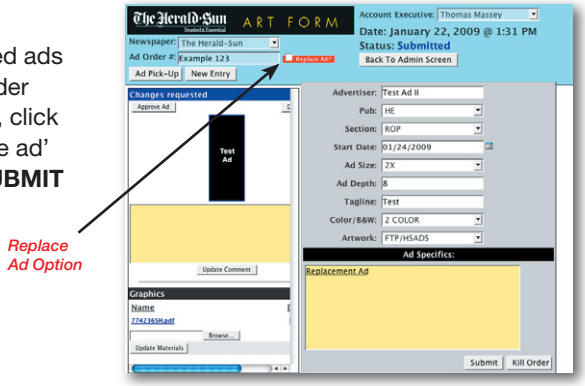



## SHORT CUTS & HINTS

- If submitting resources via FTP, always place before submitting art form. Never use future tense, such as "will place items on FTP site." All occurrences should be past tense.
- Always submit all resources needed to build an ad.
- Make sure to double check art forms, checking proper formats for picture file resources, clear directions, and size. If the size is not done properly, it will default at 1clm.
- Compress files (using a stuffit program) for ads that require multiple resources. Place in one folder, which speeds the process on both ends.
- For heavy text ads, type and send as a Word doc. No need to re-type, eliminates need to check for spelling errors.
- Use layman terms when including ad specifics.
- Always use a referral number for advertisers on file.
- Submit an example ad (PDF) for advertisers not on file.

## Replacing Ads

Given the situation, an ad may need to be replaced. This applies to non-published ads that may have been approved, but a change is required. When a duplicate ad order number is entered, a prompt will appear asking to confirm the updating of the ad, click OK. Follow the steps as though you're entering a new ad. You'll notice a 'replace ad' option in red. Click OK, and hit submit again. **THIS IS THE ONLY TIME THE SUBMIT BUTTON MUST BE CLICKED TWICE.**




*Replace Ad Option*

## Publication Covers/Sales Fliers

Ads do not have to have a number to be entered into the art form. When entering publication covers, sales fliers or spec ads, simply give it a unique name. **Ex:** Real Estate Guide 1/09 cover. All items entered through the art form is archived, and may be used as a reference for future projects.

## Gang Ads/Groupings

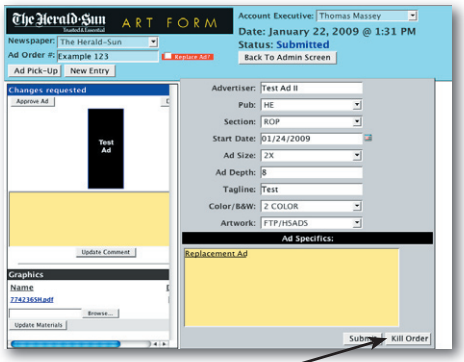
Each ad must be submitted individually numbered or with a unique name related to the grouping. The actual grouping page should be entered under an ad order number. Within the grouping specifics, place a manifest, listing each advertiser. If ads will not have an ad order number, ads should be listed by the advertiser name and a number for each advertiser. **Ex:** Ads for Wedding Grouping: list advertisers (if not ordered in system) as Wedding Ad 1 (1/09), Wedding Ad 2 (1/09), etc. The actual grouping should be ordered, specifying the related ads. The grouping start date should be labeled by the publish dates. This ensures it's completed in a timely manner. Grouping ads should be submitted 3 days prior to publish date.

## Special Sections

Special sections ads should be submitted allowing a 5 business day turnaround prior to print date. The name of the special section should be mentioned in the tagline of the artform.

## Kill Button

All ads/projects may be killed out of the system. This may be due to an advertiser's decision not to run. Simply click the kill button (right of the submit button) and the ad/project will be deleted. Killed ads can not be referenced for future ads.
When an ad is killed, it can not be re-entered under the same ad number.
Ad must be reordered, with a new ad order number. **IF THERE'S A POSSIBILITY THAT THE AD MAY PUBLISH AT A LATER TIME, APPROVE THE AD, WHICH CAN BE REFERENCED AT A LATER DATE**.




*Kill Button*

## Reject Button

The reject button enables graphic designers to send an email notification directly from the art form, with detailed comments. The comments will specify what is needed to complete the ad. This eliminates the need to email the rep outside of the art form.

**What meets the criteria for rejecting an ad?** Only ads that are not doable to build. This will occur when resources are not present at the specified location. Rather it's stated "uploaded to the art form" or via "FTP." If an ad is missing only 1 of many resources, it will not qualify as an ad to reject. The reject button will only be used if there's no possibility of completing the task. **THE REJECT BUTTON IS TO BE USED BY THE GRAPHIC ARTIST ONLY**. When updating, follow the 'replacing ads' prompts.

## Spec Ads

Spec ads should be entered in the same manner as gang ads. **Ex:** Spec 1/ABC Florist. If a spec is approved by client, it should be re-entered under an ad order number, and the spec tagline should be referrenced. Changes for spec ads should be submitted with the actual ad order number, unless the client has requested changes before he/she agrees to run. Although specs are handled with a 24 hour turnaround, the publish date should coincide with the date the spec is desired. Spec ads are not placed in the completed folder and must be ordered as an actual ad for placement.

## Early Proofs

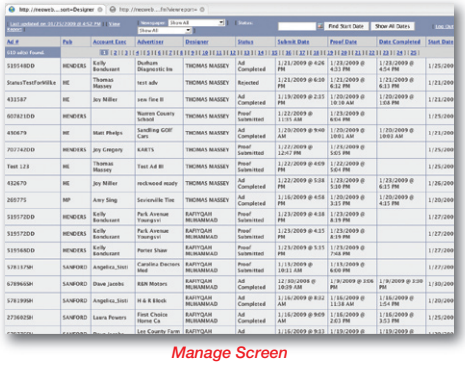
There may be times when an early proof is desired at the request of an advertiser. The start date for early proofs should be no earlier than 2 days out. The factual start date should be placed in the ad specifics, with it being stated that it's an early proof. Early proofs do not apply for an account executive having scheduled days off, and are at the request of the client only. In order to maintain a consistent workflow, it is important to recognize what meets the criteria for an early proof.

## Express Lane

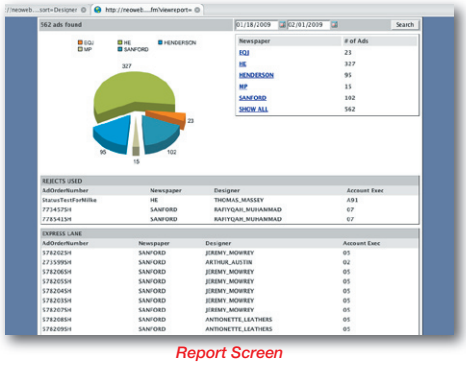
The express lane serves as an option for pick-up ads that have minor changes. Changes should not accumulate more than 4 (such as price, date, or percentage), and should involve the changing of text only. This option can only be selected during the initial submission phase, and should not be selected if an early proof is desired. The express lane button is located near the comment area, and should be clicked after the ad is submitted.

## Manage/Report Screen

The manage screen enables directors/managers to view the work load and progress of account executives ads. It list the submission, status, and the designer assigned to the ad. You also can view a report that list details of each account representative. The manage screen and password is not to be shared with account executives.



*Manage Screen*



*Report Screen*

## Guidelines

- Ad specifics must be submitted with clear understanding. Graphic artist should never be placed in a situation where he/she must figure out what is desired.
- Always reference an ad by ad order number (not advertiser) when resources are needed from a previous ad.
- Ads must be submitted with all needed resources, not partial.
- All account representative changes should be submitted when the first proof is provided. Additional changes by an account representative after the second proof is provided (before the client has seen the ad), is unacceptable. An ad should not go beyond 2 proofs. It is encouraged to discuss with management, if multiple changes are the result of a graphic artist' negligence.
- After an ad is submitted, do not click submit again to update changes or resources.
- Late and camera ready ads are to be handled in-house, and not submitted through the art form.
- Never replace an ad that has already published. Ad should be re-ordered with a new number and referenced.
- Never contact a designer for a "special request." All changes should be submitted through the art form.
- Issues outside of basic changes should be addressed through management.
- In order to build and complete ads in a timely fashion, do not submit multiple ads due to being out of the office. Should an account executive have scheduled days off, or is out unexpectantly, the responsiblity of submitting and approving ads is to be addressed by the advertising director or fellow colleague.
- For approved ads (particuarly ads that publish the next day), allow up to 4:00PM before inquiring. Do not send emails beforehand indicating to place PDF's in the completed folder.
- All options in the pink area of the art form is designated for graphic artist only.
- Ads must be completed within 3 days of the start date. Otherwise, it will purge out of the system.

## FTP Site Maintanance

The FTP site should never be used as a storage. The graphics folder will be cleared and items stored periodically by the ADS department. Each paper's FTP site is part of one server, which must be cleaned out periodically to reserve space. Please remove and store your completed ads, making it a weekly routine.

## Contact Information

It is encouraged that the account executive and artist communicate with each other effectively to complete ads. If there's a need for urgent attention, contact:

| | | | |
|---|---|---|---|
| **Donna Lawson** | Ad Design Supervior | 919-419-6735 | (dlawson@heraldsun.com), |
| **Thomas Massey** | Marketing and Design Manager | 919-419-5128 | (tmassey@heraldsun.com) |
| **Elaine Morgan** | Advertising Director | 919-419-6704 | (emorgan@heraldsun.com) |

## Graphic Artist Contact Information

| | | |
|---|---|---|
| **Arthur Austin** | 919.419.6818 | aaustin@heraldsun.com |
| **John Fuller** | 919.419.6817 | jfuller@heraldsun.com |
| **Heather Harden** | 919.419.6739 | hharden@heraldsun.com |
| **Pam Lappegard** | 919.419.6719 | plappegard@heraldsun.com |
| **Antionette Leathers** | 919.419.6717 | aleathers@heraldsun.com |
| **Jeremy Mowrey** | 919.419.6575 | jmowrey@heraldsun.com |
| **Rafiyqah Muhammad** | 919.419.6730 | rmuhammad@heraldsun.com |
| **Nicholas Ruscito** | 919.419.6513 | nruscito@heraldsun.com |
| **Emily Synan** | 919.419.6736 | esynan@heraldsun.com |