



AdMan-WebLink LI

Web-based Ad Design



The question of whether third-party ad builders can be successfully integrated in your ad workflow and whether this will produce the desired cost savings is only a matter of using the right tools. Integration with WebLink LI (Layout Interface) will ultimately ensure more flexibility, lower costs and maximum production security. This program is a web-based application and can be started via a standard browser. The extent to which you outsource your work, i.e. whether you only do so in order to relieve your in-house ad production department during peak periods or whether you outsource all your work is completely irrelevant – WebLink LI knows no limits.



Highly automated workflow

When you outsource jobs, one or two organizational hurdles need to be overcome. Not least, it is important to create an efficient data exchange with third-party service providers in order to avoid time- and labor-consuming queries. Accordingly, WebLink LI ensures maximum automation. In practice this means that once design jobs have been administered, they can be exported to the typesetting agency by the required deadlines without any effort on your part.

If, however, you want to make any changes at short notice, you can of course intervene manually and override the automatic settings. These actions are performed on the AdMan GUI.

A few steps to success

The steps that the service provider has to take to import and return the job later on are restricted to just a few:

- Downloading data
- Designing jobs on local clients
- Uploading data

During an upload, a check is made as to whether the EPS and editor files are available and, on the other hand, whether the planned/actual values for colors

and geometry match. If the job is faulty, it is automatically transferred to the WebLink LI job list with a corresponding comment.

If the results are correct, the job is transferred to the normal AdMan workflow, where it undergoes an in-house or customer ad review with a visual check and is then sent to production. If required, confirmation and error messages can also be sent as an e-mail.

Minimal DP equipment

The technical requirements that your service provider has to meet are minimal. All he needs is internet access, a standard browser, a function for zip-ping and unzipping files and a design tool installed on the client. An e-mail account is recommended, but not obligatory.

Intuitive GUI

In order to facilitate your work, special importance has been attached to designing an ergonomic GUI. This not only helps you familiarize yourself quickly, but also saves further inquiries. If there should be any queries, the online help function will normally provide the right information.

Different service provider profiles

If you outsource your work to different production agencies, you can group your external partners into teams with different competences. You can also define in advance which team is to handle particularly demanding jobs or rush orders or, with certain ad customers, is to be awarded the contract. Irrespective of this, jobs that are not assigned to a specific team can be accessed by all external staff. The level of difficulty of a job can also be defined for advance assessment. If the agency is not able to process a job that it has accepted, certain return options are available.

Permanent status control

A status control function in AdMan ensures that the return options do not create any distribution problems. You can always see the current processing status of the job.

Maximum security

In order to ensure maximum security, top priority has been given to risk prevention on the internet. The isolated AdMan server alone is therefore responsible for controlling the data transfer.

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The logo for ppi Media GmbH, featuring the lowercase letters 'ppi' in a bold, white, sans-serif font. The letters are set against a dark green background. A small blue square is positioned above the second 'i'. Below the letters, there are several colorful, 3D-style geometric shapes in shades of pink, green, yellow, and blue, arranged in a cluster.