



proof it!
the integrated online proofing system

OVERVIEW

Welcome to Proof It, a proprietary on-line Yellow Pages ad proofing, tracking, and ordering system developed by American Directory Systems (ADS) to assist you in the art production process. We have built (or will be building) a database of your ads (by account) on a server which can be accessed by a username and password of your choosing. Since we automatically e-mail you a notification that an ad is finished and ready to be viewed, we will also need your e-mail address to load into Proof It. Please forward your: Username, Password, E-Mail address and contact telephone number (which will be automatically generated by Proof It on line 39 of the AWT form) to ADS in order to get set up on the system.

To access the Proof It website, key in **proofit.adssi.com** (no http or www). The Proof It Login page will come up asking for your username and password. Once entered, click the "Login" button and you are in!

The Proof It system will enable you:

- to order new jobs
- to track, view and download ad "jobs" that are open (waiting for client approval in the current production cycle) or closed (ads that have been shipped to the publisher and have been archived)
- to make changes or approve open jobs

The system also has extremely flexible "search" capabilities that give you the tools to locate an ad quickly and easily.

The unique 14 digit art id # assigned to each display and informational (HS) ad is an important data element in the Proof It system. It is the primary reference number for the ad, and it is how all ads are stored in the system. Associated with the art id # is the directory name and number, the publisher code, and in the case of a "closed" (shipped) job, the ship date. When you search for a display or HS ad, this associated directory placement information will appear. With Trademark orders, however, once you set up the appropriate versions of the TMs for the various publishers and you assign a unique art id # to each version, you will reuse the art id # for the duplicate appearance of the TM version. For this reason, TM orders will not be stored by directory (since only the TM version is carrying the unique art id #), and the term "various" will appear when the TM set up version is referenced instead of any specific directory placement information.

ON-LINE ORDERING

Proof It users have the ability to order new jobs directly from the system. We are providing you with an on-line job request form and the tools to give us instructions to initiate a new job electronically. This will hopefully minimize or eliminate your need to fax ADS new job requests. Also, the system automatically generates the appropriate AWT (in paper form) *in our shop* corresponding to the job which is used as part of the fulfillment process to the publisher(s).

Ordering New Jobs:

Access the Proof It website (proofit.adssi.com), and login. From the Open Jobs session page(s), click the gray New Job button at the top of the screen – this will bring you into the New Job Request screen. You will need to fill in the open field information requested (*please note that in the Due Date box, you must use a slash or dash separating the date info, i.e. 09/17/02*), and any comments/instructions you want to make re: the job in the Comments box at the bottom of the screen. Click the Save button below the Comments box, and this will take you to the second page of the New Job Request session (which is the New Job Request Summary Page). Notice that the information you keyed on the previous page is brought forward to this page and repeated on the left side of the screen. If you want to edit the information you just keyed, click the gray Edit button which will take you back to the previous page – you can now edit any of the fields and/or add instructions in the Comments box. Click the Save button which will move you forward again to the New Job Request Summary Page.

The system gives you the ability to reference up to three jobs (see right side of screen) which may be necessary to direct ADS to use in order to create a new job. You may want to reference last year's ad, or a specific ad for layout instructions, another one for a particular art piece to use, and a third job for copy – if you happen to know the art id #s, you can simply note them with your instructions in the Comments box on the previous page. We assume you do not know the jobs and art id #s, and by clicking the gray Add button below Art Ad Reference, the system takes you into the Search Jobs session page where you can search for the appropriate job you are trying to reference (see section "Ad Tracking, Job Status, and Job Searching", page 4).

Based on your search criteria, a list of ads with art id #s and their "thumbnails" are displayed (obviously, if you do know the art id #, key it in and only that job's "thumbnail" will come up to select) - once you have located the specific job you are looking for, click on the "thumbnail" which will bring you into the Artwork Comments For Reference page. An enlarged PDF rendition of the ad appears for you to review, and the comments box also reappears for you to add, edit or change your original comments. Once completed, click the gray Continue button, and the system will bring you back to page two of the New Job Request session – notice that the job art id #, the ad's "thumbnail" and your comments have been carried



forward to this screen. As stated, we give you the ability to add two more jobs with "thumbnails" for reference.

When you are finished with your instructions and referencing for this new job, click the Done button, and this will forward the new job to ADS for processing - you will get a confirming message that the order has been submitted. **Again, it is important that the Done button is clicked or the job will not be sent to ADS for processing.**

When you are finished using Proof It, be sure to log out of the system – simply click the gray "Log Out" button (at far right), and your session will be terminated (a message will appear telling you this).



Advantage System and ADS Artwork Clients

If you are an ADS artwork client and an Advantage System (YPIMA Elite order processing system) user, you have the unique ability to access Proof It from the Advantage System. First, your Username and Password must be the same for both systems. A Proof It button has been added to the main screen of Advantage – if clicked, it will bring you into Proof It at the Search Jobs screen where you can navigate anywhere within the system.

The other Proof It access point on Advantage is from the order screen – if you click on the 14 digit art id # assigned to an art piece on an order, it will automatically link you to Proof It and search the system for the artwork associated with that art id #. If there is a match on Proof It, the system will bring up that ad for viewing and disposition (if the ad is in process, you will be in the Open Jobs session; if the job is closed, you will be in the archive area of Proof It). If there is no match on Proof It, a screen with a message will appear telling you this and will ask if you want to create a new job (with this art id #). If you click the Create New Job button, the system will take you to the New Job Request screen and automatically fill in most of the open fields with data from the Advantage order. From this point, you can complete the New Job Request process and navigate anywhere else in Proof It. Once you are done with Proof It, you simply click the close button at the bottom left of the screen and you will return to Advantage.

AD TRACKING, JOB STATUS & JOB SEARCHING

Proof It gives the user the ability to access, view and track all Open Jobs we have pending, and Closed Jobs. In this session, from a production standpoint, we are asking the user to locate a pending open job that we have notified them about via e-mail, download a proof of the ad, make changes or approve the ad, and electronically submit instructions back to ADS to process.

E-Mail Notification and Login:

New jobs are submitted to ADS via the on-line ordering session of Proof It (see proceeding instructions). Once an ad is received and downloaded by our Customer Service staff, processed (produced) and ready to be released for client viewing and approval, an individual e-mail notification (for each ad) will be sent to the Account Executive (AE) indicating that the job with art id # (14 digits) is ready, and a hot link is provided that if clicked, will bring the user to the Proof It Login page. It is likely that you may receive multiple e-mail notifications as jobs are finished – the intent here is that when you are ready to work the jobs, they are available for you to do so. Whether "hot linked", or accessed via **profit.adssi.com**, the user will come to the Login page. Enter Username and Password, and click "Login".

Once logged in, the system brings you into the Open Jobs session pages. You will notice the gray buttons toward the top of the screen: New Job, Open Jobs, Search Jobs, and Log Out. These buttons will appear on every screen (except the Login Page), and allows the user to go to the other sessions of the system at any time.

Open Jobs:

The Open Jobs session page(s) lists all open jobs that we are currently working on (by CMR #), and the current status of each job in the production cycle. It lists 10 jobs per page, so if there are more than 10 jobs, the list will continue to multiple pages (note the descriptive text left above the Art ID column, "Found # Jobs", and to the right above the PDF column "Showing 1 to #"; and if more than 10 jobs, Next also appears – this gives the user the ability to scroll back and forth thru the Open Jobs pages by clicking Next).

Initially, the Open Jobs are sorted by Due Date (see 6th column header Due Date) in ascending order (earliest to latest). This is the date that the ad is scheduled to be completed. If you click on the Due Date column header, it resorts the Open Jobs list the opposite way (in descending order – latest to earliest). Three other column headers are "clickable" – Account Name, Directory, and Close Date. Clicking the Account Name header will put the jobs in alpha order; clicking the Directory header will sort by direc-



tory code (ascending or descending); and clicking the Close Date header will sort by close date (ascending or descending order). The quickest way to locate an Open or Closed Job, if you happen to know its 14 digit art id code, is to enter the code in the open field box under the ADS logo, click "Go", and the system will select and display only that job.

Job Status:

A few words about the Status column – you will notice a status description in the box, and off to the far right column under PDF file folders that are either clear or have an x thru them. When an ad is in production at ADS (but not ready to be viewed), the ad's production status will change on Proof It as it moves thru the production cycle. **In Process** is the status description that is used when ads are in production - they will have red x's across their corresponding PDF folders. **Client Approval, Approved and Closed** are status descriptions that will allow the user access to the PDFs.

Open Jobs Review Process:

Once in the Open Jobs session page(s), you will want to focus on the Client Approval status ads. These are the ads that you will need to download to proofread, change or approve, and submit to ADS for processing. In order to download the ad from Proof It, click on the open PDF file folder associated with the Client Approval ad (you will need to have installed Adobe Acrobat Reader 4.0 or above on your desktop – it is a free download from Adobe's website); print it out and proofread; then submit back to ADS with changes or approval (see section "Approvals, Queries & Changes", page 6).

Search Jobs Review Process:

A primary function of Proof It is to enable the users to search for all of their jobs, both Open and Closed (jobs that have already been shipped to the publisher and are now archived on Proof It). To do so, from any screen, click on the gray button toward the top of the screen entitled "Search Jobs" – this will bring you into the Search Job session page. A drop down box appears by the "Status" line on the Search Job session page (last line on the page) giving the user the choice of searching Open or Closed Jobs (the default selection is to search Open Jobs). Select the appropriate job status category. Then, fill in the appropriate fields on the screen which narrows the search for a particular ad (for example, you can select a certain UDAC for a particular publisher, and the system will search, find, and display a list of all of the ads that fit that criteria).



APPROVALS, QUERIES & CHANGES

Another primary function of Proof It is to enable the user to change and/or approve ads on-line. With this on-line process, you no longer have to fax proofs back to us with written instructions since you will be keying these into the Proof It system (sometimes, however, faxing may be the only way to convey what you would like done to an ad, so we certainly do not want to eliminate this; in these cases, your instructions on Proof It should include "see fax").

E-Mail Notification and Login:

As stated previously, once an ad is ready to be released by ADS for client viewing and disposition (approval/changes), an individual e-mail will be sent to the AE indicating that the job with art id # is ready for **Client Approval** – the user can immediately access the Proof It Login page via the e-mail hot link, or at another time via **profit.adssi.com**. Either way, at the Login page, enter Username and Password, and click "Login". Once logged in, the system brings you to the Open Jobs session pages (which is a list of all open jobs ADS is working on).



Client Approval Jobs:

The Open Jobs list will display all open jobs and their specific production statuses. At this point, however, you will want to focus on the **Client Approval** ads to work on and process. Search/locate the account and ad(s) to be worked (remember, the column headings are "clickable" for sorting and searching), and for each ad with status **Client Approval**, click on the open PDF folder (no x thru it) which will bring up the PDF rendition of the ad on your screen – print this off your desktop as this is your ad proof. Proofread the ad and note changes, if any, that you will be communicating via Proof It.



Approval:

Assuming you are still in Open Jobs, to approve an ad, simply click its art id # which will take you to the approval/revision screen. A "thumbnail" of the ad appears to the left under Job Details which can be enlarged and displayed in a PDF or JPEG format by clicking the appropriate format description (View: PDF or JPEG). To the right of the "thumbnail", the ad tag line/placement information appears. At the bottom of the screen, you will notice a sign-off section – click on the Approve Job circle box, and then click onto the shipping instruction box to tell us what you want us to do with the ad re: fulfillment (send regular or express mail, or e-mail to the publisher; send back to you, etc.). **Please do not use the shipping instructions**



box for revision comments. Finally, click the gray Submit button (*very important*), and a confirmation message will appear on the screen that you have successfully signed off on the job. *If you do not hit the Submit button, we will not receive your confirming instructions (in this case, your approval), and the job will not move forward in the process.* Please note that the production status description change on the Open Jobs list is not "real time" (automatic), but is initiated and reset by our Customer Service staff when the your confirmation message is received. Also, a complete AWT form is generated at ADS after each approved job is submitted.

Queries:

We created a job status called **Question** which appears in red on the Open Jobs screen by the ad job in question. If ADS Customer Service has a question about an ad that was submitted, an e-mail notification will be generated to the client indicating that there is a question on that ad. A "hot link" access is provided to the web site and, once logged in to the Open Jobs screen, the client can easily identify those ad jobs with questions. Simply click on the "questioned" ad's art id # and you will move to the approval/revision screen where the question(s) is stated and a comments box is provided as the vehicle to answer the question. Click the Submit button, and this information will be forwarded to ADS. Once the queried job is resubmitted, if you go back to the Open Jobs screen, the questioned ad status will be changed to **Answered** (in green). Once ADS Customer Service downloads the web action list, the answered query job will be reposted with the appropriate production status (**In Process**). All of this activity will be archived as part of the job's history.

Changes:

To change an ad, again, click on its art id # to access the approval/revision screen. Notice the gray Revision button directly beneath the box with the "thumbnail" of the ad. Click this, and it will take you into the revision screen – the ad will appear in the box to the right, and the comments box is to the left. The comments box is where you will type in the changes you want made to the ad, any references, instructions, etc. You can clear the information you typed in the comments box by clicking the gray Clear button. By clicking the Save button, your comments are captured by the system and will disappear from the comments box (but will appear and be listed below the comments box). If you have clicked the Save button, but would like to add to your instructions, type your additions into the comments box and click Save again – the added revisions will be captured and saved with the previous ones. Once you have completed all your revision comments, click the Done button, and this will bring you back to the approval/revision screen. All revision comments have been brought forward to this screen but are hidden behind a hyperlink entitled "Ad History" – when clicked, another page will appear listing all new job information/instructions, revision comments listed by date, time and AE,



approval, i.e. job history, etc. pertaining to the ad. The Ad History page will be permanently archived (and accessible) with the job once it is closed. If you determine that you still have more change instructions to relate, click the Revision button again, and it will take you back to the revision screen where you can add these changes, as described above. From the revision/approval screen, if you are ready to submit your revisions, first enter in a revision due date into the New Due Date box (**remember, slash or dash separating the date information, i.e. 09/17/02**). Then, click the gray Submit button – a confirming message will appear that says you have successfully signed off on the job. If you want to cancel a job, set the Sign Off to Cancel Job, and then click Submit. **Again, if you do not click the Submit button, the job will not move forward to be processed.**

When an ad is submitted for revisions, approval or cancellation, a temporary status description – **Revised, Approved or Cancelled** – will automatically appear in green on the Open Jobs list for the job depending on the action submitted so that you can confirm what ads have been worked during this session and which ones are still open for **Client Approval**. Please note that a **Revised** ad will repost on the Open Jobs list and will automatically be resorted by the New Due Date assigned. ADS Customer Service will download the web action list and repost the job status description as it relates to the appropriate production stage that the ad is moving to next per the client's instructions.

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