

hanley▲wood

Ad Express Portal User Guide

The new Hanley Wood Ad Express is easy to use and saves time. It is a secure, convenient location that allows you to easily upload your PDF ad files for all Hanley Wood titles via a simple drop down menu. The portal provides clear PDF instructions, Hanley Wood terms and conditions for submitting digital advertising materials, and quick, easy prompts to complete the information required to successfully upload an ad.

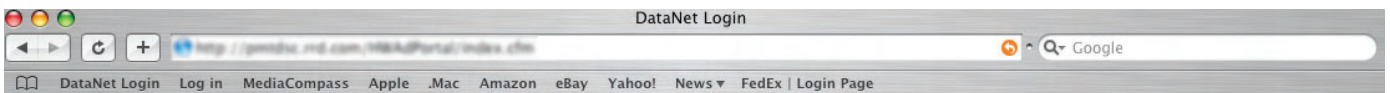
Upon the submission of your ad file through Ad Express, the ad will be immediately transferred to our secure site, automatically preflighted, and an instant confirmation email is sent to you and your Hanley Wood production team. The email will include full authentication of the PDF's preflight's results. Upon successful preflight, your ad will be sent directly into production.

If your ad needs additional modifications to meet full PDF compliance, you will be notified with what necessary adjustments are required. You may be required to resubmit your ad. For additional support, your Hanley Wood production team is available to guide you in making any necessary PDF modifications.

It's new, it's easy, it's convenient.

Login Page:

Go to www.adexpress.hanleywood.com through your favorite browser.



User name is: hwadvertiser
Password is: hwadvertiser

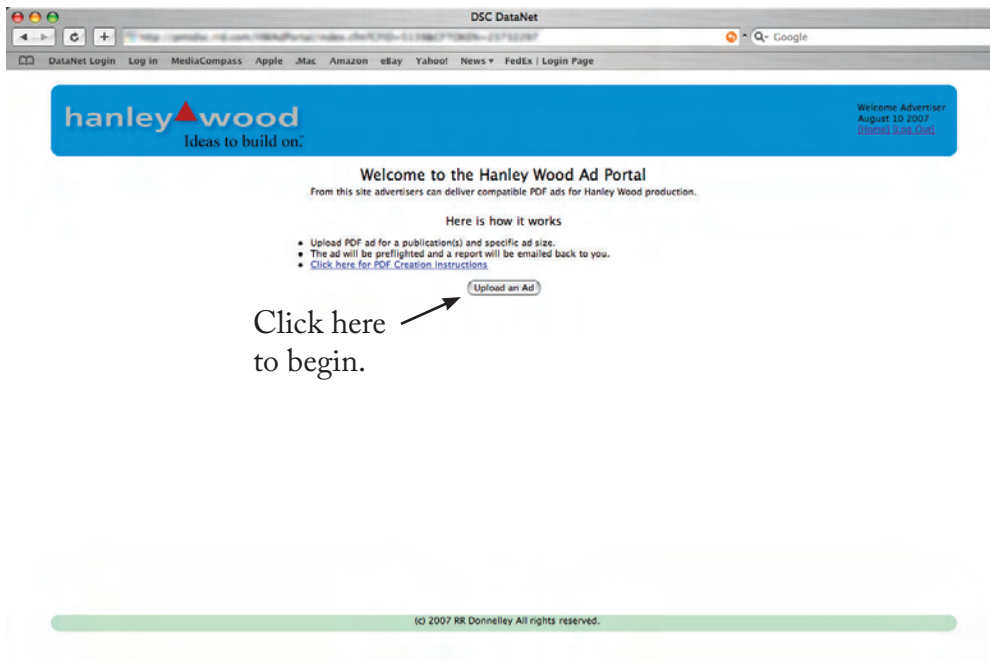
Please Log In

Username:

Password:

Welcome Page:

Here you will find some helpful tips on creating print-ready PDFs that will conform to Hanley Wood specifications.
To begin uploading your pdf, click the Upload An Ad button.



Upload Page:

To upload your ad, complete all information on the upload form

- Choose a publication, publication date, and correct ad size from the drop down menus

Use the buttons to identify:

- If the ad bleeds
- The color type
- Include any special notes you wish to send with the ad upload
- Select the Choose File button to browse and attach the pdf you wish to upload
 - File must meet PDF/X-1a standards and the name can not exceed 25 characters
- Read the terms and conditions and click to accept
- Select the Upload button to securely send your pdf to Hanley Wood

The screenshot shows the "Upload Page" in the Hanley Wood Ad Portal. The form includes fields for "Contact Name", "Contact Phone Number: (555-555-5555)", "Contact Email", "Advertiser", and "Ad Name \ Headline". Below these are dropdown menus for "Publication:" (with a "Choose a Publication" button), "Issue Date:" (with a "Choose Issue Date" button), and "Ad Size:". There are radio buttons for "Does Ad Bleed?" (Yes/No) and "Ad Color?" (4 Color, BW, Other). A "Specify:" field is next to the "Other" option. A "Notes:" text area is provided. At the bottom, there is a "PDF file to upload:" section with a "Choose File" button and the text "no file selected (Do not Stuff or Zip)". To the right of the form is a "Terms And Conditions" box containing a disclaimer and a list of three conditions. Below the terms is a checkbox "I have read and accept the terms and conditions." and an "Upload" button. A green bar at the bottom contains the copyright notice "(c) 2007 RR Donnelley All rights reserved."

Confirmation Page:

This is your confirmation page. It shows all the important information that was entered in the previous upload page. It also includes your Hanley Wood production contact information, so please print this page for your records. If, upon uploading, you do not see this page and do not receive a confirmation email, your file was not properly uploaded.

Please contact your magazine's ad production representative on the attached list. They can assist you with any questions or concerns you may have.

After successful completion of your pdf upload, you may now log out or you can upload another ad by clicking the link.

The screenshot shows a web browser window with the address bar containing a URL. The page header features the Hanley Wood logo with the tagline "Ideas to build on." and a "Welcome Advertiser" message for September 13, 2007. The main content area displays a confirmation message: "Upload of hw27554.pdf has completed successfully. You will receive an email with the preflight report attached. Print this page for your records." Below this is a table with three columns: Ad Name, Advertiser, and Title. The table contains the following information:

Ad Name	Advertiser	Title
Test	Test	Big Builder - 10.07_mid

Below the table, there are two columns of details. The left column lists the uploader: "Uploaded by: Fred Weisskopf", "Phone: 202-736-3472", and "E-Mail: fweisskopf@hanleywood.com". The right column lists file details: "File Name: hw27554.pdf", "Ad Size: Full Page (Bleed) (8.75 x 11.125)", "Upload Date: 13-Sep-07 09:29 AM", "Bleed: Yes", "Ad Color: CMYK", and "Spot Color:". Below these details are "Notes: Test" and "Hanley Wood Contacts" which lists Erin Cymrot (Ad Traffic Manager) and Kyle Smith (Production Manager) with their respective contact information. At the bottom, there is a link "Upload Another" and a copyright notice: "(c) 2007 RR Donnelley All rights reserved."