

## Ads4Reed instructions

Ads4reed .com is a http served web platform that allows a secure upload of ad materials directly into an automated preflight system for processing. This ad platform requires a user registration and specifications of ad materials.

### Where do you start? ... [www.ads4reed.com](http://www.ads4reed.com)

- ◆ First [create an account](#). It's free and easy to do. It will only take a minute and you need to have an account in order to upload any ads. Having an account allows you to submit an ad to any ads4reed publication as well as allows you complete access to the history of the ads and detail of all your ad transactions.
- ◆ After creating an account, simply select from the menu options and let the site help you complete your goal.

New user registration is circled in red.

The screenshot shows the Ads4Reed website interface. The top navigation bar includes links for [About Us] and [Contact Us], and a welcome message: "Welcome, Guest, Tuesday, May 23, 2006". The main content area features a large banner with the text "The Fast and Easy Way to Upload Your Digital Ads to Our Print Publications and Websites" and a photo of a smiling woman. Below the banner, there are several sections: "PRINT: SPECIFICATIONS", "PRINT: TEMPLATES", "PRINT: DOWNLOADS", "WEB: SPECIFICATIONS", "HELP / RESOURCES", and "FIRST TIME USERS". The "FIRST TIME USERS" section is circled in red and contains a "NEW USER? Register Now" link with a "SIGN UP FOR AN ACCOUNT" button. To the right of this section is a "Login" form with fields for "USER NAME:" and "PASSWORD:", a "GO" button, and a "Remember my User Name on this computer" checkbox. Further right is a "What's New" section with a keyboard image and links to "Our New Websteel", "New Website Features", and "More...". The footer contains a copyright notice: "© 2006 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Use of this web site is subject to its Terms and Conditions of Use. View our Privacy Policy."

## Complete your registration

- ◆ After creating an account, simply select from the menu options and let the site help you complete your goal.

The screenshot shows a Microsoft Internet Explorer browser window displaying the registration page for ADS4 REED. The browser's address bar shows the URL [http://www.ads4reed.com/account\\_new.asp](http://www.ads4reed.com/account_new.asp). The page header includes the ADS4 REED logo and the text "Reed Business Information." with links for "[ About Us ]" and "[ Contact Us ]". A welcome message reads "Welcome, Guest Tuesday, May 23, 2006".

The main content area is titled "Create Your Account." and contains the following instructions and form fields:

Please take a few minutes to provide us with your information so that we can set up an account for you.

First Name :

Last Name :

Client Name :

Agency Name :

Telephone :

E-mail Address :

Confirm E-mail Address :

Please choose a username and password of at least 6 characters. Your username and password can be a combination of letters and numbers.

Username :

Password :

Confirm Password :

In case you forget your password, please choose a question and enter the answer below so that we can use this to verify your identity.

Question :

Answer :

Please send me an e-mail to confirm my account information.

\*Cookies must be enabled in your browser in order to sign in.

The left sidebar contains a menu with the following items: PRINT: SPECIFICATIONS, PRINT: TEMPLATES, PRINT: DOWNLOADS, WEB: SPECIFICATIONS, HELP / RESOURCES, and FIRST TIME USERS.

**After completing your registration, proceed to login and upload your materials.**

## Uploading your ad materials

- ◆ Login to your account
- ◆ Simply choose "Upload to a single publication" or "Upload to multiple publications" under either the print or web areas. You will need to select the publication or publications you are uploading for. This screen has a set of text boxes and drop downs that need to be checked. **IMPORTANT:** The correct publication selected will ensure that the ad materials will be sent to the proper Production Manager or CSR associated with the title.
- ◆ An e-mail confirmation will be sent to you letting you know if your ad has "Passed", "Passed with Warnings" or "Failed". If it has "Passed with Warnings" or "Failed", it will also give you the reasons why so that you can correct your ad and re-submit. **NOTE:** Feel free to call for any technical question or see the Help/Resource section with in the ads4reed site.
- ◆ If the ad passes, then it gets immediately routed to the Production Manager or CSR associated with the title you chose and your ad is good to go. It's that simple.
- ◆ If you need help figuring out how to make or fix your ads, simply click on our Help/Resources link for application specific help.

### LOGIN

The screenshot shows the Ads4Reed website interface. At the top, the browser title is "Ads4Reed - Upload Your Digital Ads to Reed Business Information - Microsoft Internet Explorer". The address bar shows "http://www.ads4reed.com". The website header includes the "ADS 4 REED" logo and the text "Reed Business Information." with links for "[ About Us ]" and "[ Contact Us ]". A welcome message reads "Welcome, Guest. Tuesday, May 23, 2006".

The main content area is divided into several sections:

- Navigation Menu (Left):** PRINT: SPECIFICATIONS, PRINT: TEMPLATES, PRINT: DOWNLOADS, WEB: SPECIFICATIONS, HELP / RESOURCES, FIRST TIME USERS.
- Central Banner:** "The Fast and Easy Way to Upload Your Digital Ads to Our Print Publications and Websites" with a background image of a smiling woman holding a mug.
- NEW USER? Register Now:** Sign up now and enjoy secure access to upload your ads. Includes a "SIGN UP FOR AN ACCOUNT" button.
- Login:** Access personalized member services. Track past orders and place new ones. Update personal information. Includes fields for "USER NAME:" and "PASSWORD:", a "GO" button, and links for "Forgot User Name?" and "Forgot Password?". A checkbox for "Remember my User Name on this computer." is also present.
- What's New:** Includes links for "Our New Website!", "New Website Features", and "More...".

At the bottom, there is a footer with links: "Print Specifications | Web Specifications | Templates | Print Downloads | Help / Resources | First Time Users | About Us | Contact Us" and copyright information: "© 2006 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Use of this web site is subject to its Terms and Conditions of Use. View our Privacy Policy."

## SELECT UPLOAD PRINT AD

ADS 4 REED | Reed Business Information. [About Us] [Contact Us]

Welcome Chris Melody, Tuesday, May 23, 2006

PRINT: SPECIFICATIONS  
 PRINT: TEMPLATES  
 PRINT: DOWNLOADS  
 WEB: SPECIFICATIONS  
 HELP / RESOURCES  
 FIRST TIME USERS

**The Fast and Easy Way to Upload Your Digital Ads to Our Print Publications and Websites**

You are logged in as Chris Melody. If you are not Chris Melody, please click here.

**What would you like to do today?**

**VIEW HISTORY / CHECK STATUS**  
 • View My History / Check Ad Status

**ACCOUNT INFO & CONTACT INFO**  
 • Change/View Account Information  
 • Contact Us

**UPLOAD PRINT AD**  
 • Upload an Ad for a Single Publication - Print  
 • Upload an Ad for Multiple Publications - Print

**UPLOAD WEB AD**  
 • Upload an Ad for a Single Publication - Web Coming Soon  
 • Upload an Ad for Multiple Publications - Web Coming Soon

Print Specifications | Web Specifications | Templates | Print Downloads | Help / Resources | First Time Users | About Us | Contact Us  
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## SELECT THE PROPER PUBLICATION or PUBLICATIONS

ADS 4 REED | Reed Business Information. [About Us] [Contact Us]

Welcome Chris Melody, Tuesday, May 23, 2006

PRINT: SPECIFICATIONS  
 PRINT: TEMPLATES  
 PRINT: DOWNLOADS  
 PDF HOW-TOs  
 HELP / RESOURCES  
 FIRST TIME USERS

**Upload to Single Title**

1 SELECT TITLE    2 UPLOAD AD    3 CONFIRMATION

**Please select from list below. Roll over letters to view titles.**  
 (You will be redirected to the site for the title you select. However, you can return to Ads4Reed.com at anytime.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

R&I-Restaurants & Institutions  
 Reed Electronics Group  
 Research & Development  
 RS Means

Recommended Browsers - If you do not see the magazine titles when scrolling over the ad using. Please download one of the recommended browsers below or visit the "First Time Users" to find your magazine.

| Platform | Operating System   | Browser      |
|----------|--------------------|--------------|
| PC       | XP/2000/ME/98      | IE 6, SP1    |
| PC       | XP/2000/ME/98      | Netscape     |
| PC       | XP/2000/ME/98      | Mozilla      |
| PC       | XP/2000/ME/98      | Firefox      |
| Mac      | Jaguar (10.2.8)    | Safari 1.0.3 |
| Mac      | Panther (10.3.x)   | Safari 1.3.x |
| Mac      | Tiger (10.4.x)     | Safari 2.x   |
| Mac      | 10.1, 10.2 & Later | Mozilla      |
| Mac      | 10.1, 10.2 & Later | Firefox      |
| Mac      | OS 8, OS 9         | Netscape     |

Note: If you experience site issues using any of the configurations listed above please use the [Contact Us form](#) and list your Platform, Operating System, Browser and specific error or concern.

Templates | Specifications | Downloads | PDF How-To's | Help / Resources | First Time Users | About Us | Contact Us | Home  
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http://www.ads4reed.com/launcher.asp?dest=RI-Restaurants.ads4reed.com&destPage=upload\_print\_single.asp&pubID=56

# COMPLETE MATERIAL DETAILS AND UPLOAD

Ads4Reed - Upload Your Digital Ads to Reed Business Information - Microsoft Internet Explorer

Address: [http://ri-restaurants.ads4reed.com/upload\\_print\\_single.asp?pubID=56](http://ri-restaurants.ads4reed.com/upload_print_single.asp?pubID=56)

Links: [Reed Elsevier](#) [RBI Intranet](#) [Google](#) [Production](#) [PrintMedia Magazine](#) [http://www.ads4reed.com-specs-R&I\\_specs.PDF](http://www.ads4reed.com-specs-R&I_specs.PDF)

**ADS 4 REED**  
RESTAURANTS & INSTITUTIONS

Reed Business Information.

RETURN TO ADS 4 REED  
[ About Us ] [ Contact Us ]

Welcome Chris Melody. Tuesday, May 23, 2006

**Upload for Print**

1 SELECT TITLE      2 UPLOAD AD      3 CONFIRMATION

Please enter all information below:

**\*Denotes required fields.**

**Magazine Name:** R&I-Restaurants & Institutions  
[\(Change the current publication\)](#)

**Choose Issue Type:** Standard Issue:  Choose...  
Supplement Issue:

**Production Manager:** [Chris Melody](#)  
630-286-6423

**Bleed:** Non-Bleed  Bleed

**Ad Size:** Choose...

**Ad Headline:**

**Specify Color Information:**

|                               |   |
|-------------------------------|---|
| <input type="radio"/> 5 color | <input type="checkbox"/> Cyan                       |
| <input type="radio"/> 4 color | <input type="checkbox"/> Magenta                    |
| <input type="radio"/> 3 color | <input type="checkbox"/> Yellow                     |
| <input type="radio"/> 2 color | <input type="checkbox"/> Black                      |
| <input type="radio"/> 1 color | <input type="checkbox"/> PMS # <input type="text"/> |

**Information:**

|                               |   |
|-------------------------------|---|
| <input type="radio"/> 4 color | <input type="checkbox"/> Magenta                    |
| <input type="radio"/> 3 color | <input type="checkbox"/> Yellow                     |
| <input type="radio"/> 2 color | <input type="checkbox"/> Black                      |
| <input type="radio"/> 1 color | <input type="checkbox"/> PMS # <input type="text"/> |

**Special Notes:**

**File Name / Location:**

You will receive an email notification when your ad is successfully uploaded, and in the workflow for processing. Notification will also be sent to the necessary Production Managers.

\*Some files may not be available because they have failed our digital preflight. Feel free to contact our technical support help line at 800-611-5878 or your magazine's Production Manager for further assistance.

[Print Specifications](#) | [Web Specifications](#) | [Templates](#) | [Print Downloads](#) | [Help / Resources](#) | [First Time Users](#) | [About Us](#) | [Contact Us](#)

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