

AD CONVERTER ADMINISTRATIVE TOOL VERSION 2.0

INTRODUCTION

The Ad Converter administration tool allows for easy management and conversion of display ads. The Ad Converter works in conjunction with TownNews.com's classified system. In order to use the administration tools successfully, you will need the most recent version of either Netscape or Internet Explorer. The third option would be a browser called Mozilla (available at <http://www.mozilla.org>), which can be downloaded at no cost to you. Whichever browser you choose (and any future upgrades to them) are free.

The Ad Converter will convert a PDF image to a JPEG format, which allows your web site visitors to look at your ads without having to use a PDF viewer program (like Acrobat). The Ad Converter also extracts any text in the ad and makes it searchable for the words in that text (you have a car dealer ad that contains the word Toyota – when a web site visitor types the word Toyota into a search box, that car dealer's ad will appear in the search results). You can also change some variables, which will affect the length of run time, how the ad will be viewed in your classifieds and you can resize the image if necessary.

ACCESSING THE ADMINISTRATIVE INTERFACE

To access the Ad Converter administrative tool, enter the following in your browser address or location bar, substituting your domain name.

<http://www.yourdomain.com/classifieds/?loc=admin>

This will bring you to a login screen. Enter your username and password and press the Authorization button.

ADMINISTRATIVE MENU

Once you've logged in, you are presented with the **Main Menu** (Figure 1). This will allow you to perform various functions.

Simple Search (Figures 3, 4) – Clicking this presents you with search options. You can search for ads or modify ads. (Details on this feature can be found on page 3.)

Advanced Search (Figures 3, 4) – Clicking this search tool allows you to do a more comprehensive search. (Details on this feature can be found on page 3.)

Upload New Ads (Figure 2) – This area allows you to upload individual ads. This is the first step in the upload process. (Details on this feature can be found on page 2.)

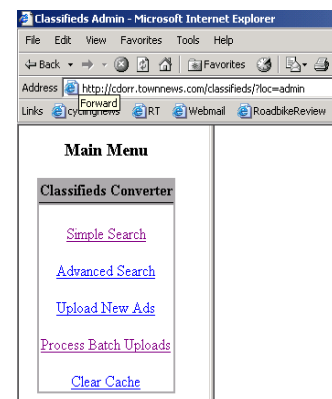


Figure 1.

ADMINISTRATIVE MENU (continued)

Process Batch Upload – After uploading a batch of ads via FTP, you need to click this link to begin processing the ads.

Clear Cache – This should be done after you've scheduled/modified your ads. We cache the classified results on our servers, so that we can serve pages faster. When you click on Clear Cache this will remove everything on the servers and your new ads will be available.

Upload New Ads (Details)

The Upload New Ads link will allow you to upload ads one at a time.

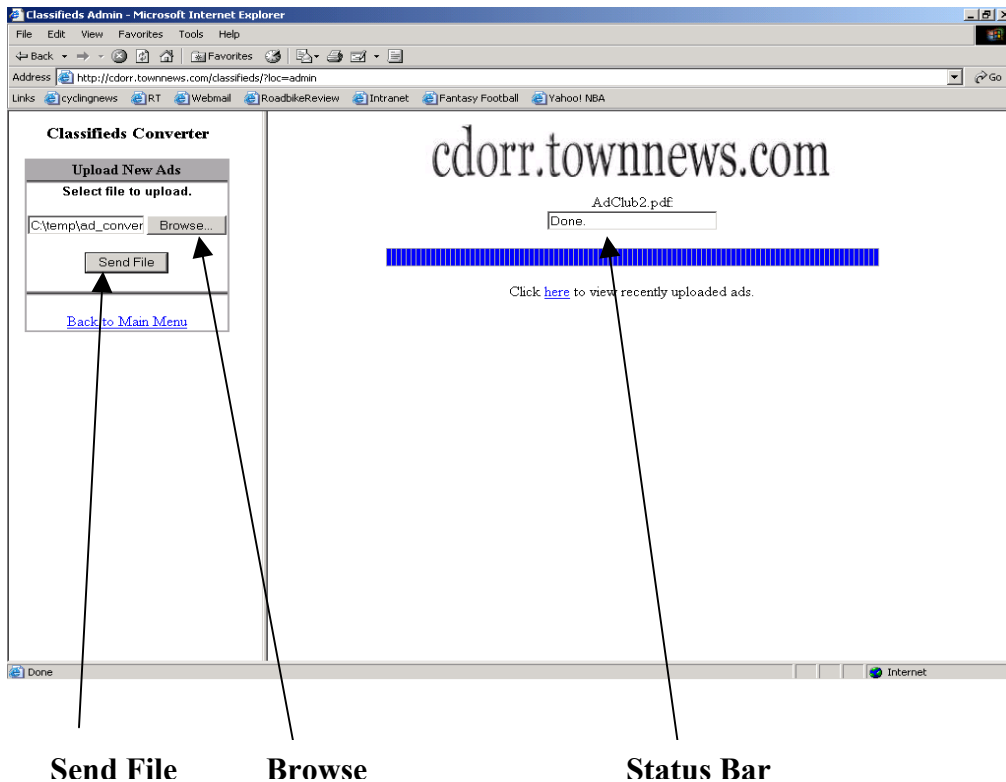


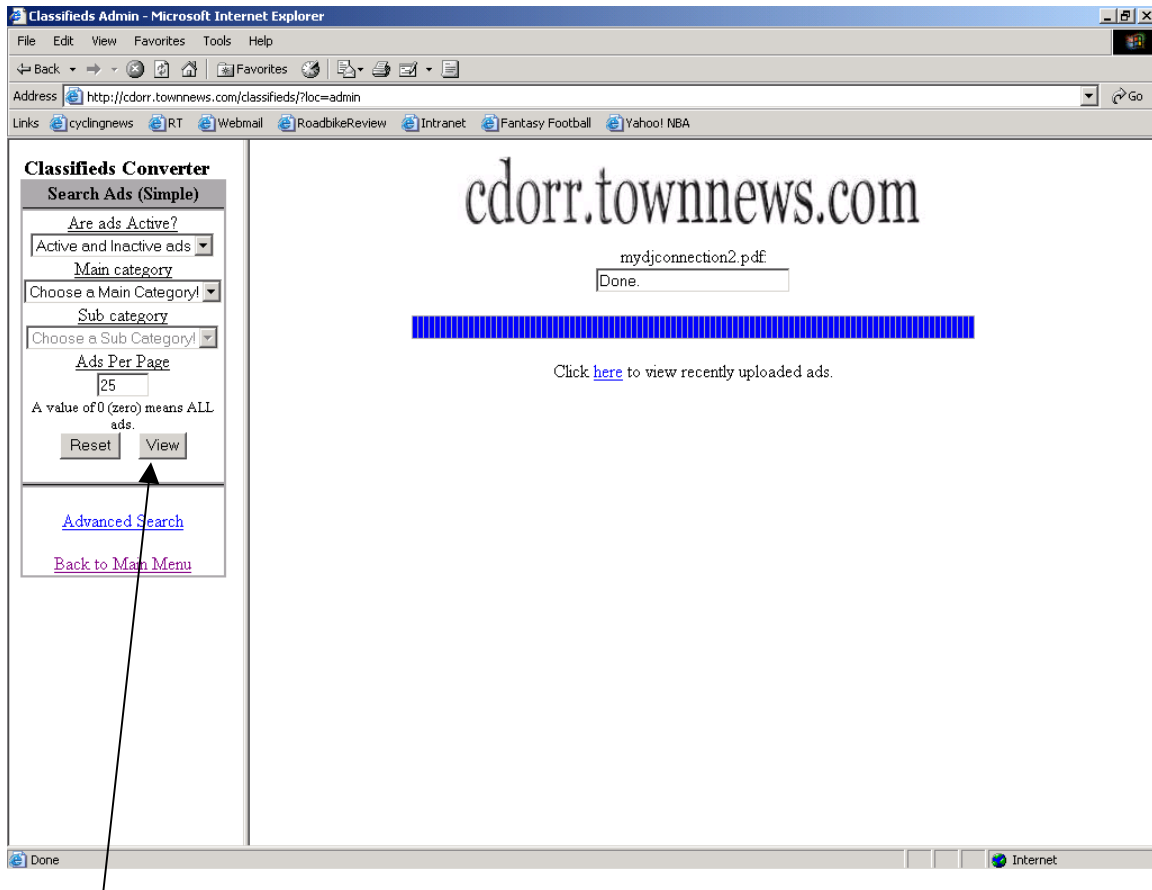
Figure 2.

Click the **Browse** button. It will open a new window where you can pick the PDF you'd like to upload. (GIFs and JPEGs can also be uploaded, but these do not extract searchable text).

Next press the **Send File** button. The right side of your screen should show the results (Figure 2). Depending on your browser type, the status bar will be clue, and will slowly fill as the ad is converted.

Once the ad is converted, you may edit your ads. To edit your ads, click on the here text link (below the blue bar) or click the Back to Main Menu link (beneath the **Send File** button). Then do a search to locate the ad you want to edit. The Simple Search is recommended. Details and an example can be found on the next page.

ADMINISTRATIVE MENU (continued) Simple Search Menu (Details)



View

Figure 3.

Once you have gone back to the **Main Menu**, click on Simple Search. Your screen should look similar to the one displayed in Figure 3, above. Look at the drop down menu under Are ads Active? and you will see the default is **Active and Inactive ads**. If you click the **View** button you will see all ads that have been converted both in this session and in previous sessions. Inactive ads are the ones you've just uploaded, but have not yet scheduled to run. Active ads are those that have been scheduled with a start and end date.

So, if you want to see only the ads that you just uploaded, you must select **Inactive ads** from the Are ads Active? drop down menu. Click **View** to see the first 25 newly converted ads. If you have uploaded more than 25 and prefer to see all of them, change the Ads Per Page box from the default of 25 to 0. Then click **View**. All your ads can then be viewed in the results screen (see Figure 4).

You can also limit your search to ads within certain categories or subcategories, if you want, simply by changing the default in the Main category and Sub category boxes.

ADMINISTRATIVE MENU (continued) Simple or Advanced Search results menu (Details)

The screenshot shows the 'Classifieds Admin' interface. On the left is the 'Classifieds Converter' sidebar with search options. The main area displays a table of ads. The table has columns: File, Start Date, End Date, Category, Subcategory, Type, Headline, and Description. Three ads are listed, each with a 'Can't Activate' status and 'Edit Text' and 'Resize' links. The interface includes a top navigation bar with 'Update Checked', 'Update All', 'Delete Checked', and 'Delete All' buttons. Arrows point from the table headers to the search filters and from the 'Can't Activate' status to the 'Activate' label below.

Activate **Edit Text/Resize** **Start/End Date** **Update** **Main Category** **Sub Sub Category**

Figure 4.

The results page of a Simple Search or Advanced Search will give you the screen shown above. In this example, we have done a Simple Search.

Start Date and End Date – You schedule your run dates with these features. The default dates can be changed to any length of time you choose.

Main Category – Before an ad can become active, you must assign it to a Main Category and Sub Category. Once the Main Category is chosen, the Sub Category will become active. **Note:** If both the main and sub category are not chosen, your ads will not activate.

Sub Category - The Sub Category is turned to active once the Main Category is chosen. The Sub Category list then shows those sub categories which apply to the chosen main category. This is required for the ad to become active.

ADMINISTRATIVE MENU (continued)

Simple or Advanced Search results menu (Details) (continued)

Edit Text and Resize - These two links open a new window where you perform these tasks. Edit Text allows you to put in a headline, description and, if needed, edit the text that was extracted from the PDF.

Resize allows you to make your ad bigger or smaller. Both a thumbnail and a full size image can be resized. This feature works especially well to make very small font ads readable. It's easy to use, because you can change just the height or just the width and the other dimension will change proportionately.

Both the Edit Text and Resize functions have separate **Save** buttons. **You must Save your work for the changes to take place.**

Activate - This pull down menu gives the choice to **Activate** or **De-activate** your ads. This must say **Activate** for your ads to be active and viewable on the site.

Update Checked and Update All – Updating is the last step necessary to activate your ad. There are two update buttons. Update Checked updates anything that you checked, Update All updates all of the ads in your current search results screen.

To easily check your ads and see how they are appearing in the classifieds, click on the image name under File as seen in Figure 4.

FREQUENTLY ASKED QUESTIONS

Q - My ad has failed to convert or has poor quality when it is converted. What can cause this?

A - Possible reasons:

1. The Ad Converter may not recognize PDFs which have a transparent background. If you have a transparent background you need to correct by either filling the ad before you start or flattening the image.
2. The Ad Converter will not recognize PDFs larger than one page. Check your ad to make sure your ad is only one page in size.
3. The name of the ad could be the problem. Change the name of your ad so that it ends with a “.pdf” extension. Or, you may have included some characters the converter doesn't recognize. Make sure there are only alphanumeric characters in the name and that there are no spaces between letters, slashes, question marks or asterisks in the name.
4. It may be a result of the software you use to create or process the ad. Quark, Multi-ad Creator, and any Adobe product insert proper encoding into your ad, but some of the other image-creation software can insert encoding that our converter doesn't recognize. Call our Customer Service technicians to discuss alternatives.
5. Check the kind of font you've used in the ad. TrueType fonts may be the cause of the problem. They may default to Courier. It's best to use Adobe Type 1 fonts, whenever possible.

FREQUENTLY ASKED QUESTIONS (continued)

6. Make sure you check “Embed All Fonts” in your job options in Distiller. Nonstandard fonts that are not embedded will also revert to Courier.

Q - Why does my ad appear a lot smaller than it should?

A – This could be due to white space around the ad. If you build the ad in Quark, make sure the document page size is the same as the ad size.

Q - The thumbnail and the full size ad are blurry and unreadable. Can this be fixed?

A - By using the Resize option in the administrative tools you should be able to increase the size of the ad to make it readable. Don't forget to save your changes.

Q - My ads disappeared after I activated them! How can I view them?

A – Do a Simple Search, then select **Active ads** from the Are ads Active? drop down menu and they will reappear.

Q - How do I upload more than one file at a time?

A - Use FTP or WebDav transfer to drop files in pdf upload (sometimes batch upload) inside classifieds folder, then Process Batch Uploads on the Ad Converter **Main Menu**.

Q - Can I upload Quark files?

A – No. Save them as EPS and then convert them to PDF with Photoshop or Acrobat Distiller.

Q: When I activate the last ad, the converter tells me "No matches found." Why?

A: Click the link Back to Main Menu, do a Simple Search, select **Active ads** on the Are ads Active? drop down menu, and click **View**. This will display all of your activated ads.

Q: I set a category, and click Update Checked but nothing happens to the ad's categories. Why?

A: You MUST set a Main category and a Sub category. In some cases they may be the same.

Q: After my ad has expired how long do I have to reactivate it?

A: You have two days from the time your ad originally deactivates to reactivate or change the date of the ads run time.

You can reach TownNews.com Customer Service at 1-800-293-9576, or submit a request for help at requests@townnews.com.