ppi Advertising Solutions
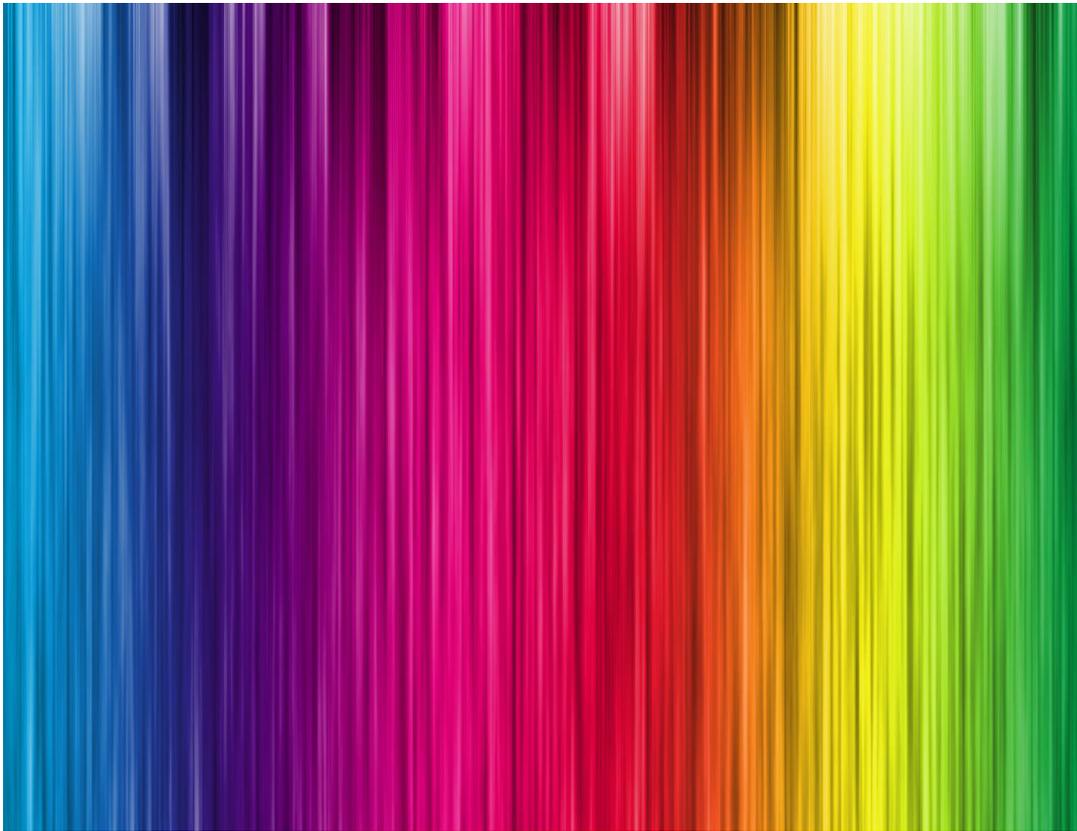
AdPag

Automated Ad Pagination

AdPag is the automated pagination system in the ppi Publishing Workflow. AdPag stands out through its high degree of automation and paginates all classified, liner and display ads according to their classes – also on mixed or advertorial (part-)pages. Unlike other solutions available on the market, AdPag works independently of the downstream assembly program. Pagination is based solely on the ad booking data and can start before all ads have been produced.

Ad pagination based on optimized planning

The AdPag pagination system is an ideal add-on to PlanPag, the ppi planning module. Pagination can already be prepared during the planning stage. Ad areas are reserved and classes, pages and combinations of editions defined for pagination in PlanPag. The resulting part-page sequences together with the assigned ad material create pagination orders, which form the basis for working with AdPag.

pagination orders for a previously selected pub date. When a user selects an order from this list, the corresponding part-pages are displayed together with the ad material that is to be placed. He does not have to worry about what ad material to select or about how it can be combined to create common part-pages, as these steps have already been performed in the planning stage. An ad cannot inadvertently be forgotten or placed twice.

More efficiency through multiple pagination modes

AdPag boasts a number of pagination modes that can be combined with one another and easily adapted to different market requirements. With sequential pagination, ads are placed on the page in a selected sort order. AdPag automatically paginates ads with different widths in one operation, filling any remaining spaces by swapping ads.
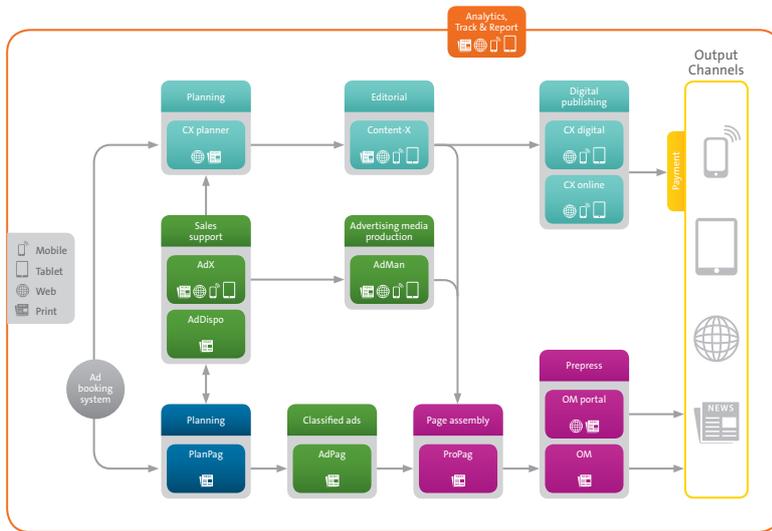
AdPag also takes defined spaces and dividing rules between different ad types (text-based ads, millimeter ads etc.) into account. Class headers and continuation headers/references are also placed automatically if required.

When a part-page has been paginated, it is automatically leaded. The space between ads can be decreased or increased as required. Ad AdPag can then fill any remaining free spaces with fillers. Additional functions include reverse pagination and the pagination of precisely defined areas.

AdPag in the ppi Publishing Workflow.

More time during production through early pagination results

In contrast to conventional pagination programs, ad placement (= pagination) and page assembly are two separate processes in AdPag. The pagination system only uses the booking data that does not require any production files. These files are not required until the pages are automatically assembled later on with ProPag. Pagination can therefore start before all ads have been produced.

Highly automated, transparent ad pagination

When you start working with AdPag, a directory opens containing all the

The pagination material is displayed schematically on your monitor, i.e. marked areas with different colors or patterns visualize individual elements such as ROP ads, fillers, blockades or class levels. As soon as the composition data is available, you can switch to WYSIWYG mode and continue working in this mode.

A multilevel zoom function ensures maximum accuracy. With AdPag, advertorials are paginated and the output transferred to the editorial system, where text elements can be then be edited. ROP ads can be assigned to specific pages; the remaining ads flow in around them during pagination.

Generate once and use repeatedly

Template page pagination is used for paginating pages that feature relatively large ads with a high degree of repetition (e.g. job section). To start with, a number of template pages are defined. These are subdivided into sections in which ads with the same column format are placed.

For each template, AdPag searches for matching ads from the selected ad material and paginates them, placing them in the respective section. Ad (part-)pages with a particularly good layout can be saved as new templates. In addition, classes can be combined to form so-called square-offs, which are given special headers (banners). These square-offs can be used both in AdPag and on editorial (part-)pages.

Integrated filler management places fillers automatically

All AdPag fillers are managed in the central database. The depth and width of all the fillers can be configured individually, so that gaps are always accurately filled. By defining request and excluded classes, you ensure that fillers are only placed within the required topic.

Manual functions

- Filler classes marked * can be placed several times on the same pub date.

- Clipboard: Up to 10 clipboards can be used for redesigning pages.

- Placing/displacing ads: All pagination elements can be repositioned or removed from a page.

- Overlapping: Transparent and odd shaped ads can be placed to overlap each other.

- Inserting: Ads/classes can be inserted and repaginated if necessary.

- Leading: Pagination material is condensed, spaced and distributed.

- Aligning: Various functions for coordinating the positions of muliple elements.

- Mirroring: Ads can be mirrored vertically and horizontally.

- Sorting: In each class, ads can be sorted by depth, width, ad kind, text header etc.

- Rules: Dividing and columns rules can be set.

- Blockades: Flexible reservation of ad space, i.e. marked areas are temporarily reserved.

- Proofing: Pagination results can be output to a printer or monitor.

- Template pages can be defined and applied to the pagination material.

- Multilevel undo function for undoing actions.

AdPag dummy

How you benefit

- **Less manual editing through highly automated pagination.**

- **More efficiency and security with ppi's Publishing Workflow – which links the planning, pagination and page assembly systems.**

- **Pagination is not dependent on ad production as it is based on geometric and not composition data.**

- **Later ad deadlines save time.**