Ad Portal User Guide

nreca.sendmyad.com

Ad Production:

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For complete RE Magazine ad specifications, click here.

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Getting Started

Welcome to the NRECA Ad Portal!

The NRECA Ad Portal is designed for quick and efficient submission of your ad materials -- both for print and online. We hope you enjoy the immediate feedback and tools for fixing minor specification errors that this ad portal provides. Plus, it's web-based, so no FTP is required. You can now upload and view your ads anywhere, anytime!

It's easy to get started. This user guide will take you through the step-by-step process of submitting a display ad for *RE Magazine*.

If you have questions, please email us at advertise@nreca.coop, or contact your advertising account executive.

Best regards,
The NRECA Advertising Team

New Users begin with Step 1 on the following page   **Existing SMA users** begin with Step 2 on page 4

Step 1: Creating an Account

Registering for the NRECA Ad Portal account is the first step. To get started, go to nreca.sendmyad.com and complete the information page shown below.

Sign Up Here
Your new account will give you access to begin sending ads to NRECA

1 **Click Here**
if you already have a SendMyAd account with another publisher

Minimum Requirements

Firefox 7.0, Safari 5.0, Google Chrome or Internet Explorer 8
Adobe Flash Player 10+ to upload and trim ads
Get Flash here
JavaScript must be enabled
Cookies for sendmyad.com must be accepted
Minimum screen resolution of 1024 x 768

User Information:

Full Name *		
Phone *	
Email *	
	This will become your username.
Password *	
	Minimum of 8 characters in length.
Password Confirm *	
Measurement Units	Inches

2

Your Company Information:

Company Name *	
Company Type *	Direct Advertiser
Address *	
Address Line 2	
City *	
State/Province *		Zip/Postal Code *	
Country *	United States

Security Settings:

We will use this information to help you reset a forgotten password.

| Security Question * | Choose a question |
| Answer * | |

3

4 ☐ You must agree to the **Terms Of Service**

I accept, create my account

5

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1 If you are an existing Send My Ad user, you can use your existing registration by clicking here.

2 If you are a new user, complete the information fields to set-up your account. Asterisks (*) denote required information.

3 Select a security question and answer.

4 This box MUST be checked to continue!

5 Once you've provided all information and have agreed to the standard terms of service, click the "I accept, create My Account" button at the bottom of the form.

Upon completion, you will automatically be logged into your account.

NRECA Ad Portal Dashboard

The main screen (below) is called the "Dashboard." Access this by clicking on the "Dashboard" link in the upper left of the navigation bar. Key areas of this screen include the following:

1 To send ads, click on either the "Send File" link under "Actions" in the left panel, or click the "Send My Ad" button in the center of the page.

2 Click on "Print Ads" under the "View" section to submit your artwork through the "Ad Request" form, process a pickup, view uploaded print ads, and check ad status.

3 Click on "Campaigns" under View to manage artwork for ECT.coop web ads. Check the status of your web ad artwork and organize campaigns here.

4 Click on "Ad Sizes" under "View" to check the artwork specifications for print ads, download InDesign templates and check "Closing Dates" for *RE Magazine*.

5 "Users," "Groups," and "Company Profile" links allow you to set up access for other members of your organization and manage your account and profile settings.

6 Click these areas to read the NRECA Ad Portal Frequently Asked Questions or to watch video tutorials.
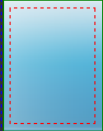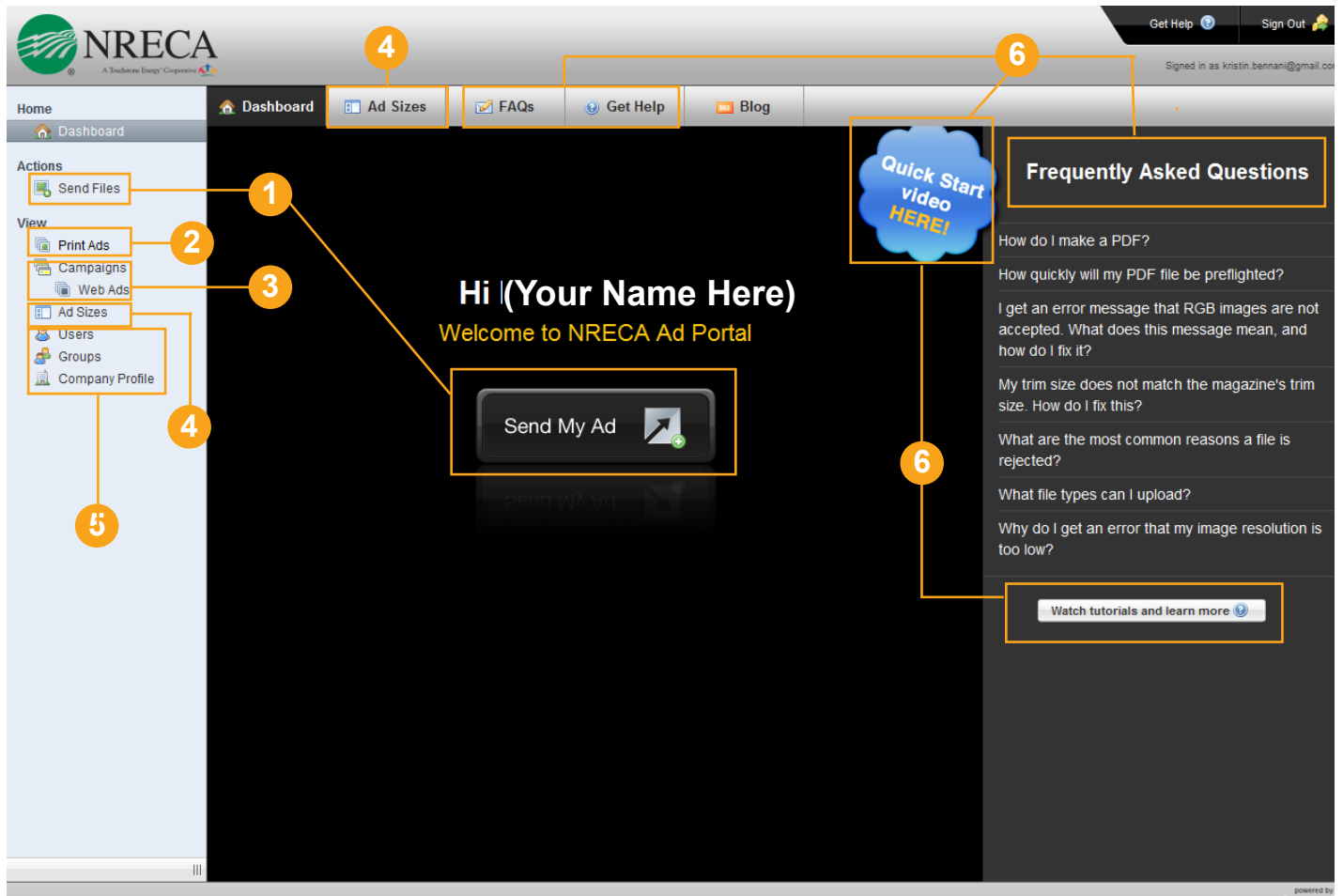
Step 2: Sending an Ad

Sending an ad is simple. Use the "Materials Request" link provided in your reservation confirmation e-mail. Open the link to the page below, then follow the directions to submit your artwork.

This is a materials request from NRECA

Ad Information
Please fill any required [*] fields and attach your ad materials.

Preview is for size reference, not ad position.

Advertiser:*

Category:

Ad Size: Full-Page Bleed 8.125" x 10.875"

Color Profile: CMYK

Proof Type: *   Proofing Options

Advertiser Ad Instructions:

Publisher Entered Information:

2

4 ⊕ Add Materials

Position Tags

No Tags Available

Regions

Available Regions

ROB

Job Ticket Information
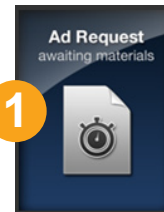
5

Materials Id: RE-0000007

Booking Number: A12NRECA371692

Publication: Rural Electric Magazine

Materials Contact: Veronica Barahona

Advertiser Company: NRECA

Advertiser Contact: Kristin Bennani

Issues: ✎ Edit Issues

November 2012   Oct 6, 2012 1:00 AM

Date Created: Today 12:16 PM

Last Updated: Today 12:16 PM

Ad Request awaiting materials

1 Open the Materials Request form. You access this by clicking the link in your reservation e-mail or by clicking the "Ad Request" image from your "Print Ads" page.

2 Fill out requested information. Asterisks (*) denote required fields. You may include notes to the production team if desired. (Note: These are not contractually binding).

! Your Ad Size and Color are filled in as stated in your ad reservation contract. If this is incorrect, notify your Account Rep for help.

3 NRECA requests a hard-copy SWOP-certified proof. If you chose to submit your ad without a proof, you are required to "sign" a virtual disclaimer.

NRECA Proof Waiver

You have decided to proceed with your advertisement in the Rural Electric Magazine without submitting color proofs for accurate color and content reproduction, (including all fonts, logos, text and art). You understand that by failing to provide color proofs, NRECA will not be responsible for the potentially poor or incorrect reproduction of the Advertisement. As a result, you hereby release NRECA, its subsidiaries, affiliates, officers, agents, and employees from any and all damages that result from the running of the Advertisement in any of NRECA's publications.

You must agree to continue or hit cancel and change proof types.

⊗ Cancel   ✓ Agree

3

4 Click here to upload your artwork.

5 This section includes additional information about your ad reservation, including the issue date, materials ID number, and contacts.

Step 3: Uploading an Ad

Once you click "Choose Ad," you will see a pop-up window to select your artwork and upload.

Select the file from your desktop/computer and click the upload button. During upload, you will see a screen that says your ad is being processed. It will automatically run a preflight and can take a few minutes. Do not click the back button or close your browser during this time.
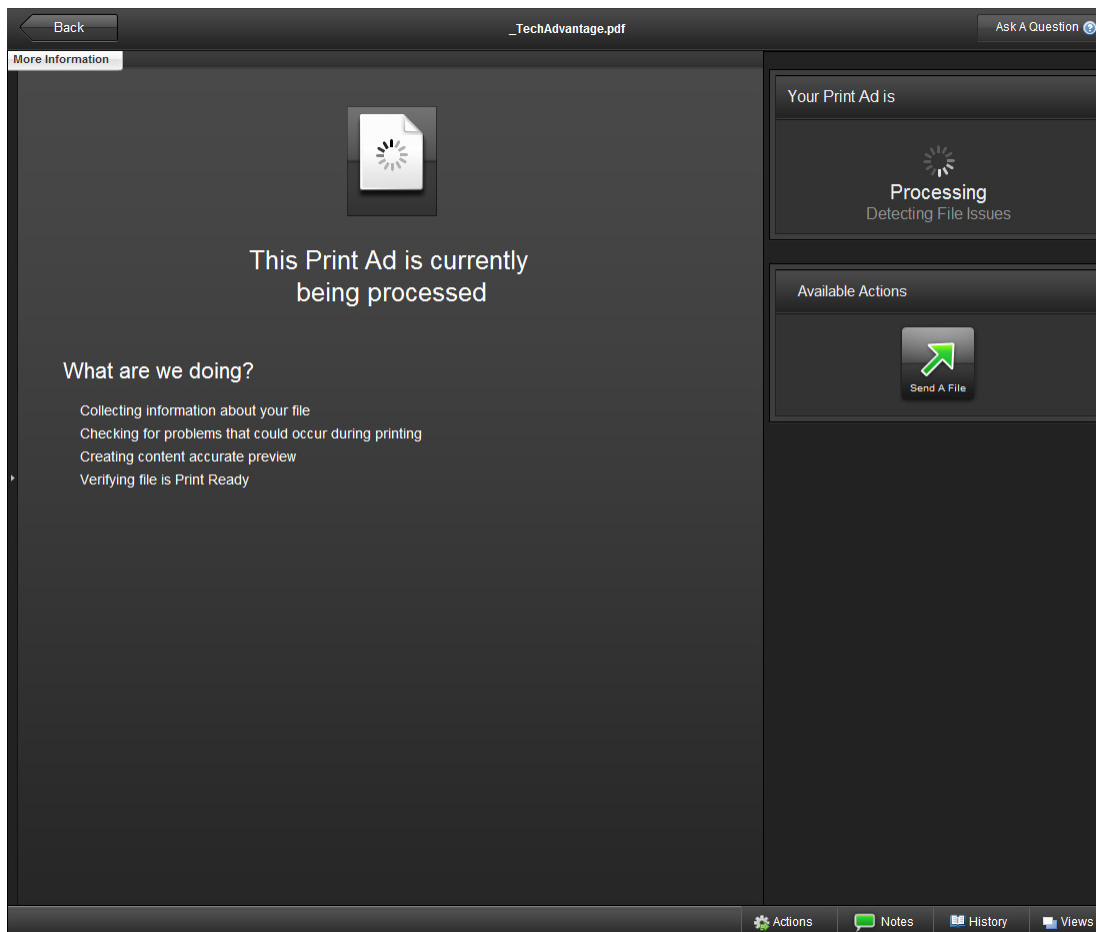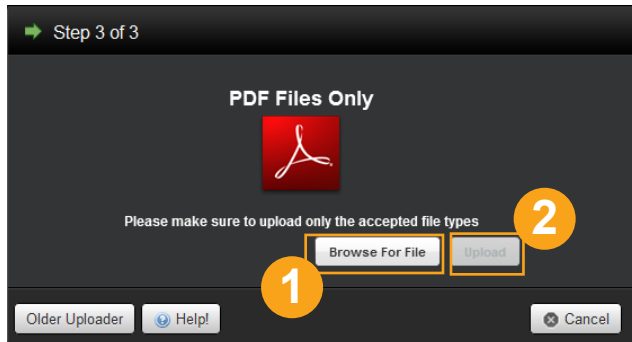
Step 4: Review Your Preflighted Ad

Once uploaded, your ad is automatically run through NRECA's preflight specifications. You will see a preview of your ad to the left, along with any preflight warnings and/or suggestions along the right panel.
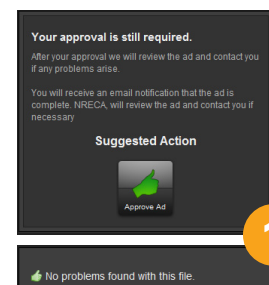

Preflight Conditions

One of the following preflight conditions will appear on your screen:

1 **"No Problems Found With This Ad"**
The ad has passed the preflight without any warnings or problems. You will see a message at the top that your approval is still required. You simply need to press "approve ad" and you're good to go.

2 **"This Ad Has Warnings"**
The PDF uploaded has encountered preflight warnings or concerns. You may choose to accept the ad as is and ignore these warnings/concerns. If you choose to correct your artwork, you may reject it and upload a new file. Many ads will encounter warning messages and are not a cause for alarm. This serves as a way to inform you and allow you a chance to revise, if you feel it's necessary.
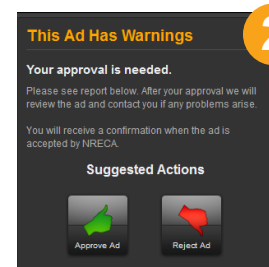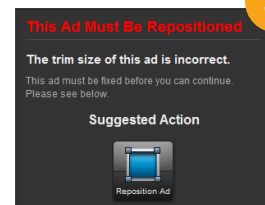
Preflight Conditions (cont.)

One of the following preflight conditions will appear on your screen:

3 **"This Ad Must be Repositioned"**

The trim of the PDF does not meet our specifications. Before you can continue, you have to reposition the ad. Click the "Reposition Ad" button to center your artwork within the proper crop lines. (See Appendix: Repositioning an Ad.)

4 **"Trim Size Incorrect" or other "Page Item Error(s)"**

Your ad cannot be accepted as supplied due to preflight problems. If you see this notice, your ad has been rejected. Some errors you may be able to correct within the system, but we recommend you return to your document and fix the problems noted. Then re-upload the revised ad by clicking the "Revise Ad" button. Refer to the suggested fix(es) provided.
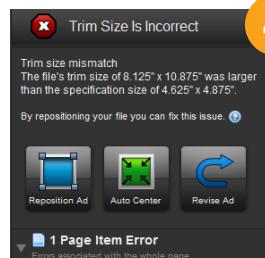
Step 5: Submit Your Ad
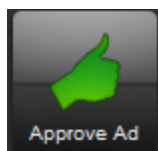
To submit your ad, you must click the "Approve Ad" button. Once clicked, you will see the box "Ad Received by Publisher." Once NRECA accepts your ad, you will receive a notice via e-mail that your ad has been approved and the status changes to "Ad Complete."

At this point, you may download your Digital Receipt -- a virtual tearsheet, including the date and time your ad was submitted, the ad specifications and issue date, and a log of every action taken with your art file. Click on the link provided in your confirmation e-mail to download.
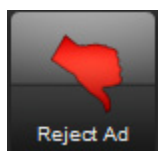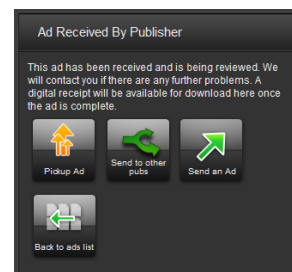
If you are NOT satisfied with the ad's position or content, click "Reject Ad." If you reject the ad, you will be prompted to give a reason and will have the opportunity to upload a new file (or select a new ad size).

Congratulations! If you've submitted artwork for the first time, we hope you found the process quick and easy. If you are having issues with the ad portal, or need additional guidance, please contact Kristin Bennani at veronica.franco@nreca.coop, or your National Account Manager (see first page).

Revising Artwork Within the Ad Portal

To use the tools available in the ad portal to reposition your artwork or correct other specification errors, see the video tutorials provided online. You may access these from your dashboard [Option 6 on the Dashboard Overview page].