

Advertisement Portal Sanoma Media User Manual

Versiebeheer	Wijziging	Door	Datum
v0.1	Conceptversie	Jessica van Schaik	23 aug 2006
v0.2	Opmerkingen projectteam		25 aug 2006
v0.4	Interfaces	Marijn Ruiten	28 jan 2008
V0.5	Aanpassingen AP 1.1	Marijn Ruiten	03 feb 2008
V0.6	Aanpassingen nieuwe portal	Marieke Kokxhoorn	27 nov 2008
v.07	Aanpassingen nieuwe portal	Marijn Ruiten	3 dec 2008
v.08	Aanpassingen naam en logo	Louise Scheenloop	28 jan 2011

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1. Introduction

Essentially, the Sanoma Media Advertising Portal works as follows: the creator of the advertisement delivers the advertising material digitally by means of Advertisement Portal, according to the data on the provisional order confirmation, such as the reference number and the title.

Subsequently, the portal tests the material on a number of points (see sanoma-adverteren.nl) and processes it in our systems immediately.

This manual illustrates how advertising material may be delivered through the Advertising Portal. It provides step-by-step instructions and gives insight into any problems that may arise.

In the event of questions or difficulties, please contact the Advertising Care department, telephone number **023 556 5656**.

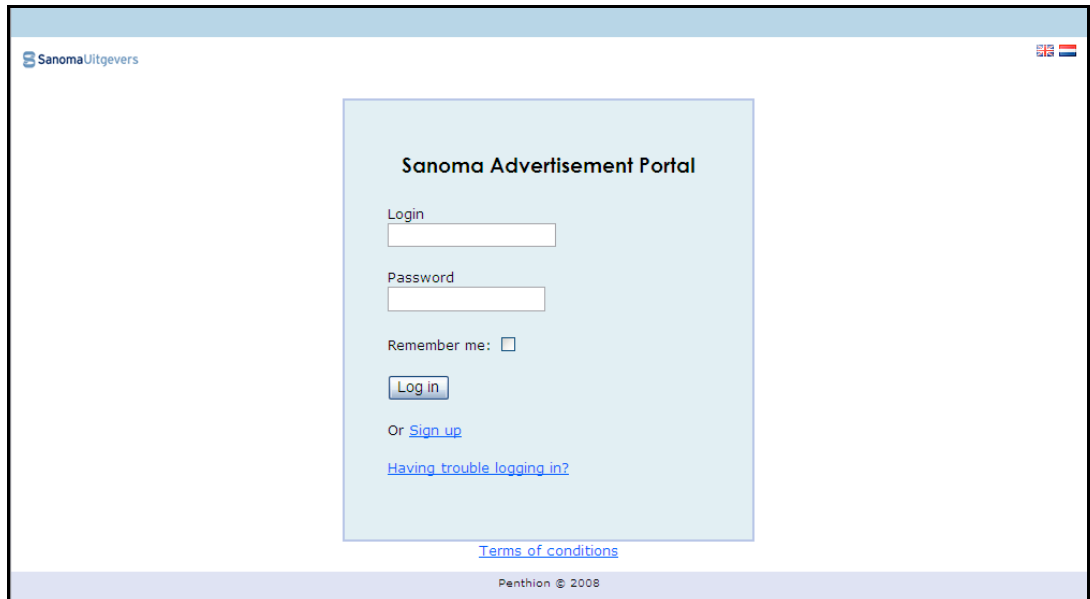
2. Advertisement delivery through Advertisement Portal

2.1. Location Advertisement Portal

The location of Sanoma Media Advertisement Portal:

www.sanoma-aanleveren.nl

The start-up screen looks like this:



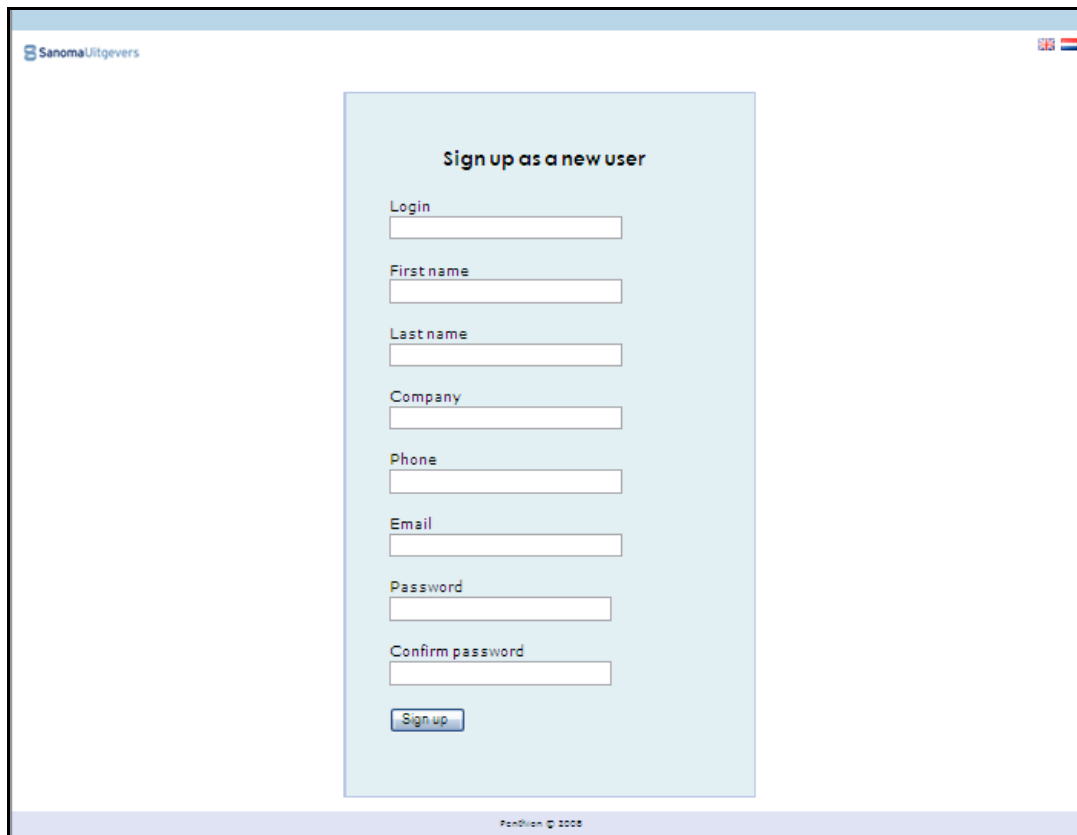
An English version of the Advertisement Portal is also available and can be selected by clicking on the icon at the upper right-hand corner.

See paragraph 2.2 'Create account' if an account has not yet been created, or when an account is in place, go to paragraph 2.3 'Logging in on Advertisement Portal'.

2.2. Create account on Advertisement Portal (once only)

Before you create an account, you must decide whether you want to create an individual account, an advertiser account or an account for your agency. The advantage of a common account is that you will have an overview of all the advertisements uploaded by your agency. However, please note that the confirmation will be sent to the e-mail address given in the account request. We recommend you use a general e-mail address for this purpose. It is possible to change the e-mail address manually during the uploading. The individual account will show you an overview of all advertisements uploaded by you yourself, but does not provide insight into the advertisements uploaded by your agency.

On creating a new account, click on 'sign up' on the login screen. The following screen appears:



Fill out all the fields and click on 'Sign up'. **Note:** The username and password must consist of at least 6 characters.

This message will appear at the top of the screen: 'Thank you for registering. We will send you an e-mail with an activation code.' This e-mail will contain a link in order to activate the account:

Dear Marieke Sanoma,

Your account has been created.

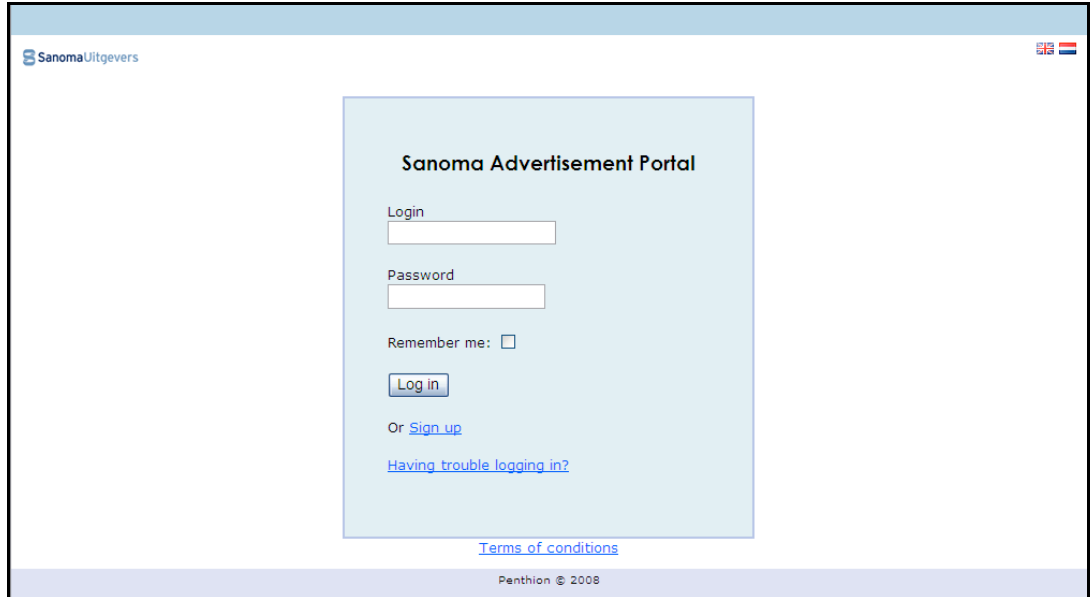
Username: Marieke
Password: password

Visit this url to activate your account:

<http://sanoma-aanleveren.nl/activate/d366956720d13133746c3d2ac1b8c3ab8cc8d0f0>

When you click on the given link, the account is activated automatically and you can log in immediately with your username and password.

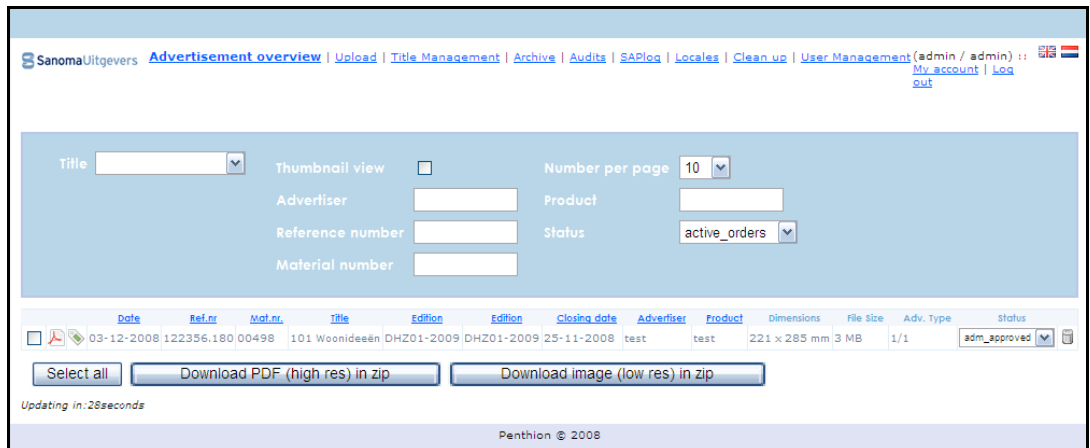
2.3. Logging in on Advertisement Portal (existing account)



Enter username and password and click on 'Log in'.

This will open the summary screen.

This provides an immediate overview of the files previously delivered under this account. If no advertisements were uploaded, or were uploaded under a different account, this overview will be blank.



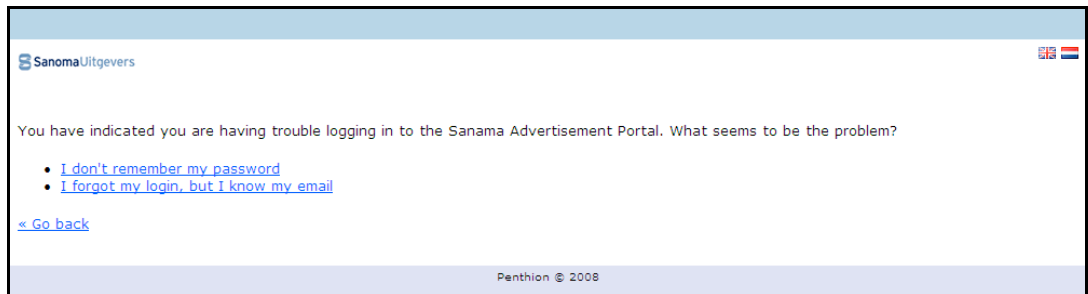
Explanation of terms in the selection menu, at the top of the screen:

- **Advertisement Overview:** Overview of the delivered files. The advertisement overview is renewed once the edition has appeared.

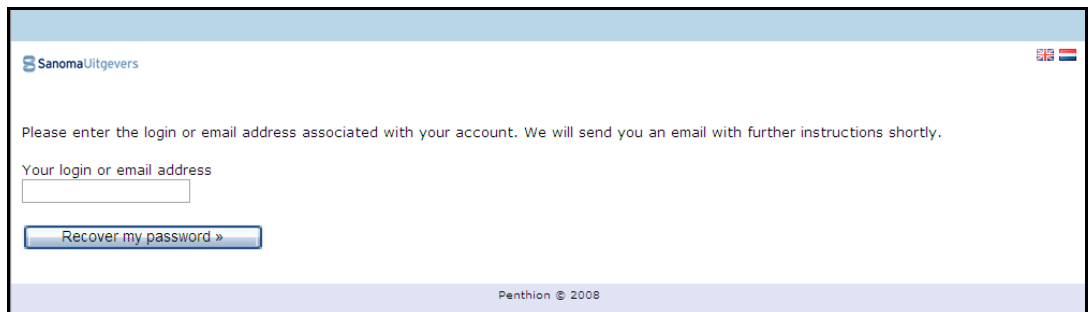
- **Upload:** Upload the advertisement material.
- **My account:** The personal data that are automatically sent along with the material. You can also change your password here.
- **Log out:** Leave the portal by means of 'Log out'.
Preferably not by closing the screen by means of the 'x' in the top right-hand corner.

2.3.1. Cannot recall password

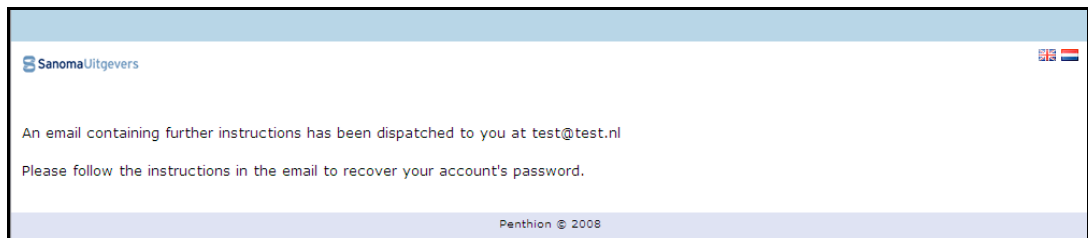
If you cannot recall your password, click on 'Having trouble logging in?' on the login screen. This screen will appear:



Select the option that reflects the problems you are having. If you have forgotten your password, click on the first line. The following screen will appear:



After entering your e-mail address, click on 'Recover my password'. The following screen will appear.



You will then receive an e-mail that will allow you to reset your password.

Dear user,

You have indicated that you have forgotten your Sanoma Advertisement Portal account's password. To reset your password, click the following link

http://sanoma-aanleveren/users/reset_password/85cc18a8f714d04bc6e714c

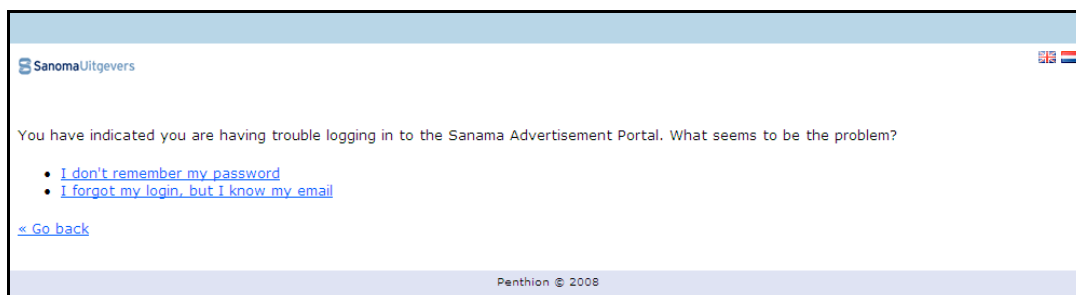
Note: If you did not request a new password, please ignore this email. You will be able to access your account as normal. If you did request this email, you must take action within 24 hours after this email was sent.

Best regards,

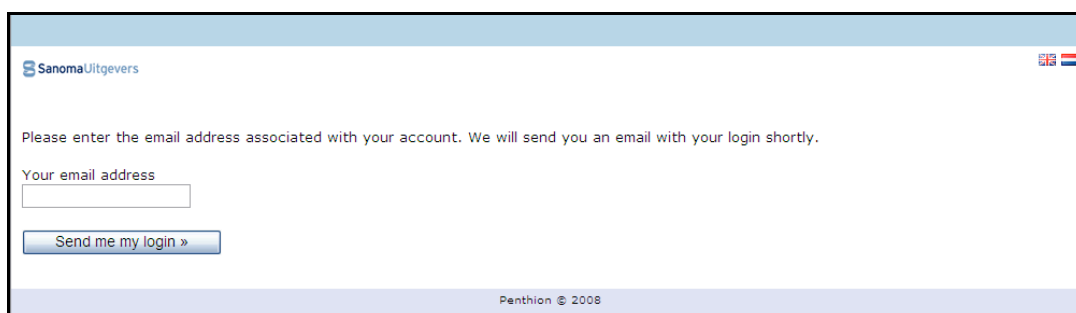
The Sanoma Advertisement Portal Team

2.3.2. Cannot recall login

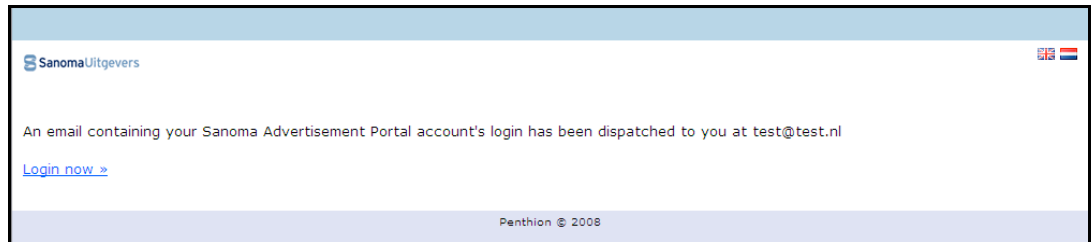
It is also possible that you have forgotten your login. Click on 'I forgot my login, but I know my email'.



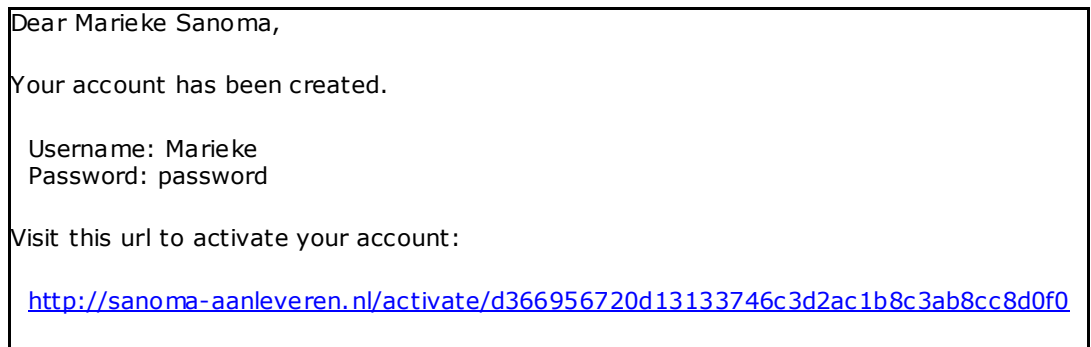
This screen will appear:



After entering your e-mail address, click on 'Send me my login'. This screen will appear:

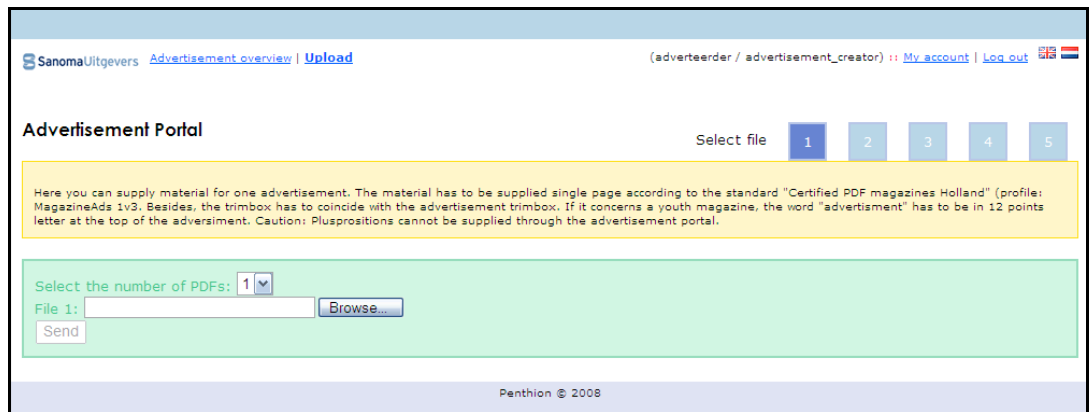


You will then receive an e-mail with your login data:



2.4. Upload PDF

Use the 'Upload' tab at the top and the following screen will appear:



2.4.1. Step 1: Select file

Indicate the number of PDF-files that will be delivered along with the advertisement.

Note: Each step must be executed for every advertisement. If multiple advertisements are delivered, all steps must be executed for every individual advertisement.

1 file: 1/1 page

2 files: spread

Note: Folding covers (≥ 3 files) cannot be delivered through Advertisement Portal! These must be delivered by alternate routing. Please contact Advertising Care on 023-556 56 56

Find the correct file with the 'Browse' button.

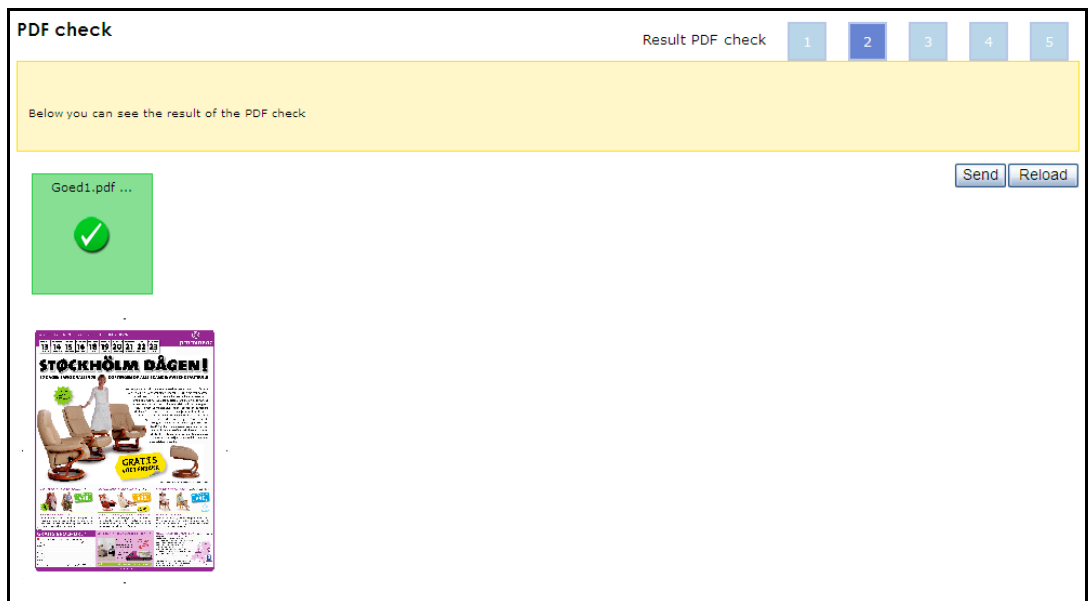
Then click on 'Send'

The system will now check whether the PDF-file can be certified.

2.4.2. Step 2: Result PDF check

2.4.2.1. PDF accepted

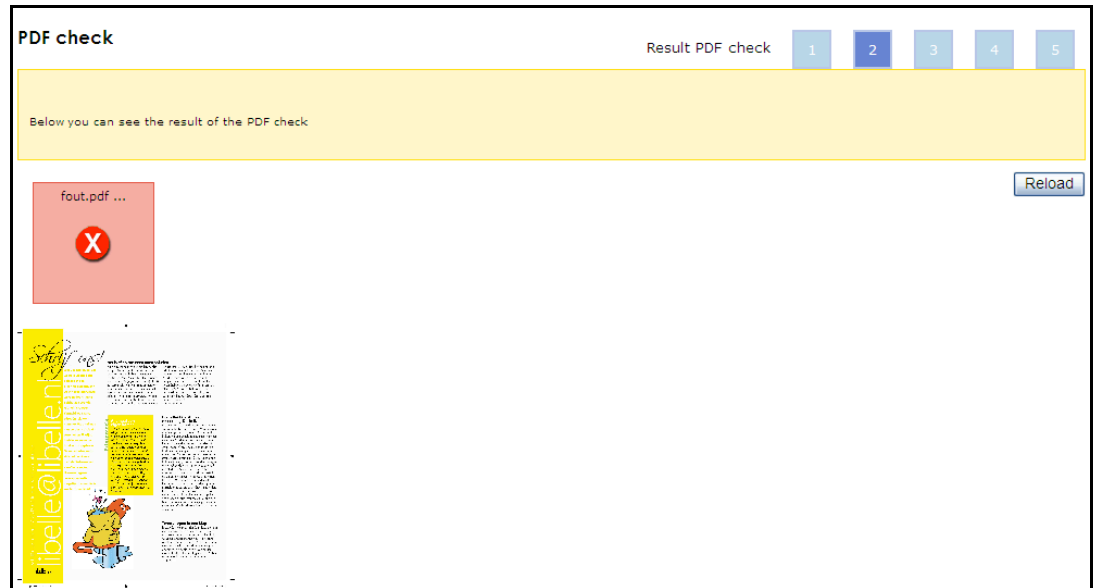
If the PDF-file has been formatted according to our delivery specifications, the advertisement image will appear, along with the statement that the file has been accepted. When you scroll down on the screen, you will find additional file information.



Click the 'Send' button. Proceed to paragraph 2.4.3 'Step 3: Publication Details'.

2.4.2.2. PDF rejected: PDF does not meet specifications

If a file cannot be certified, it will be rejected. An 'X' will appear on the screen.



Note: Although Advertisement Portal and Pitstop both check a PDF on the same points and reject a PDF on the same grounds, Pitstop can – unlike Advertisement Portal – make small automatic adjustments to the PDF-file. Therefore, a file may initially be rejected by Advertisement Portal, but be accepted after a check (and possible adjustment) by Pitstop.

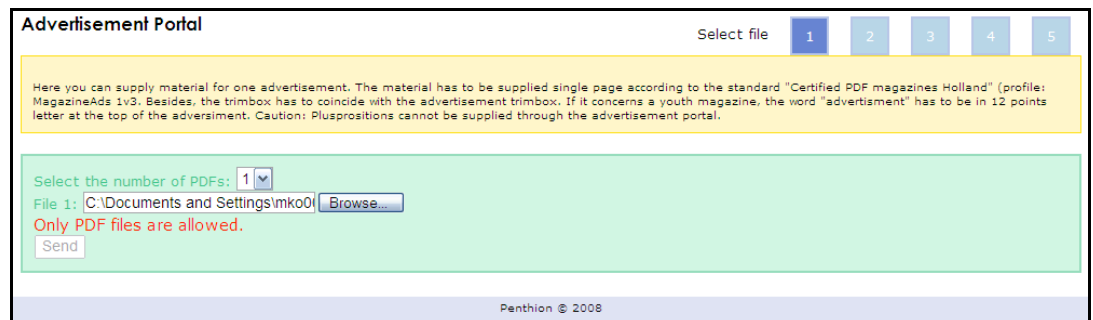
Therefore, if a file is rejected by Advertisement Portal it is recommended that you have Pitstop check this rejected file, and that subsequently you upload it again. If Pitstop also rejects the file, the file does not meet the specifications.

Useful links on PDF certification: www.Printarena.nl / www.certifiedpdf.net

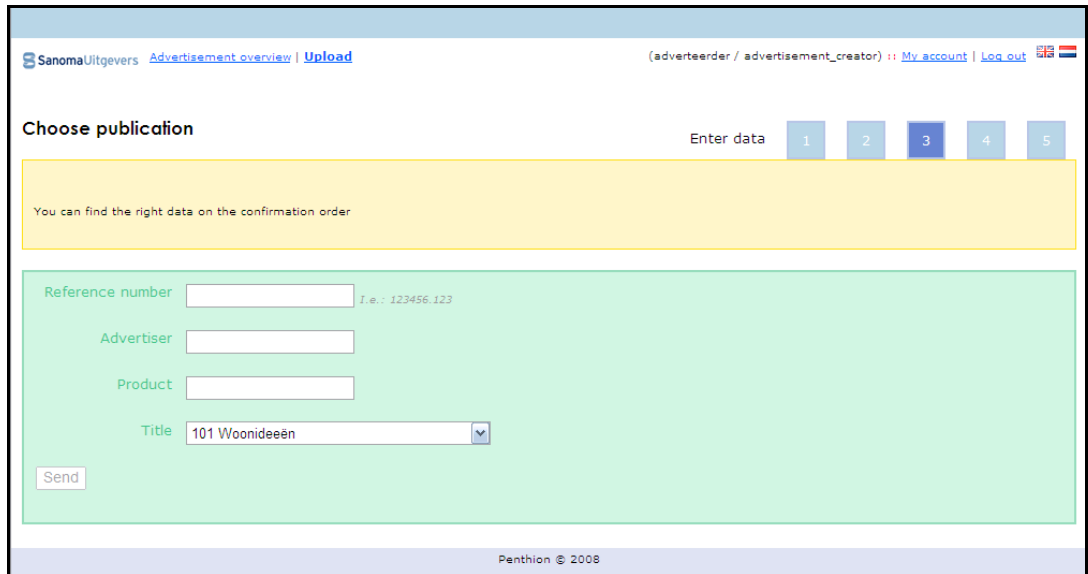
2.4.2.3. Uploading failure due to other reasons

Uploading can also fail due to other reasons than a file rejection by Advertisement Portal. One reason may be that you did not upload a PDF-file.

The following message appears:



2.4.3. Step 3: Publication details



The screenshot shows a web interface for Sanoma Media. At the top, there is a navigation bar with the Sanoma logo, the text 'SanomaUitgevers', and links for 'Advertisement overview' and 'Upload'. On the right, it says '(adverteerder / advertisement_creator) :: My account | Log out' with a flag icon. Below this is a section titled 'Choose publication' with a progress indicator 'Enter data' and five numbered steps (1-5), where step 3 is highlighted. A yellow box contains the text: 'You can find the right data on the confirmation order'. Below this is a green form area with the following fields: 'Reference number' (with a value of 123456.123), 'Advertiser', 'Product', and 'Title' (with a dropdown menu showing '101 Woonideeën'). A 'Send' button is at the bottom left of the form. The footer of the page reads 'Penthion © 2008'.

Enter all fields according to the Sanoma Media Order Confirmation. All fields are required!

The data you need for filling out the fields can be found on the provisional order confirmation for the advertisement order. This order confirmation will be given to the client after the advertisement order has been placed.

(Our) reference number:

You can only upload with the Sanoma Media Reference Number. The reference number has been provided to you by your Media Agency. Sanoma places the reference numbers on the Order Confirmation to the Media Agency or directly to Advertisers.

Enter the order number with position. The reference number with position can be found on the Order Confirmation..

On the Advertisement Portal the order + position must be entered as follow: 123456.123. (Note the decimal between order and position)

Important:

If the reference number has been used before, you cannot use the number again. See message below.

For example, this is the case for replacement material.

Choose publication Order summary 1 2 3 4 5

You can find the right data on the confirmation order

This reference number is already in use

Reference number *f.e.: 123456.123*

Advertiser

Product

Title ▼

Penthion © 2008

You must contact the Advertising Care department. The material can be delivered again only after the reference number has been 'reset'.

Advertiser: Enter advertiser name. This is a free text field.

Product: Enter Product + advertisement header. This is a free text field.


Title: Select the title for which the advertisement is intended.

Important:

If the title you want to supply material for is not listed, please contact Advertising Care.

When all fields have been filled out, click 'Send'. A new screen provides an overview of your order:



SanomaUltgevers [Advertisement overview](#) | [Upload](#) (adverteerder / advertisement_creator) :: [My account](#) | [Log out](#) 

Meta data check success!

Overview Order summary 1 2 3 4 5

Your order details:

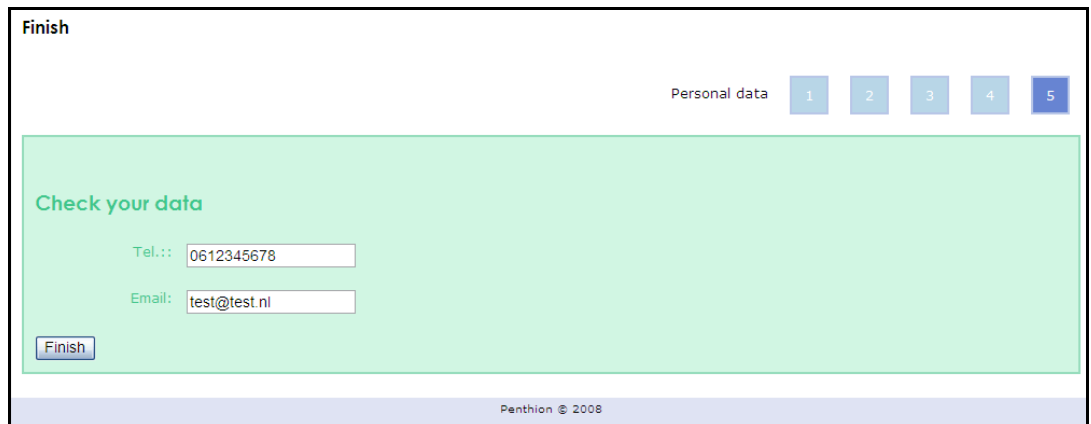
Reference number	136523.010
Advertiser	test
Product	test
Title	Story
Edition	ST052-2008
Edition description	ST052-2008
Advertisement type	1/1
Publication date	23-12-2008
Close date	08-12-2008

Is this information correct?

Penthion © 2008

If the information is correct, click 'Yes'. If it is incorrect, click 'No', and you will automatically return to step 3.

2.4.4. Step 4: Enter data



Finish Personal data 1 2 3 4 5

Check your data

Tel.::

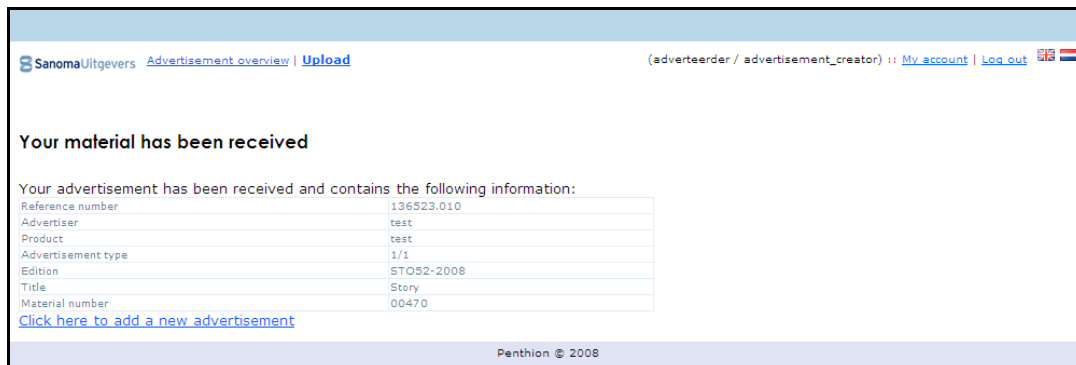
Email:


Penthion © 2008

Here, you can edit the telephone number and e-mail address that are sent along with the advertisement concerned. This is optional and only applies to this specific advertisement.

Note: The information that is processed at this time is at advertisement level. If you wish to make a general change to your details, click 'My Account' in the selection menu on the left side of the screen. Also see paragraph 2.3. 'Logging in on Advertisement Portal'.

Click 'Finish'. An overview is shown of the data that was entered upon uploading the advertisement. At the same time, a confirmation e-mail is sent to the e-mail address that was entered under 'E-mail or My account'.



Sanoma Uitgevers [Advertisement overview](#) | [Upload](#) (adverteerder / advertisement_creator) :: [My account](#) | [Log out](#) 

Your material has been received

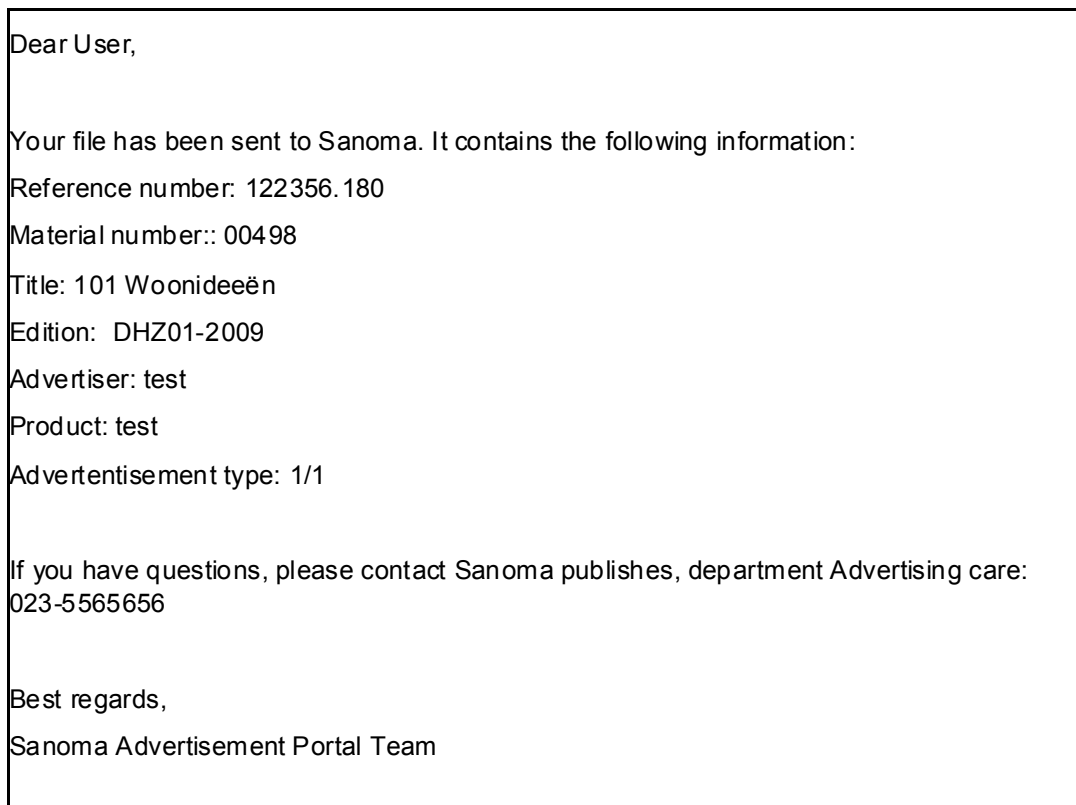
Your advertisement has been received and contains the following information:

Reference number	136523.010
Advertiser	test
Product	test
Advertisement type	1/1
Edition	STO52-2008
Title	Story
Material number	00470

[Click here to add a new advertisement](#)

Penthion © 2008

A confirmation e-mail is automatically generated and sent:



Dear User,

Your file has been sent to Sanoma. It contains the following information:

Reference number: 122356.180

Material number:: 00498

Title: 101 Woonideeën

Edition: DHZ01-2009

Advertiser: test

Product: test

Advertisement type: 1/1

If you have questions, please contact Sanoma publishes, department Advertising care:
023-5565656

Best regards,
Sanoma Advertisement Portal Team

The advertisement is now available on the Advertisement Portal.

2.5. Canceling, repeating or replacing an advertisement

2.5.1. Canceling an advertisement

There are no changes in work method when it comes to the cancellation of an advertisement. The cancellation order must be placed with Advertising Care within the time limit, upon which the reservation, if possible, is deleted.

2.5.2. Repeating an advertisement

There are also no changes to the work method for repeat advertisements.

Advertising Care will send the client an order confirmation of the reservation/order. The client must however specify that it is a repeat advertisement from a previous edition. Sanoma already has the necessary material at its disposal, and a repeated delivery is therefore unnecessary.

2.5.3. Replacing an advertisement

If material needs to be replaced, renewed delivery through Advertisement Portal is required.

Because the reference number (combination: order with position number) can only be used once, Advertising Care must be contacted. Also see paragraph 2.4.3 'Step 3: Publication Details'.