

# pacific newspaper group

## online advertising proofing system



Canwest™

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This Online Advertising Proofing System user manual is available for download in PDF format from the 'Downloads' link of the advertising web site. Download the manual directly from the following address: <http://www.png.canwest.com/downloads.html> Scroll to the bottom of the page - file download link is listed under 'Technical'.

# request your system account

Request your Online Advertising Proofing System (OPS) account at the following address:  
[http://www.pngforms.com/cgi-bin/ops/mreg\\_admin.cgi?register](http://www.pngforms.com/cgi-bin/ops/mreg_admin.cgi?register)  
or select **Request Proofing Account** within the **Online Advertising** submenu on the PNG Advertising Web Site located at <http://www.png.canwest.com>



THE VANCOUVER SUN The Province

online advertising proofing system registration

Request your preferred P.N.G. Online Advertising Proofing System account username and password:

Client Account Request

Username

Password

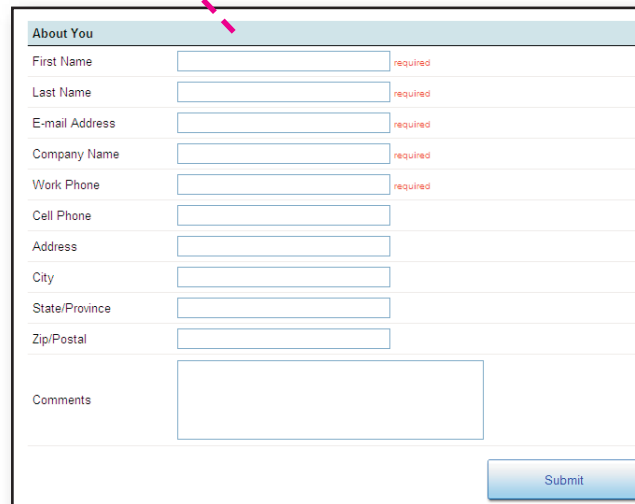
Account Representative

Sign Up

Enter your preferred username and password in the fields provided and click the 'Sign Up' button.

Complete the next form supplying information as required. Click 'Submit' to finish the registration process.

You will receive email notification, account username and password confirmation and a link when your account has been activated. Follow the link provided in the confirmation email to log in to the system.



About You

First Name  required

Last Name  required

E-mail Address  required

Company Name  required

Work Phone  required

Cell Phone

Address

City

State/Province

Zip/Postal

Comments

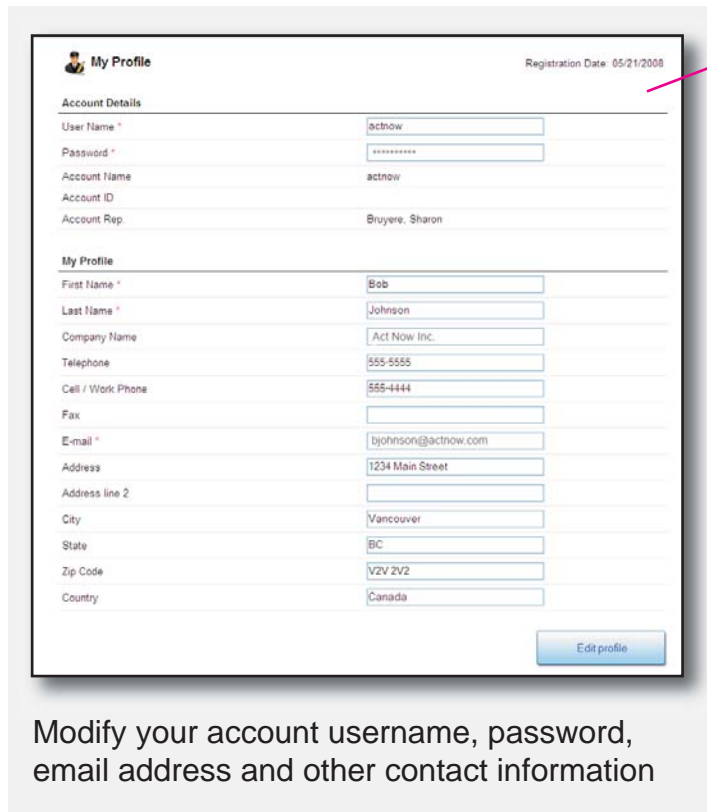
Submit

Advertising Proofing System registration form



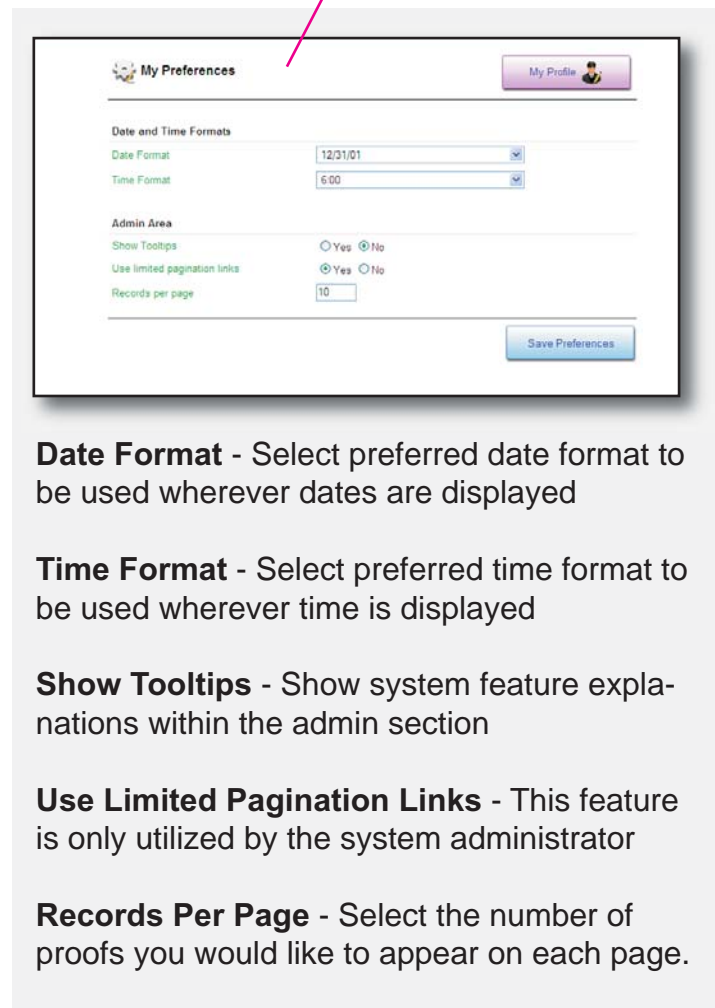
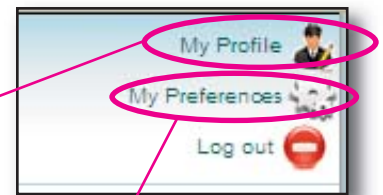
# account options

System accounts may be modified to suit the users needs. Select the account options from the top right corner of OPS.



The 'My Profile' page is divided into two main sections: 'Account Details' and 'My Profile'. The 'Account Details' section includes fields for Username (actnow), Password (masked), Account Name (actnow), Account ID, and Account Rep (Bruyere, Sharon). The 'My Profile' section includes fields for First Name (Bob), Last Name (Johnson), Company Name (Act Now Inc.), Telephone (555-5555), Cell / Work Phone (555-4444), Fax, E-mail (bjohnson@actnow.com), Address (1234 Main Street), Address line 2, City (Vancouver), State (BC), Zip Code (V2V 2V2), and Country (Canada). An 'Edit profile' button is located at the bottom right of the form. A registration date of 05/21/2008 is displayed in the top right corner.

Modify your account username, password, email address and other contact information



The 'My Preferences' page is divided into two main sections: 'Date and Time Formats' and 'Admin Area'. The 'Date and Time Formats' section includes dropdown menus for Date Format (12/31/01) and Time Format (6:00). The 'Admin Area' section includes radio buttons for Show Tooltips (Yes/No), Use limited pagination links (Yes/No), and a text input field for Records per page (10). A 'Save Preferences' button is located at the bottom right. A 'My Profile' link with a user icon is in the top right corner.

**Date Format** - Select preferred date format to be used wherever dates are displayed

**Time Format** - Select preferred time format to be used wherever time is displayed

**Show Tooltips** - Show system feature explanations within the admin section

**Use Limited Pagination Links** - This feature is only utilized by the system administrator

**Records Per Page** - Select the number of proofs you would like to appear on each page.

# proofs list

Display a list of all available proofs, including new and approved items, by clicking the **Proofs** navigation tab then selecting **Proofs List** from the dropdown menu. Proofs are displayed in order of submission and include the creation date, status, client name, account rep name, reference name, the flash file and the alternate gif file. Click the up and down arrows next to each column header to sort in descending or ascending order. Click the column headers to sort columns alphanumerically.

Created ↑↓	Status ↑↓	Client	Acc. Rep.	Ref. Name ↑↓	Flash ↑↓	Alternate ↑↓
05/22/2008	Approved	ActNowBC.ca	Bruyere, Sharon	<a href="#">Whistler Getaway</a>	actnow_300x250.swf	actnow_300x250.gif
05/22/2008	Pending Client Approval	ActNowBC.ca	Bruyere, Sharon	<a href="#">Whistler Getaway</a>	actnow_160x600.swf	actnow_160x600.gif

Click the **Created** or **Ref Name** links to view the proof details.

Clicking the Flash or Alternate image links will display each file within a new browser window however clicking the **Created** or **Ref Name** links allow you to display the files correctly to the booked size.

Note the Status for each proof. Following are the available statuses and their descriptions:

**Pending Client Approval** - This proof is waiting for your approval. When you process the proof by selecting 'Revise', 'Discard' or 'Approve' the proofing system will advise your account representative by email\* and change the Status accordingly.

**Revise** - You require changes to your ad. A notification email\* will be sent to your account representative advising them of your proof status change.

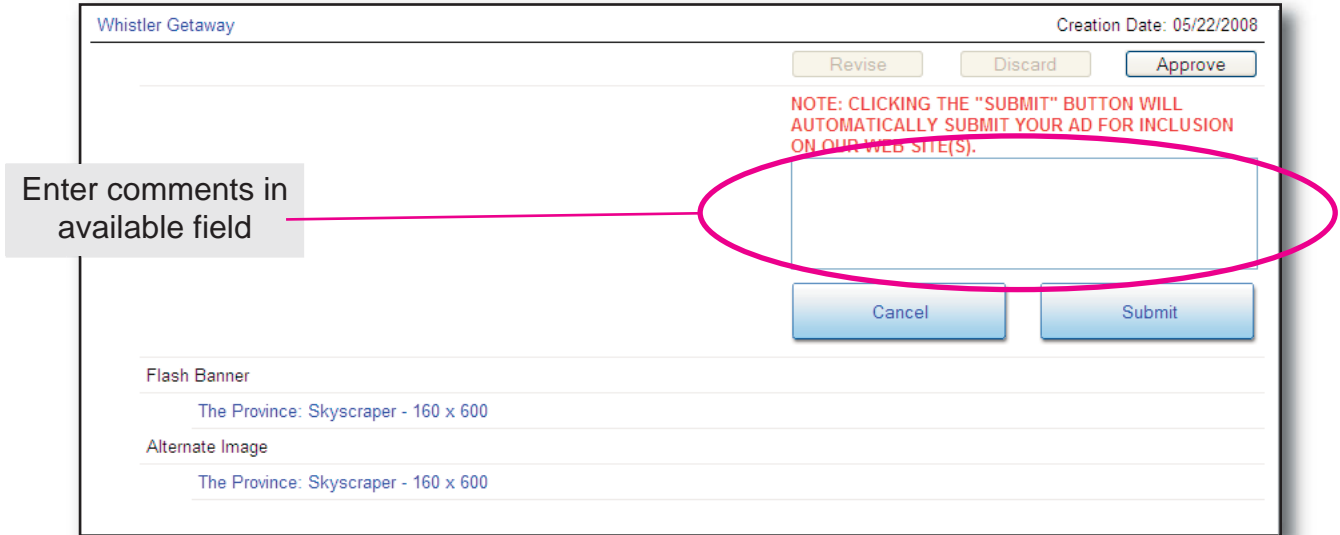
**Discarded** - You wish to discard the proof. A notification email\* will be sent to your account representative advising them of your proof status change.

**Approved** - You have approved the online ad. The proofing system has automatically submitted your ad material for inclusion on our web site(s).

\*The proofing system will include your comments in the automatic email forwarded to your account representative.

# process proofs

Clicking on one of the three available buttons (Revise, Discard or Approve) will allow you to change the status of your online proof and automatically advise your account representative. Comments entered in the available field will be included in the email notification sent to your account representative.



The proof links for both the flash and alternate image is still available when modifying your ad proof status. Clicking either link will open a new window in your web browser displaying the ad proof.

Click the '**Revise**' button to request changes to your online ad. This will change the status to 'Revise' and advise your account representative via email notification.

Click the '**Discard**' button to delete your online ad flash file and alternate image file. The proof information will be retained within the proofing system however files will be deleted. Your account representative will be advised of the proof status change.

Click the '**Submit**' button to change the status of your ad and process your ad material to appear on our web site(s). Your account representative will be advised of the status change via email.

# proof search

Use one or more of the following criteria to search the proofing system

**Status** - Select the present status of the ad proof(s)

**Reference Name** - Enter one or more words of the reference name

**Key Words** - Search for words within the comments fields

**Key Words Matching** - Select how you want to search the comments fields

**Vector Graphic File Name** - file name of the flash file

**Raster Image File Name** - file name of the alternate (gif) file

**Created** - Select the creation time frame

**Order By** - Select how you want the results to display

The screenshot shows the 'Proof Search' interface of the Pacific Newspaper Group Online Advertising Proofing System. The header includes logos for 'THE VANCOUVER SUN' and 'The Province', and the title 'PACIFIC NEWSPAPER GROUP ONLINE ADVERTISING PROOFING SYSTEM'. In the top right corner, there are links for 'My Profile', 'My Preferences', and 'Log out'. Below the header, there are navigation tabs for 'Home' and 'Proofs'. The main content area is titled 'Proof Search' and contains a form with the following fields:

- Status: All (dropdown menu)
- Reference Name: (text input field)
- Key words: (text input field) (search comments fields)
- Keywords Matching: Match any word (dropdown menu)
- Vector Graphic File name: (text input field)
- Raster Image File name: (text input field)
- Created: Anytime (dropdown menu)
- Order By: Date - Newest to Oldest (dropdown menu)

A 'Search' button is located at the bottom right of the form.