AUSTRALIAN COMMUNITY MEDIA

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adcomposegreen.com.au

adcompose

ADCOMPOSE

USER GUIDE

*The quick and easy way
to create your advertising*

This guide will cover
AdCompose Green, Promo Uploads,
Agents Choice & Open For Inspections

adcompose@fairfaxmedia.com.au

INDEX

ADCOMPOSE GREEN

https://www.adcomposegreen.com.au

Recommended platforms:
• Google Chrome • Firefox • Safari

LOGGING IN

OFFICE LOGIN DETAILS

SITE NAME: ....

CLIENT NAME: ....

USERNAME: ....

PASSWORD: ....

CREATING A PROPERTY

To begin, click on the Properties tab. Select the **New Property Wizard** button.

Step 1
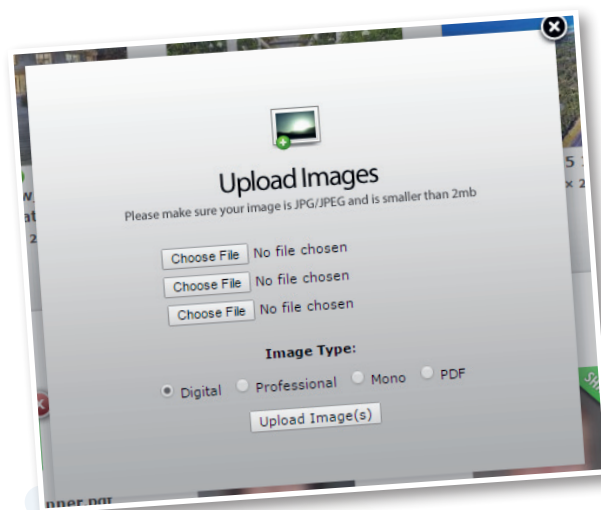
Enter the Street Number, Street Name and Suburb

Click on the **Next Step** button to create the property.

Step 2

Select the **Upload Image** button to add images.

Click on the Browse or Choose File button to navigate to the image on your local computer or network. Once the image has been selected, choose the upload option for this group of images.

Note:

The colour adjustment software will not fix very dark, shadowed images. The quality of the image loaded into AdCompose is the responsibility of the user. Over saturated images can print poorly.

IMAGE TYPES

DIGITAL - The AdCompose colour enhancement system will optimise the image for printing.
PROFESSIONAL - For images taken and supplied by a professional photographer
MONO - To convert images to black and white
PDF - For any PDF file

Step 3 ▶

Enter the information required in each field that your Corporate branding uses. Please note: we have ONLY activated the fields you have requested.

SELECTING IMAGES

Select the order for the images to appear in the modules as well as any corner flags, banners or QR codes.

AGENTS CHOICE EDITORIAL

Click to expand Agents Choice Editorial Fields. Please ensure the Fairfax Business Rules are adhered to for these modules.

DETAILS

Enter the bed, bath and car information. Click to expand extra details to show further options.

HEADINGS, DESCRIPTION & BULLET POINTS

Add a heading, description and bullet points if required.

SALE TYPE, PRICE, AUCTION & OPEN HOME

Enter Sale Type (For Sale or Auction) and the Price or Auction Details.
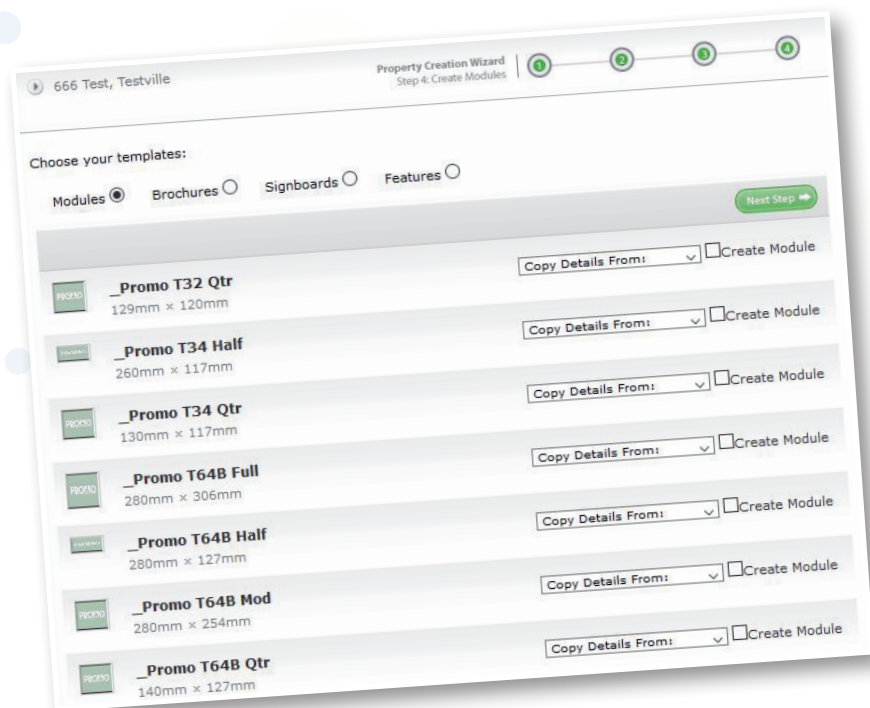Enter the open home date and time, or By Appointment.

Once you have entered all the text in the fields, select the **Next Step** button.

Step **4**

Click the required template in the options.
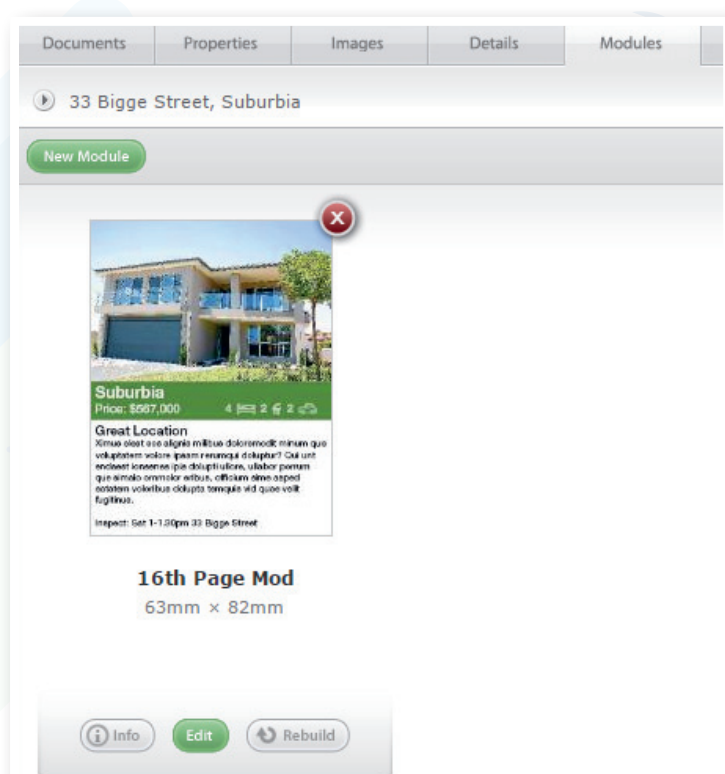Select the modules required by placing a tick next to the template.
Click on the **Next Step** button to create the modules and see the preview.

A larger proof of the module can be seen by clicking in the centre of the thumbnail.
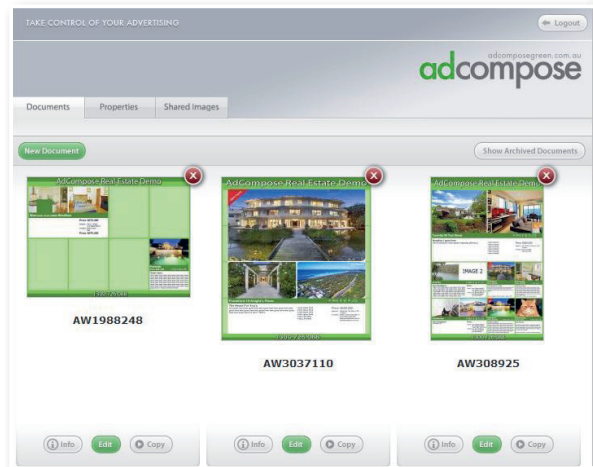Please note PDFs are low resolution for viewing and emailing purposes only.

Note:
Please ensure pop up blocker is
not activated on your browser.

CREATING ADS

The Documents tab shows all the current ads. New documents can be created here. Once the ad has been approved and delivered, it is removed from view and can be seen from the "View Archived Documents" button.
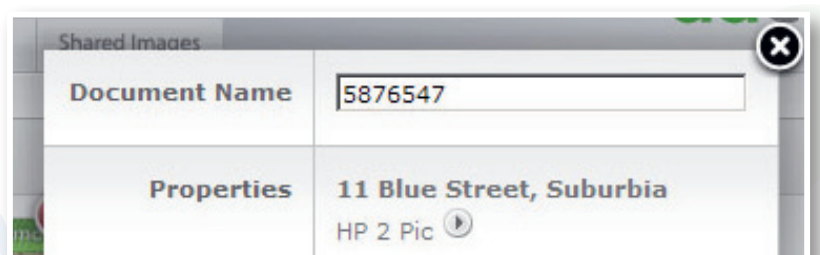

NEW DOCUMENT

Click on the New Document button to create a new Document or Ad.
Select the template that matches your ad booking.
Click on the Create Document button.
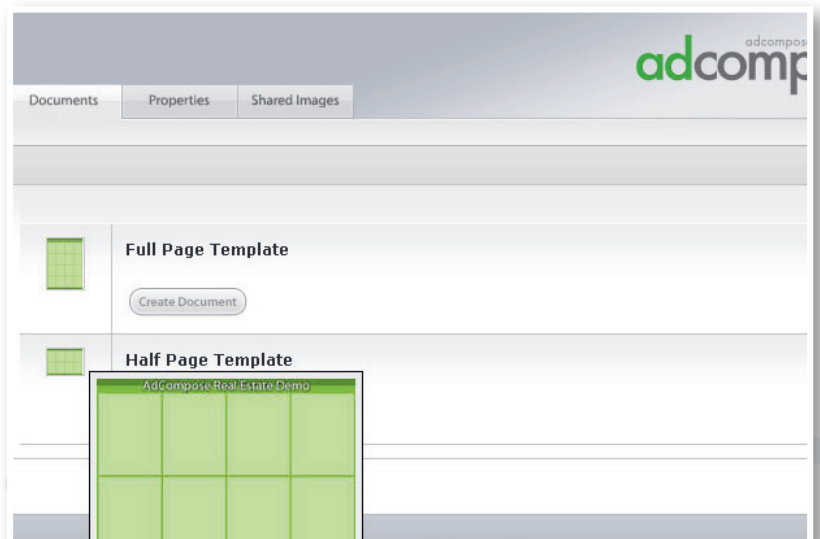
NAMING THE FILE

Click on the Information button below the preview ⓘ Info to display the document properties. The name of this file should be the advertisement ID or booking number supplied by your publication. Multiple documents will have different booking numbers. Type in the new name for the document and click on the Close button. ⊗

It is VITAL that you place your booking number on the document to ensure it reaches the correct newspaper and appears in print as scheduled.

ADDING MODULES TO A DOCUMENT

Click on the Edit Button below the preview.

Select the property from the drop down menu on the top right hand side of your screen.

Click the Import button.

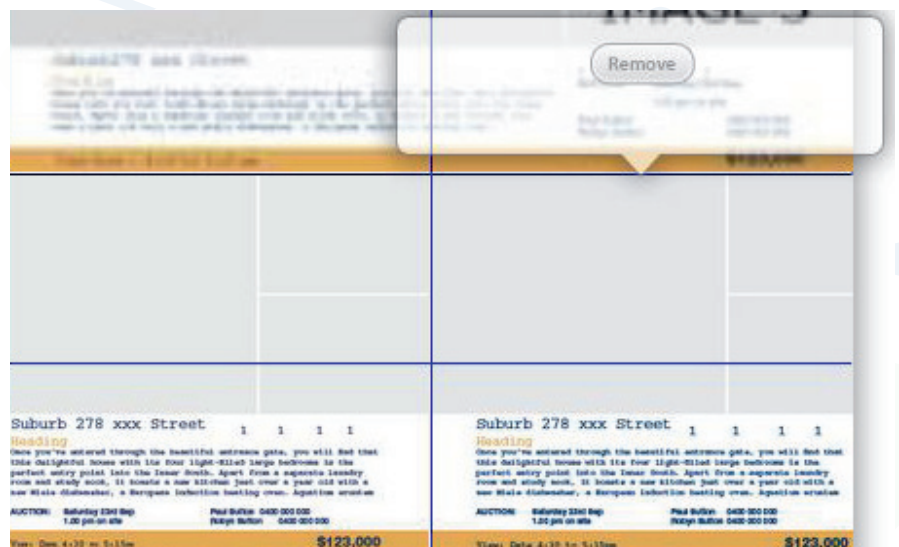Drag the module into place and it will automatically snap to the guides that appear on your page.

Repeat the process until the page is complete. Modules can be added and removed at any time.

Click on the Save button to rebuild the page.

DELETING MODULES FROM A DOCUMENT

To delete a module you don't wish to use, double click on the module and a **Remove button** will appear.

BOOKING VALIDATION & SENDING

For some customers there will be a Booking Validation button located under the info menu for a document or editorial feature. Before an ad can be sent, the booking number must be checked to ensure the ad has been created to the correct size. Click on the Booking No. button and a message will return.

Size Match: the ad created matches the booking ad size
Booked Publication: The publication the ad is booked in
Account Name: Your account name
Delivered size: The size of the ad you have create

If the booking number matches, a green PASSED is shown. If the number and size do not match, a red **FAILED** will appear, The file cannot be sent until rectified.

For customers who do not have a Booking No. button, please simply use the green send button located at the bottom of the screen to submit your advertising.

For a size error, please check your booking with your sales representative.

INVALID BOOKING NUMBER

If the booking number has expired or it is incorrect, the following message will appear. Check with your sales representative for the correct number.

SEND BUTTON

The send button will appear if your booking number is validated.

SEND CONFIRMATION

Click on the OK button to approve the ad. It will now be released for publishing and disappear from view
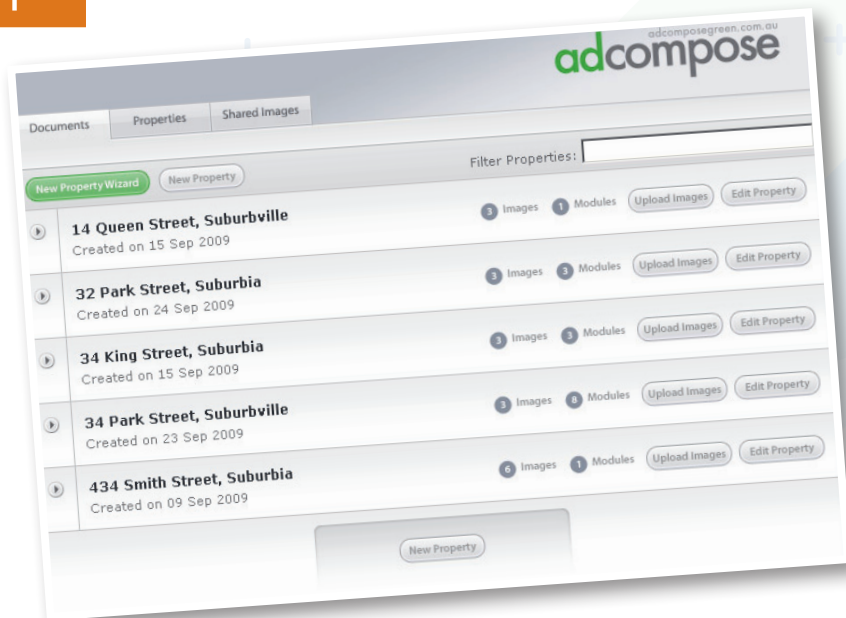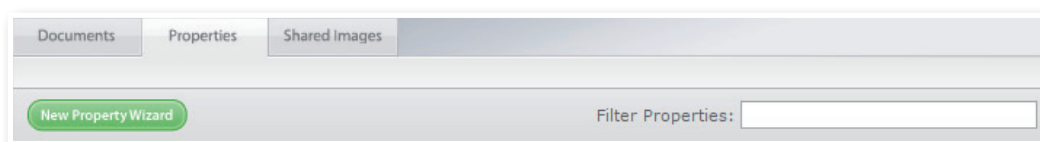
MANGING PROPERTIES

PROPERTIES LIST

The Properties tab displays all the properties currently stored in AdCompose.

SEARCH FOR A PROPERTY

When you have a lot of properties stored use the Filter Properties option to find a property quickly.

Example: Type in suburb, this will display all the properties listed in that suburb.

ARCHIVING A PROPERTY

Once a property has been sold or removed from sale it can be archived. To archive a property, click on the property address which will take you to the Details tab. The Archive button is at the top right of this screen.
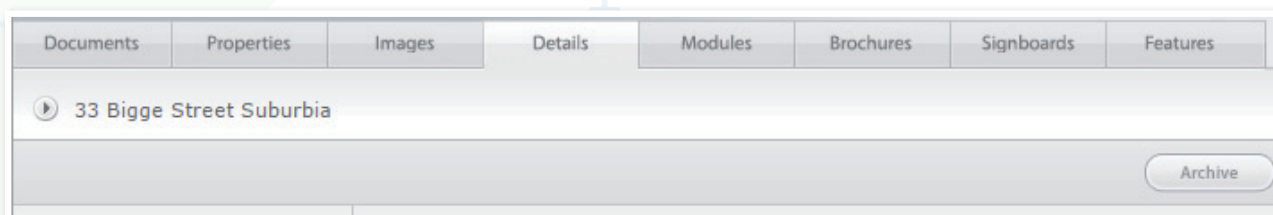
To recover an archived property, email adcompose@fairfaxmedia.com.au for the team to reactivate the property. If properties have been archived for more than 100 days then it will be deleted from the system and cannot be retrieved.

MODULE EDIT PAGE
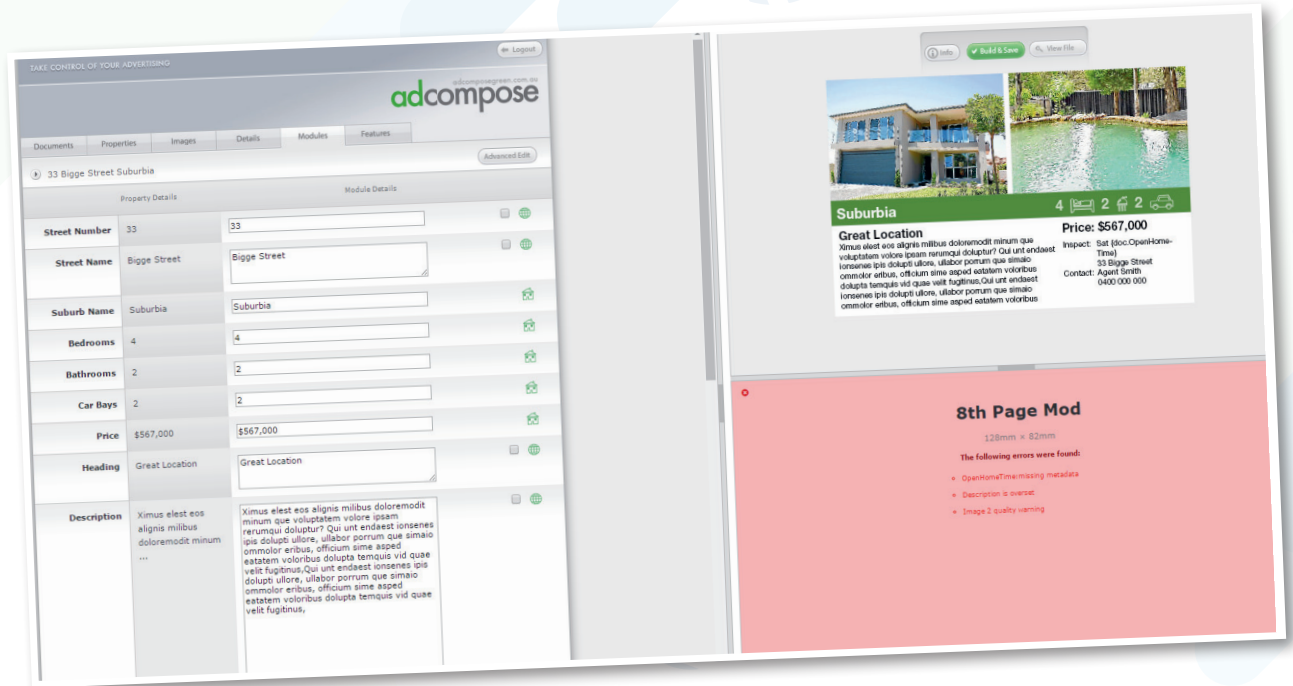
UPDATING TEXT

There are two options for updating modules. For further details please see page 14.

Details Tab - This information will populate on any new module created unless the 'copy from' feature is used.
Module Tab - This information update will affect this module only.

ERROR PANEL

IMAGE ERRORS
Image errors occur if the resolution in the image is not sufficient for the size of the box it is placed in. If an image error occurs, upload a higher resolution image. Web images are usually not large enough.

TEXT ERRORS
If there is too much text placed in a text box an overset error will occur. Delete some of the text to fit in the text box. Please always ensure your cursor is at the end of your text, not on the next line.

METADATA ERRORS
If a field has been left blank a metadata error will occur. Either fill in the field or apply the _None Style if it is not required through the Advanced Edit panel.
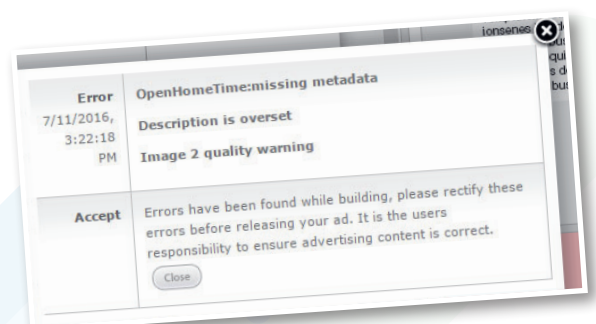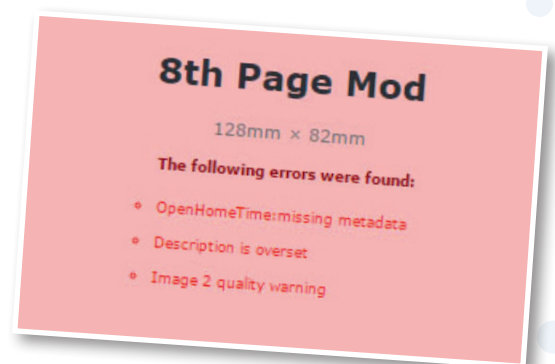
MANAGING IMAGES

IMAGE CROPPING

To crop or move an image within the image frame, select the module and click on the Edit button.

Click on the Select Image button to display all the images for this property. Choose the image and click on the Select Image button to accept the change. Image cropping can be done here.
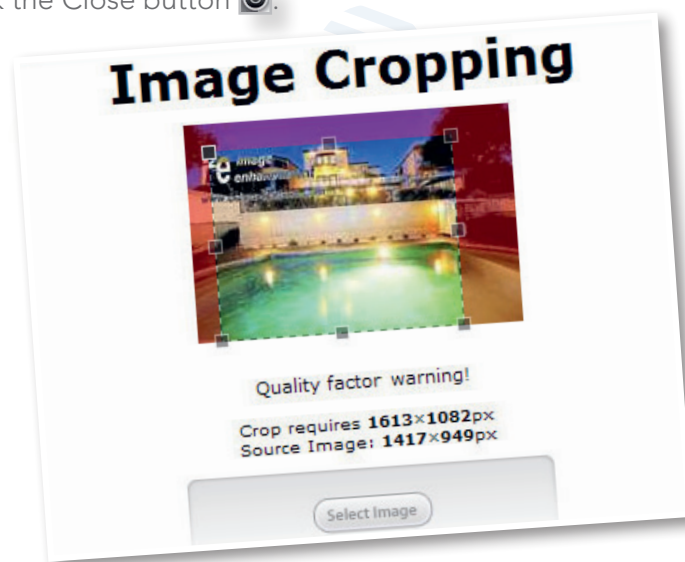
Click the Build & Save button for the module to update.

Cropping can be applied to each image in each module if required.

If the image is too low quality for this size module, the background will turn red and the crop size will be displayed.

Click on the Select Image button to accept the changes.

To close without changes, click the Close button ⏻.

SHARED IMAGES

Shared images are images or graphics that are related to all properties such as agents photos, corner flags and banners.

UPLOAD A SHARED IMAGE

Shared Images can be uploaded by clicking on the Shared Images tab and selecting Upload Image.

Only Jpeg or high resolution PDF files created to the precise size can be uploaded. The AdCompose support team can create these for you upon request.

Note:
Email your request to adcompose@fairfaxmedia.com.au prior to your publication deadline.

EDITING MODULE IMAGES

First, upload the images required into the Images tab.

To replace an image within a module, edit the module by clicking on the Edit button and scroll down to the images section of the module information as shown.

Click on the Select Image button located below the image to be altered. The screen displays the images available for this property. Choose the image by clicking on the Select Image button and apply cropping if required.


INSERTING A CORNER FLAG OR BANNER

To add or change a corner flag or banner on a module, click on the Edit button below the module preview. Scroll down to the section displaying the flags and banner.

Click on the Select Image button and select the flag or banner required from the Shared Image

To remove a banner or flag, please use the _NoBanner.PDF file available from your shared images folder.
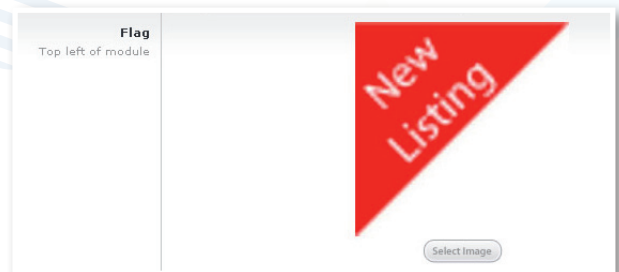

MANAGING DOCUMENTS

DOCUMENT INFO

Click on the Info button below the document preview to display the contents of this document.
The document info also displays the document name which can be altered here. Click on the Close Button ⊗ to accept the change.

PROPERTIES

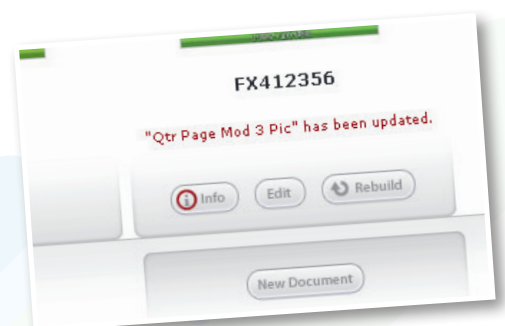Click on the info button ⓘInfo below the document. A list of property modules that are placed on this page are displayed here. Modules that have been updated can be seen here
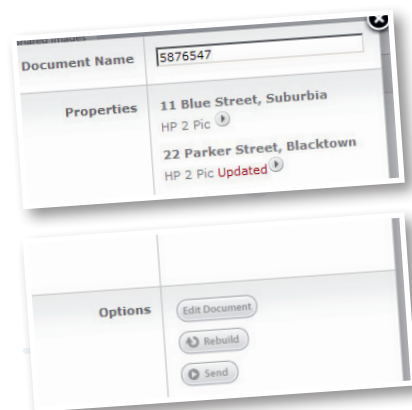
OUT OF DATE MODULES

If a module has been altered after being placed in a Document, the Document is said to be Out of Date. A warning with the module information is displayed under the Document preview.
Rebuild the document to refresh the preview.

UPDATE MODULE on the document

When viewing the Document this error will show which module has been updated

Close the Info window and click on the Rebuild button underneath your document to update.

SHARED MODULES

Shared modules are modules that are not specific to one property or listing. These could be module-sized staff footers, or duty banners. Select the Shared folder from the properties drop-down menu.

Import and drag the module in the same way as placing a property module.

MANAGING MODULES

EDITING MODULE TEXT

AdCompose has the ability to store multiple versions of descriptions. The initial input from your New Property Wizard is contained under your Details Tab, however, once a module is created the link to the Details Tab is severed and you are able to edit modules on an individual basis.

If you want to edit anything on a module that is already created, please always select the edit button underneath your module.
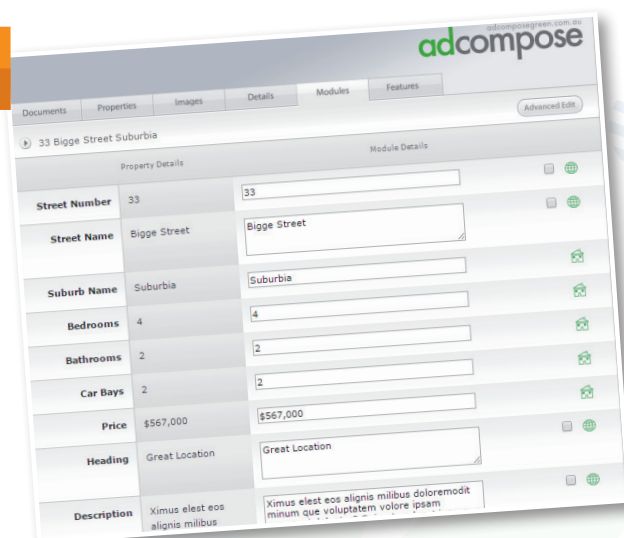
CREATING ADDITIONAL MODULES

Click on the Modules button 3 Modules for the property to display any modules that have been created.
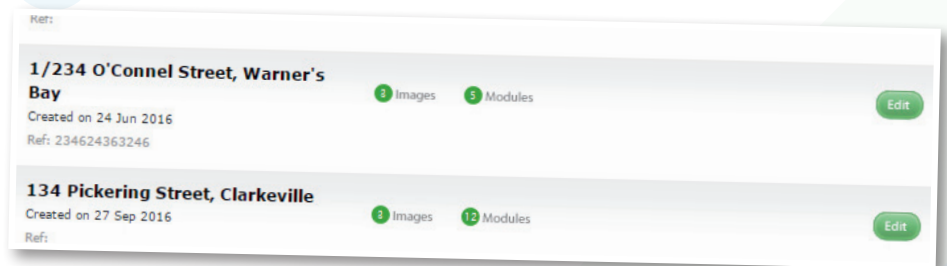
To create a new module, click on the New Module button to show the list of templates available. To fill the module with your original data, click on the Create Module button. To fill the module with the same information as another module use the Copy Details From drop down box to select the module you want to copy from.
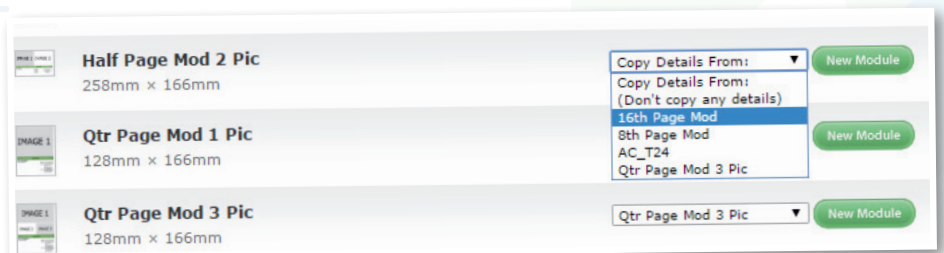
The module will now build with the information and build the new module, ready to be placed on a document.
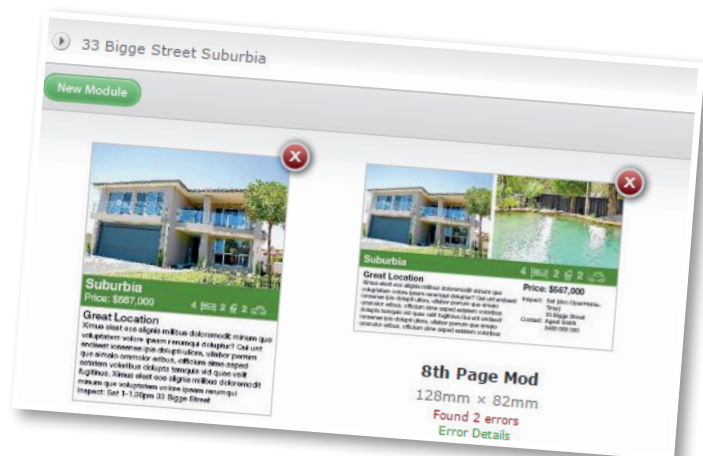
ADVANCED MODULE EDITOR

AdCompose has an advanced module editing function. Lines of text or graphics can be deleted or turned off when they are not required for that particular property.

In this example the same module can be used either for Sale or Auction just by deleting the unwanted text. The difference being Sale has the Price and no Auction Details and the Auction has Auction Details and no Price.

Remove the lines that are not required by clicking on the delete symbol ⊖ to delete them permanently. Alternatively select the NONE style from the drop down menu to turn them off

For Sale - remove Auction details
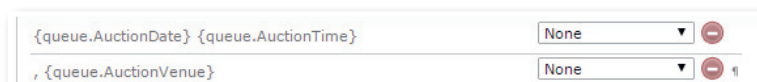
Auction - remove Price details
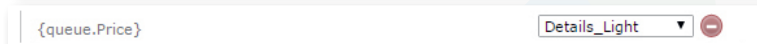
CHANGING THE STYLE OF TEXT

To change the style of text, for example the description may have 3 different sizes available, in this example Description 9pt, 10pt and 12pt. If the text does not fit at 12pt the size can be changed to 10pt by selecting the style as shown. If text is not needed then the style can be changed to NONE to make it invisible on the module as shown above.

OBJECT DELETE FUNCTION

Select the module and click on the Edit button, then click on the Advanced Edit button.

In some templates there is an option to remove boxes to suit particular listings. This could be to remove bed, bath and car icons that are not required on land for sale modules or removing banners that are not required on some modules.

If this option is available, a Delete button will appear on the left. Click on this button and the whole box will be deleted.


INSERT IMAGES

For multiple locations of inset images in a template as shown, the position that is not required can be deleted. In some cases the inset may cover an important part of the property.

In this case, the image covering the garage door on the left is the best position for the inset picture. Choose the image on the right to delete and click on the Advanced Edit button to save the changes.

If objects or text are inadvertently deleted, create a new module and start again.
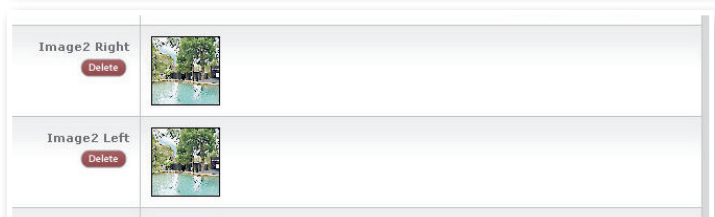
PROMO
UPLOADS

Click on the Properties Tab and then scroll to the bottom of the page and click on the New Property button [New Property].

Enter the Street Number "0", Street Name "0" and Suburb Name "Promo Ads" and then click on the Save button. This will ensure easy access to your promo modules. You only need to create the Promo Ads folder once.

SPECIFICATIONS

ADCOMPOSE PROMOS

Promo ads that have been created for you by the AdCompose team are print ready for uploading. They are PDFs generated out of InDesign that have all fonts embedded and colours converted to CMYK. They will also be the correct size to suit your documents.

YOUR IN-HOUSE DESIGNED PROMOS

If you are creating your own promo ads or they are created by a designer for you, they may be suitable to upload. Promo ads created from InDesign are best. Please ensure they are created to the correct size in order to fit into your module template correctly. DO NOT upload promo ads created from Word, Powerpoint or Publisher. These may cause your ad to fail preflight or appear incorrectly. These promo ads are the clients responsibility to ensure they print correctly.

CHOOSING THE CORRECT SIZE

The size of each module in mm can be found from the Module Templates list. This is displayed when choosing a new module.

UPLOADING

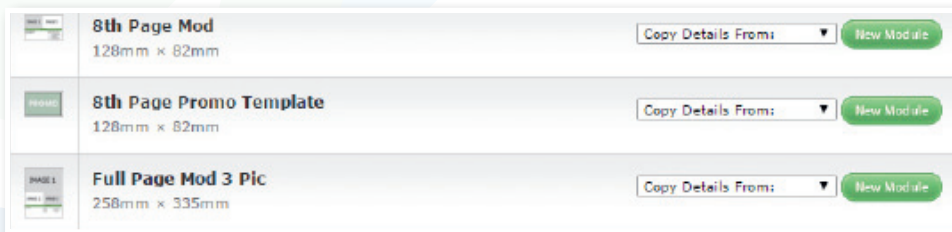Use the same method for uploading images for a property.

Select the Images for your 0,0 Promo Ads folder, then click on the Upload Image button.

Choose your image and select the PDF option. This will allow a PDF to be uploaded.

All of your uploaded Promo Ads will be stored here.

SELECTING THE MODULE TEMPLATE
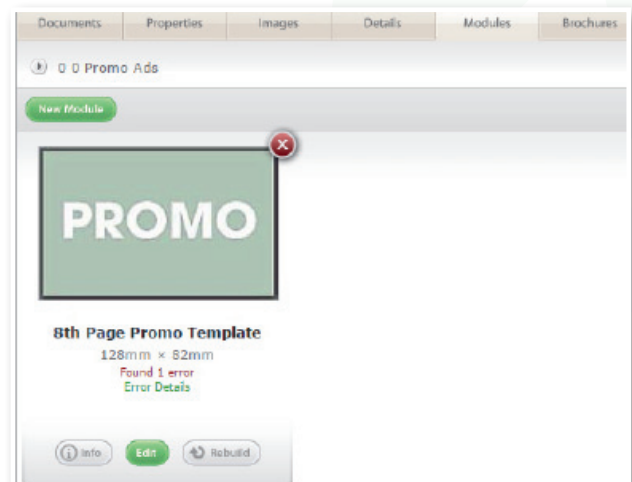
Click on the New Module button.

From your 0,0 Promo Ads folder, create a new module from the Promo Templates available.

This example shows an 8th Page Promo template. Note that it is the same size as the 8th page Mod. These templates will fit to your current grid.
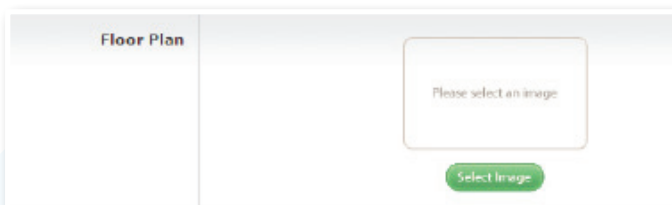
Click on the Edit button.

Only the image for FloorPlan will be shown.

Promo Ads Module Templates:
If the size you require is not available, please email the helpdesk and the size will be created for you.
This will now be in your module templates library.

Click on Select Image and choose the promo ad PDF you have uploaded. If the crop box does not fit the entire promo, drag the top right crop box corner to include the entire promo. Click on the build & Save button.

RENAMING THE PROMO AD MODULE

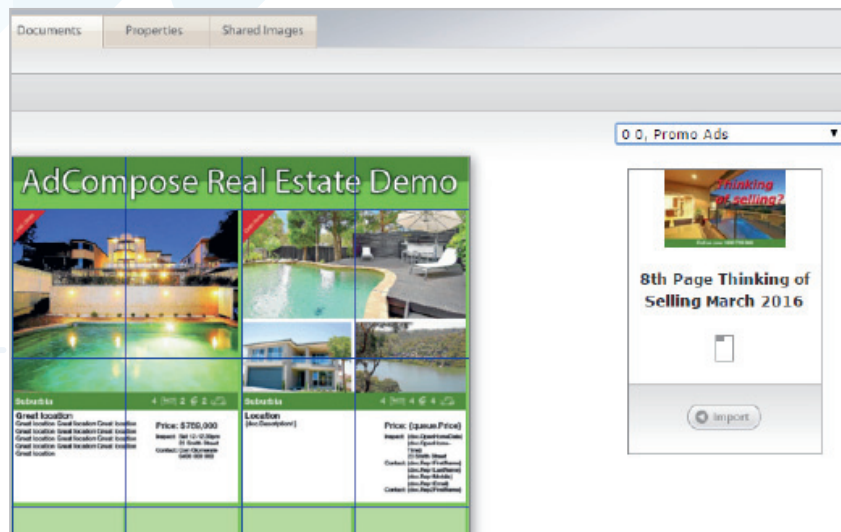Click on the Info button below the Promo Ad module.

Type in the new name for the module, including the size, for easy reference. Click on the close button.

Now the promo ad is ready to be placed on the document.

Use the same process as you would for placing a property module.

AGENTS CHOICE

Each editorial will require around 150 words and up to four images, depending on the space available. The copy should be entered under three sub-headings:

LIFESTYLE   (50 words - what does the property offer the buyer/young family/older couple etc)

FEATURES   (50 words - what makes this property special)

LOCATION   (50 words - the best aspects of living here - close to schools, shops, parks etc)

Copy should be factual and comply to editorial standards. It should be written in full sentences, avoiding common real estate abbreviations eg spell out walk-in wardrobe, don't say WIR.

In addition each editorial will include a factbox:

This information will already be in your property details

SMITHTOWN

12 Smith Street

$480,000 - $500,000

5 2 2

Agent: AdCompose Real Estate **Phone:** Bob Jones 0542 587 524
Open for inspection: Saturday 1 - 1.30pm **Domain ID:** 2012146328

Lifestyle: Presenting a surprising sense of space and myriad quality appointments, this impressively refurbished residence will suit any buyer's lifestyle, from families to executive couples.
Features: The immaculately presented house is the perfect combination of contemporary style and heritage. A classic Victorian, it has been freshly painted outside and generously renovated throughout. The result is a free-flowing, functional layout that seamlessly blends old-world beauty and modern style. Original fireplaces and high ceilings are among the charming period features. Gas central heating and evaporative cooling maintain the climate.
Location: The centrally located property is a short walk from Ballarat's central business district, shopping, schools and public transport options. Parklands are also nearby giving the whole family the opportunity to get outside with nature.

SUBURB

STREET ADDRESS

PRICE - Auction properties can replace the price with the word Auction.

BED, BATH AND CAR SPACES

AGENT NAME AND PHONE NUMBER

DOMAIN ID (REFERENCE NUMBER FOR DOMAIN ONLINE SEARCH)

OPEN FOR INSPECTION TIME - If no open time scheduled, insert By Appointment

In the same way that a property module is created, an Agent's Choice editorial can be created.

Select the property for the Agent's Choice and select the Feature Tab.

Click on the New Feature button and a list of the available sizes will be displayed.
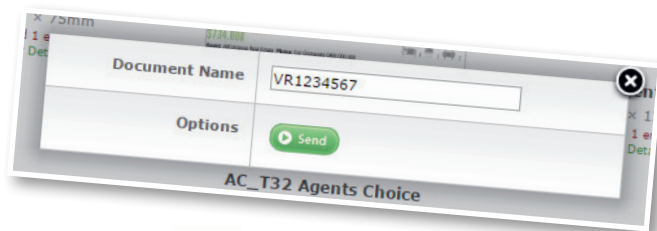
Select the size that was provided by your sales rep and create the feature.
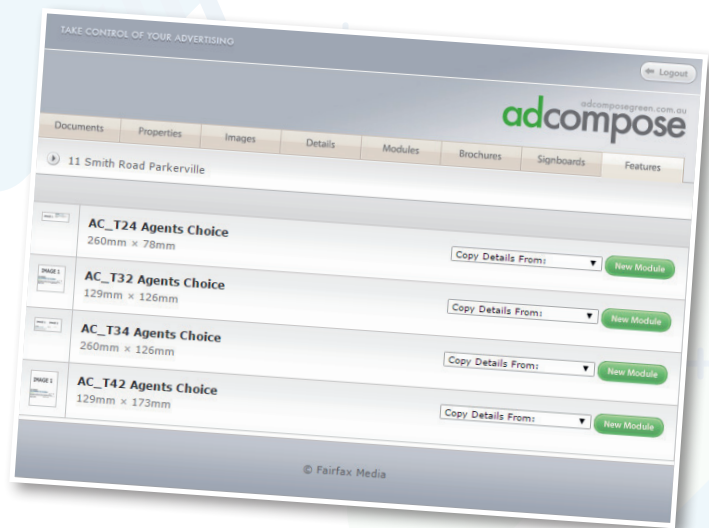
Edit the feature in the same way that modules are edited.

When complete, rename the Agent's Choice with the number provided.

From the Info button click the green Booking Number button. If the ad number and size match, a green PASSED and Send button will appear. Press send to deliver the feature.

AGENTS CHOICE GUIDELINES

Agents Choice modules are a complimentary editorial space that is allocated to our valued customers. They are set up with guidelines that need to be followed by all agents, all content must be filled out correctly, no additional information will be accepted. Please find below an outline of the requirements for Agents Choice:

SUBURB & STREET ADDRESS TO BE PLACED ON THESE LINES NO HEADINGS

PRICE / AUCTION DETAILS ONLY NO HEADINGS OR OFI TIMES TO BE PLACED HERE

BODY COPY (Lifestyle, Features, Location) NO BULLET POINTS, LISTS, DASHES OR OTHER CHARACTERS. MUST BE FULL FLOWING SENTENCES WITH NO ABBREVIATIONS AND ALL THREE SUBHEADINGS MUST BE VISIBLE.

OFFICE INFORMATION NO OTHER INFORMATION OTHER THAN SALES REP AND CONTACT DETAILS.

IMAGES NO INSET IMAGES, INCLUDING INSET IMAGES ON AERIAL SHOTS. NO LOGOS OR WATER MARKS. MAKE SURE IMAGES ARE HIGH RESOLUTION. IF YOU DO NOT HAVE HIGH RES IMAGES, PLEASE SELECT AN ALTERNATE PROPERTY

REFERENCE ID THIS IS FOR THE DOMAIN REFERENCE ID AND NO OTHER

IF THE PROPERTY IS NOT ON THE DOMAIN WEBSITE THEN REPLACE WITH A SPACE BAR FROM YOUR KEYBOARD TO REMOVE THE INFORMATION. IF YOU DO NOT USE DOMAIN.COM, PLEASE ALERT THE HELPDESK AND THEY WILL ADJUST THE TEMPLATE TO SUIT THIS FIELD.

BED / BATH / CAR IF THE LISTING IS LAND PLEASE USE A – OR 0 IN THE FIELDS

Agent's Choice modules that are submitted that are non-compliant with these rules will not be sent to print.

OPEN FOR INSPECTION

Open a new browser window and go to:
ofi.adcomposegreen.com.au

Enter the username and password that has been provided and select your publication.

ENTERING AN OFI LISTING

On the home page, select the suburb from the dropdown menu.

Enter the property address and if space is tight use abbreviations for St, Rd, Pl

The price field is limited to 20 characters.

ACCEPTABLE ENTRIES:
$679,000
Auction
Tender
EOI
POA
$345,000 - $355,000

Enter a mobile number if required. The default office number will be used if no mobile number is entered here.

Select the date, start and finish times from the drop down menus.

Then click on the Add Entry button.

EDITING AN ENTRY

Click on the edit button next to the OFI listing.

Make the alterations for the next open home. Price alterations can also be done here.

Click on the update entry button when all the edits have been make.

Important:
Make sure the open time you edit is for the current week, do not alter the time for the following week before the export deadline time.

Export deadline time is displayed in the top left corner of the home screen.

SUBURB NOT LISTED

Click on the Suggest suburb button and type in the Suburb.

It will take a a few minutes for the newly suggested suburb to appear in the drop down box.

EDIT PROFILE

You can update your details at any time. Click on the Edit Profile link, make the alterations required and click on the Update Profile Button.

COMPLETING YOUR OPEN TIMES

Once you've entered or edited all of your open for inspection times for the coming week (you will see them listed on your screen), there is no need to submit or send. All times will be imported into the AdCompose system and the OFI pages will be generated automatically. No manual changes or alterations can be done to these pages.