

ADCOMPOSE USER GUIDE

The quick and easy way
to create your advertising

This guide will cover
AdCompose Green & Promo Uploads

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<https://www.adcomposegreen.com.au>
adcompose@stuff.co.nz

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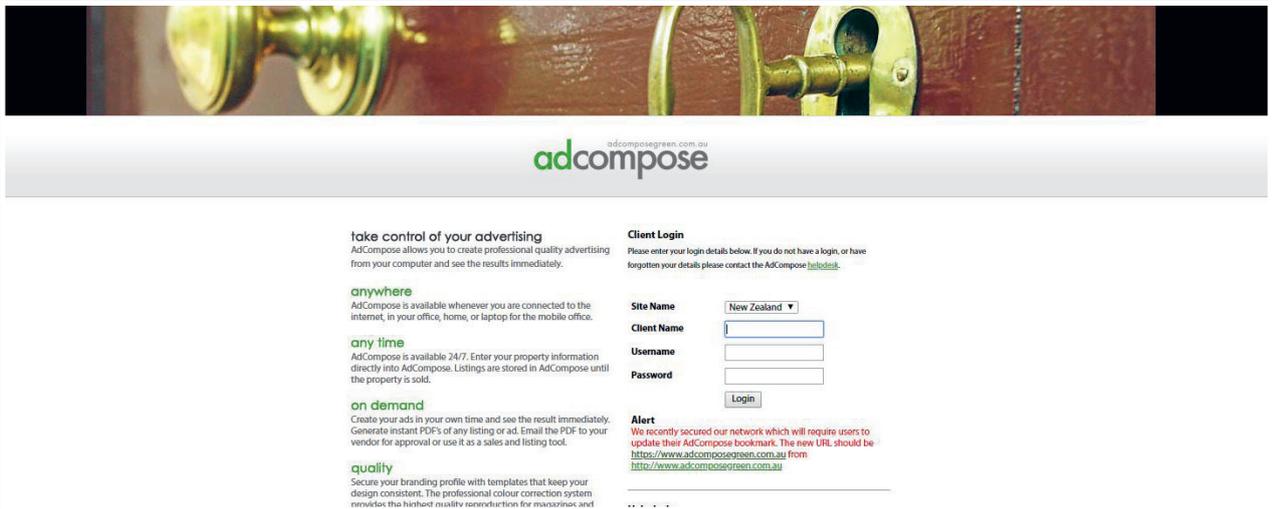
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ADCOMPOSE GREEN

<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



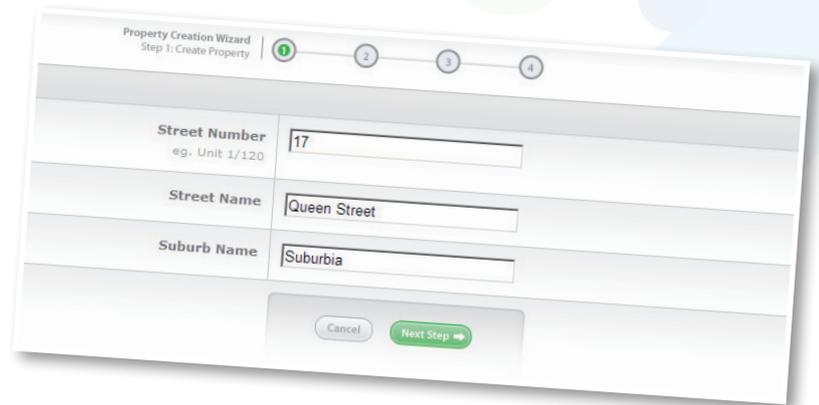
To begin, click on the Properties tab. Select the **New Property Wizard** button.



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.

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.

AGENT'S CHOICE EDITORIAL

Click to expand Agent's Choice Editorial Fields. Please ensure the NINE Business Rules are adhered to for these modules.

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.

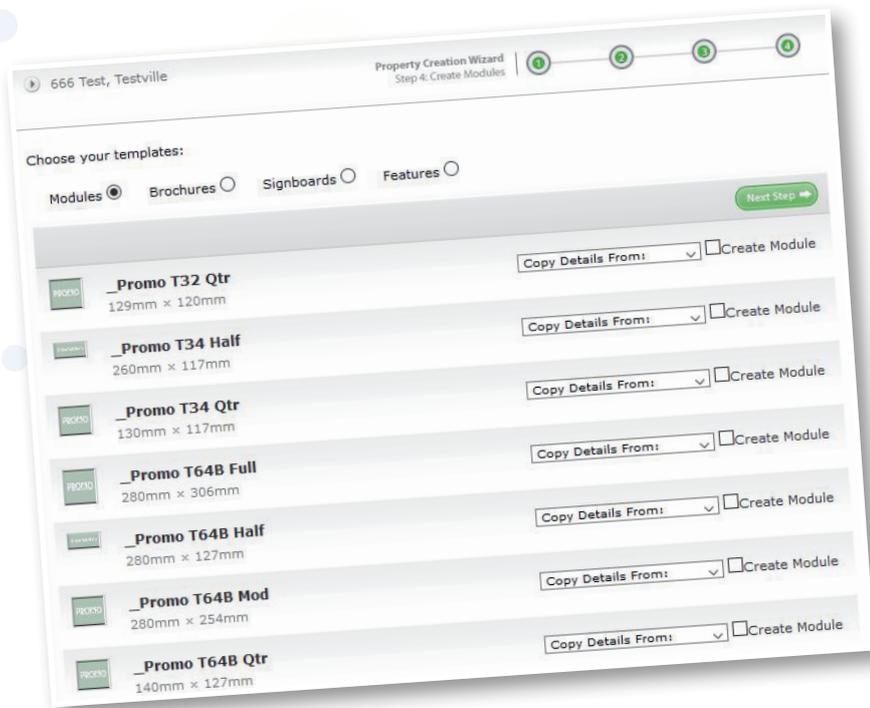
Once you have entered all the text in the applicable fields, select the **Next Step** button.

Step 4

Click the required template in the options.

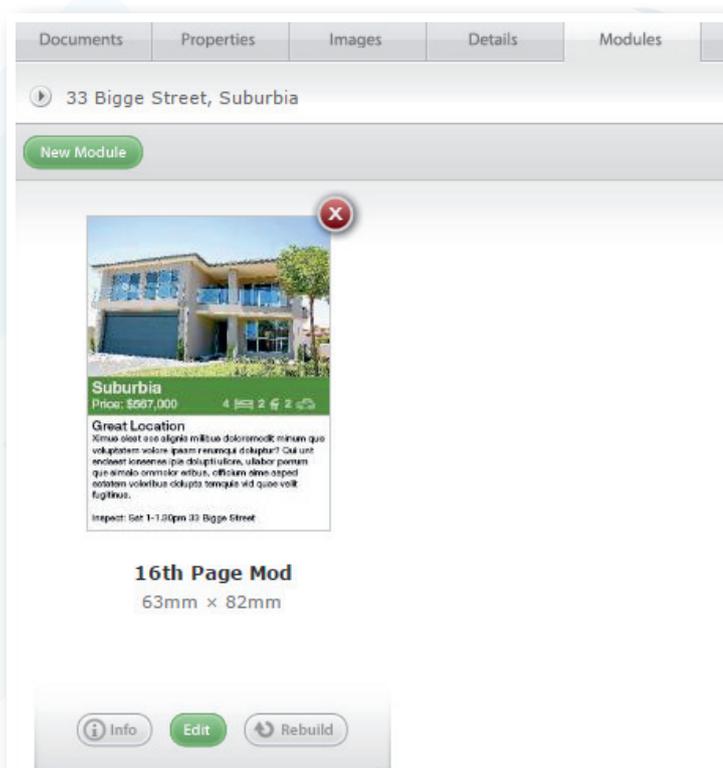
Select the modules required by ticking the Create Module checkbox next to the template.

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

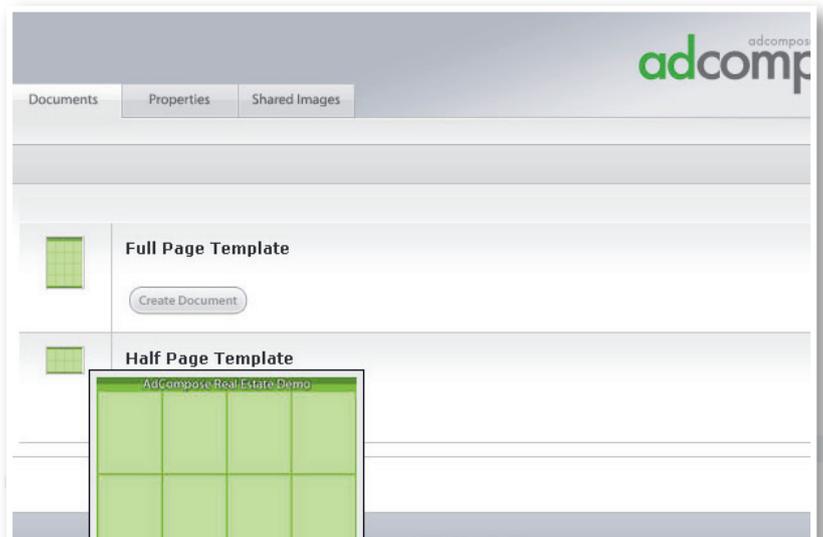


The Documents tab shows all the current ads. New documents can be created here. Once the ad has been approved and delivered, it is removed from view and can be seen from the **View Archived Documents** button.



NEW DOCUMENT

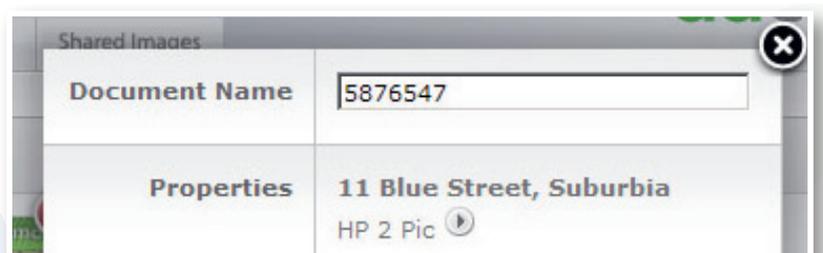
Click on the **New Document** button to create a new Document or Ad. Select the template that matches your ad booking. Click on the **Create Document** button.



NAMING THE FILE

Click on the **Information** button below the preview (Info) to display the document properties. The Document Name 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.

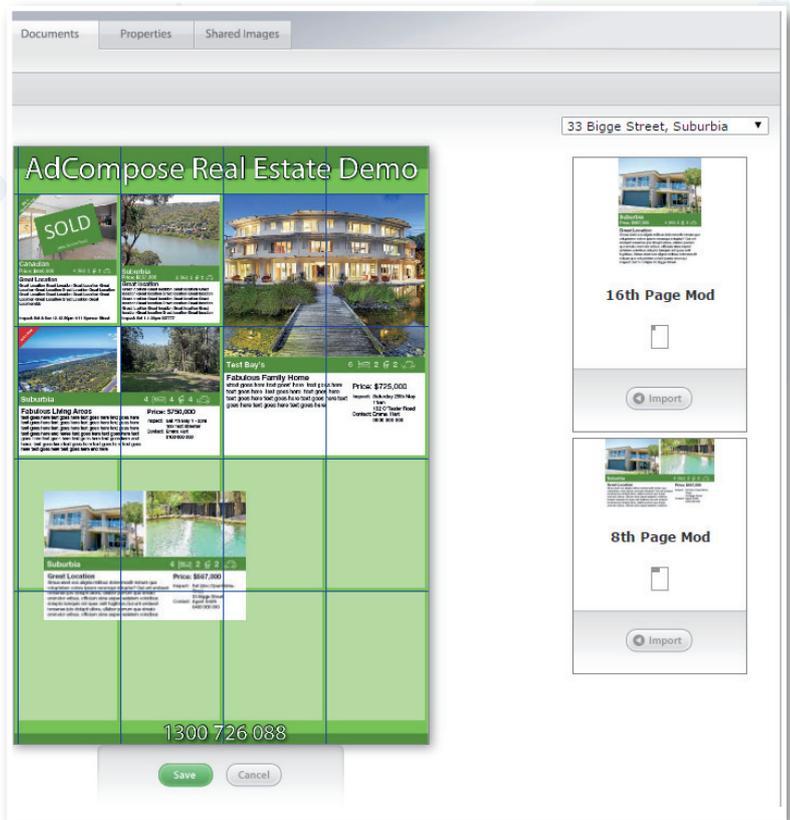
Select the property from the drop down menu on the top right hand side of your screen.

Click the **Import** button.

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

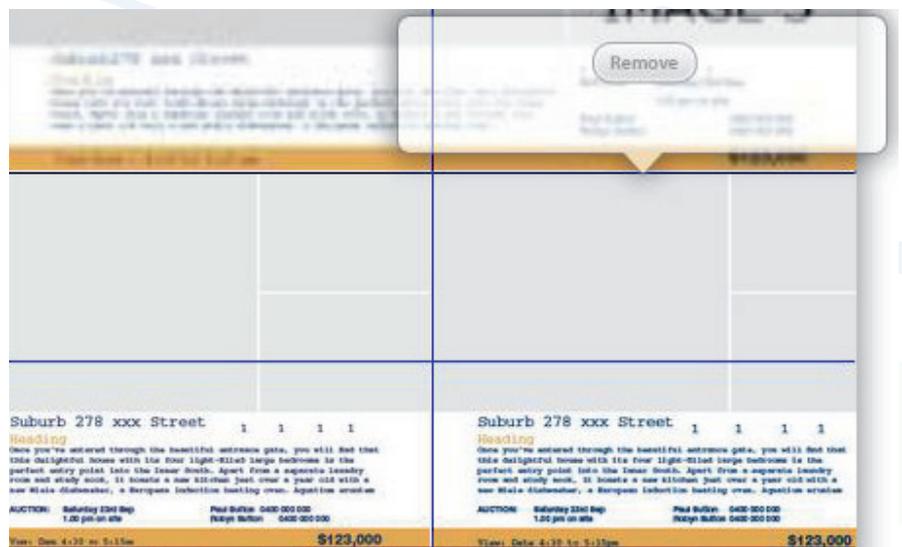
Repeat the process until the page is complete. Modules can be added and removed at any time.

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.

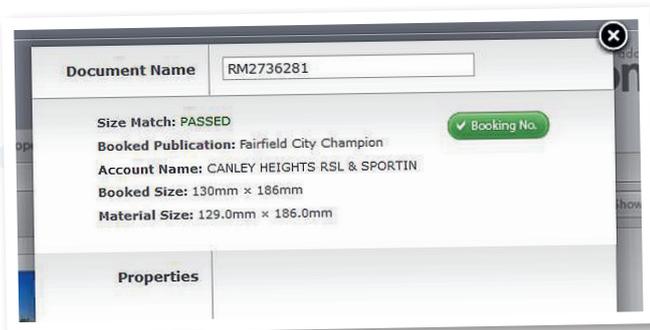
Size Match: Confirms the ad created matches the booking ad size

Booked Publication: The publication the ad is booked in

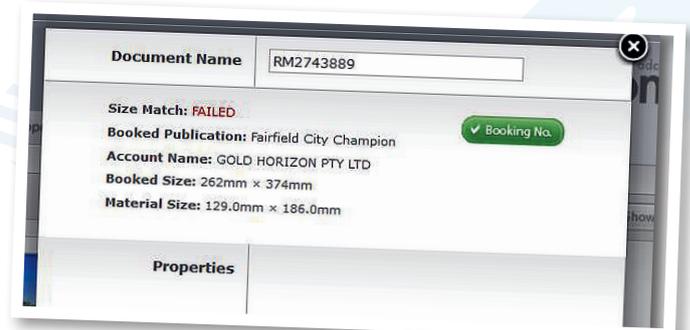
Account Name: Your account name

Delivered size: The size of the ad you have created.

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 this is rectified.



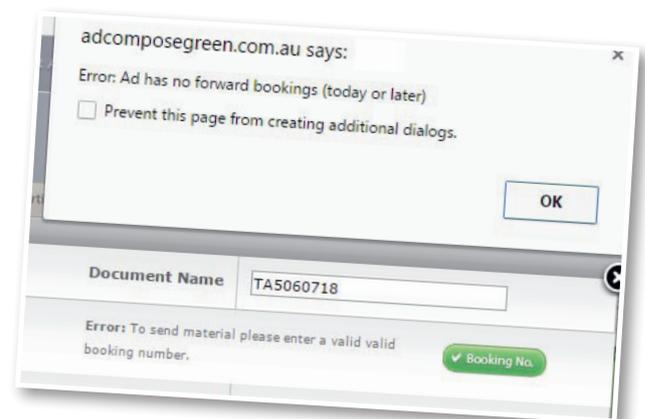
For customers who do not have a Booking No. button, please simply use the green **Send** button located at the bottom of the screen to submit your advertising.



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.

I have checked the information in this document and approve it for publishing.

OK

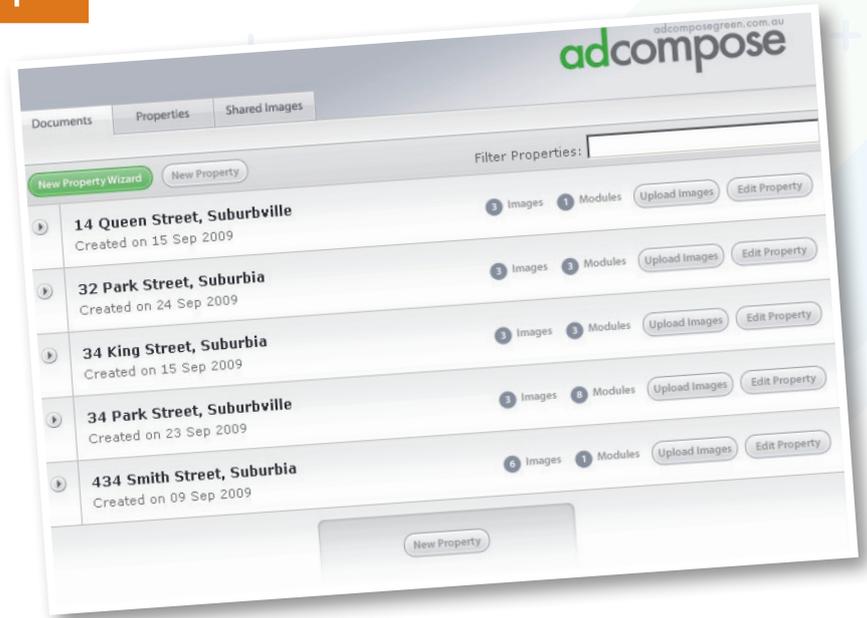
Cancel

MANAGING PROPERTIES



PROPERTIES LIST

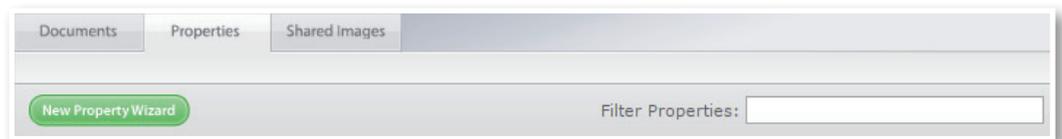
The Properties tab displays all the properties currently stored in AdCompose.



SEARCH FOR A PROPERTY

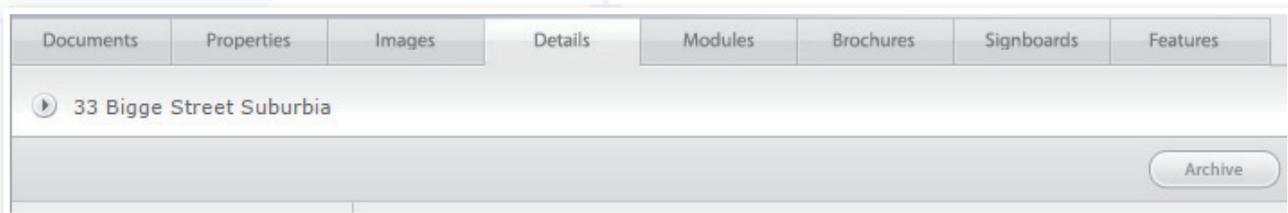
When you have a lot of properties stored use the Filter Properties option to find a property quickly.

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



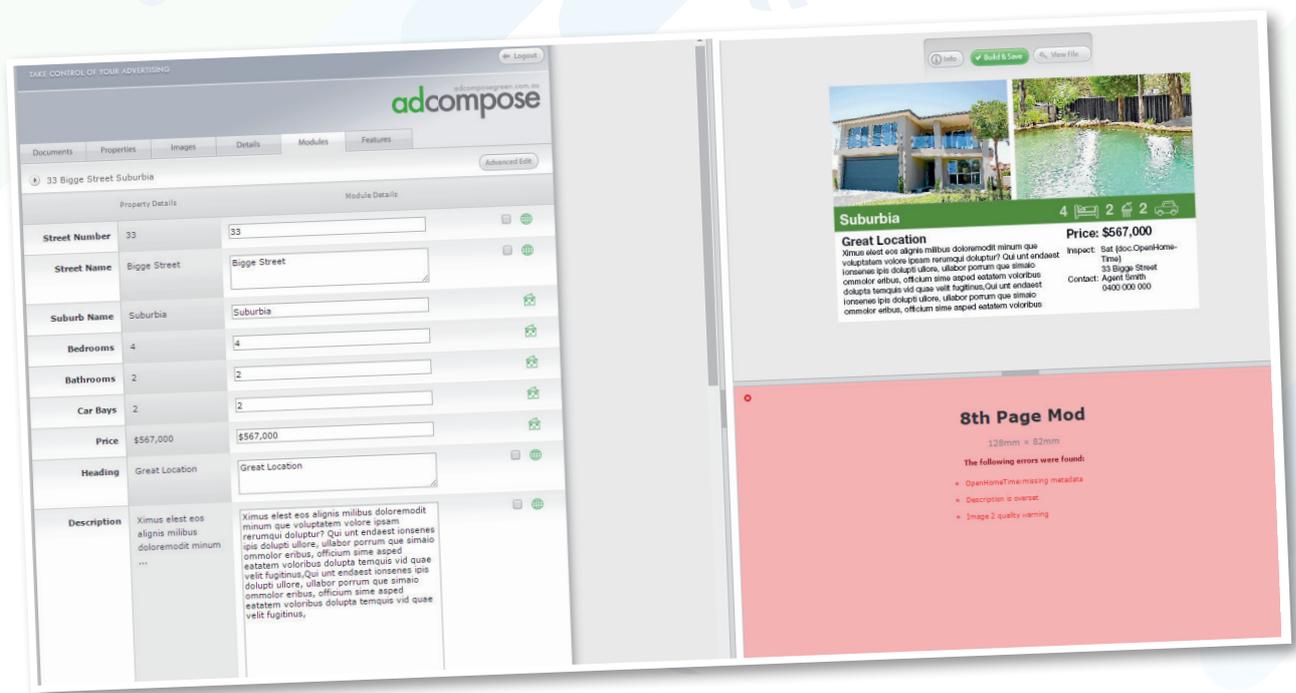
ARCHIVING A PROPERTY

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 the property has been archived for more than 100 days it will have been 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.

NOTE: It will not update information in modules that already exist for that property.

Module Tab - This information update will affect this module only.

ERROR PANEL

IMAGE ERRORS

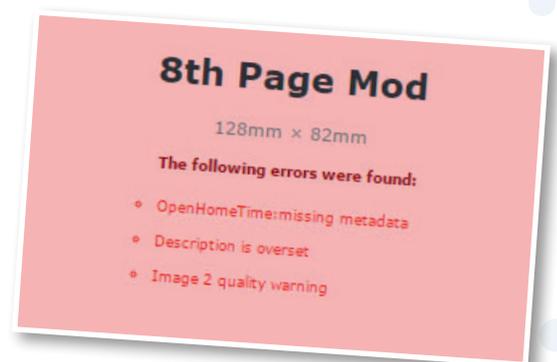
Image errors occur if the resolution in the image is not sufficient for the size of the box it is placed in. If an image error occurs, upload a higher resolution image. Web images are usually not large enough.

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 quality is too low for this sized 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 agent photos, corner flags and banners.

UPLOADING 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.

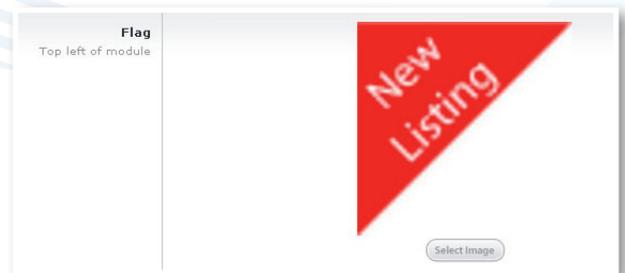


INSERTING A CORNER FLAG OR BANNER

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 your Shared Images folder.

To remove a banner or flag, please use the `_NoBanner.PDF` file available from your Shared Images folder.



MANAGING DOCUMENTS

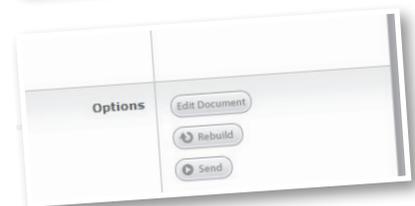
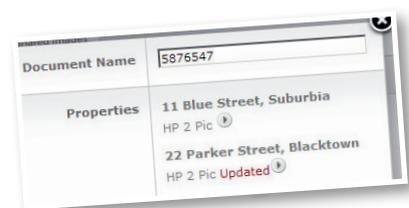
DOCUMENT INFO

Click on the **Info** button below the document preview to display the contents of this document.

You can also view and edit the Document Name in this window. Click on the **Close** button  to accept the change.

PROPERTIES

Click on the **info** button  below the document. A list of property modules that are placed on this page are displayed here. Modules that have been updated can also be seen here.



OUT-OF-DATE DOCUMENTS

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 out-of-date module information is displayed under the document preview.

Rebuild the document to refresh the preview.



SHARED MODULES

Shared modules are modules that are not specific to one property or listing. These could be module-sized staff footers, or on duty banners. To use shared modules in your document, select the Shared folder from the properties drop-down menu.

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

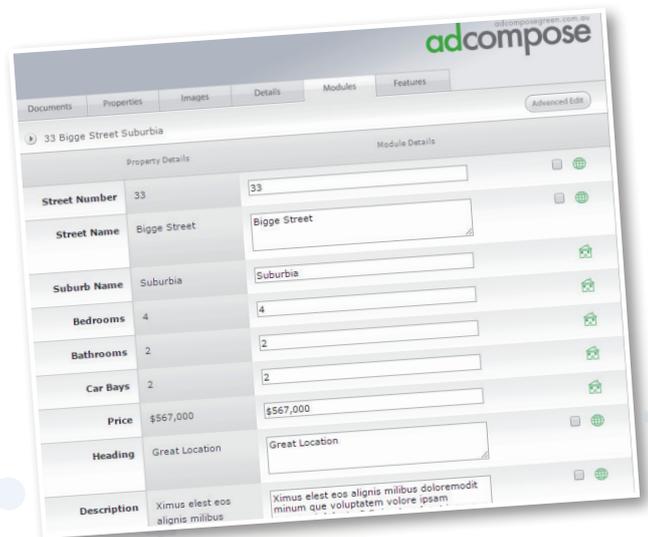


MANAGING MODULES

EDITING MODULE TEXT

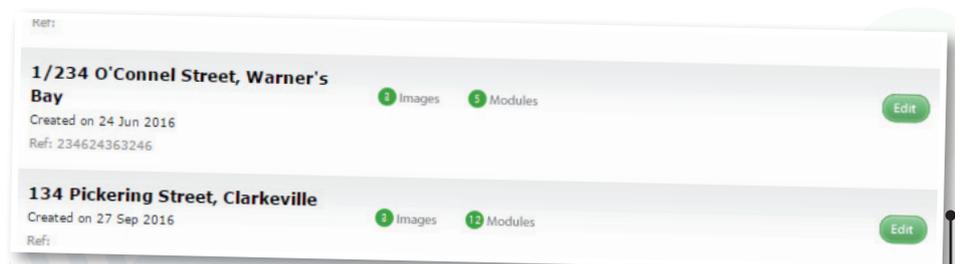
AdCompose has the ability to store multiple versions of descriptions. The initial input from your New Property Wizard is contained under your Details tab, however, once a module is created the link to the Details tab is severed and you are able to edit modules on an individual basis.

If you want to edit anything on a module that you have already created, please always select the **edit** button underneath your module.

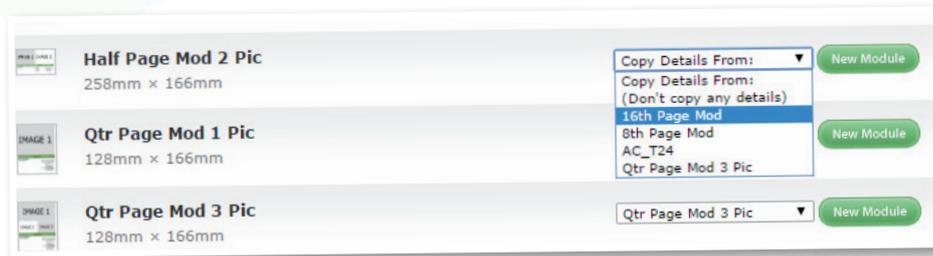


CREATING ADDITIONAL MODULES

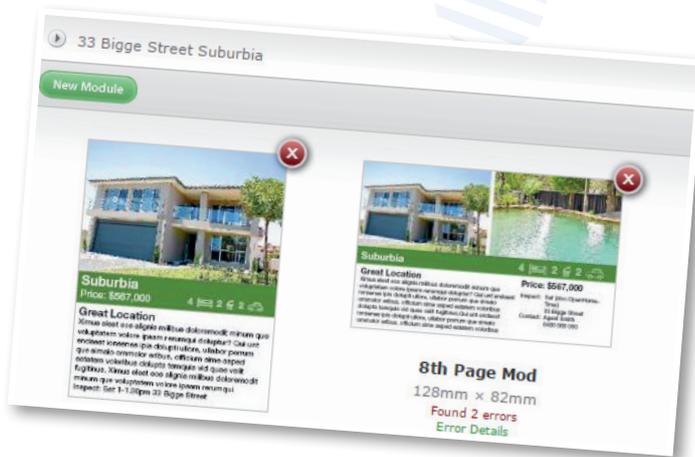
Click on the **Modules** button  for the property to display any modules that have been created.



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 selected information 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

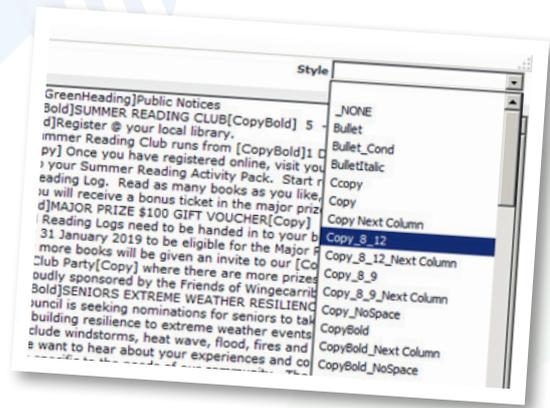


Auction - remove Price details



CHANGING THE STYLE OF TEXT

Some fields have multiple styles available to use that can be altered as required. 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.



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 to delete the whole box.

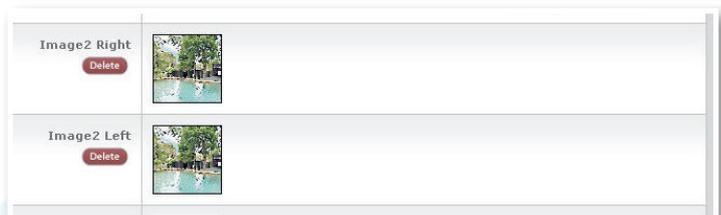


INSERT IMAGES

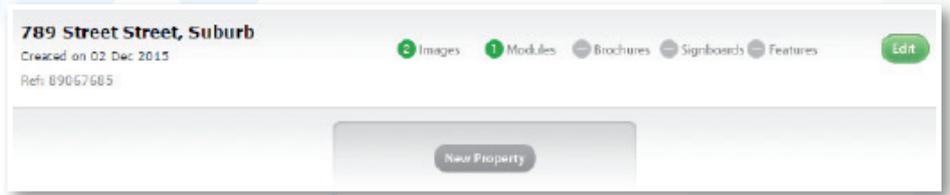
For multiple locations of inset images in a template as shown, the position that is not required can be deleted. In some cases the inset may cover an important part of the property.

In this case, the image covering the garage door on the left is the best position for the inset picture. Select **Advanced Edit** and select **Delete** on the left hand side to remove the image not required. Choose the Build and **Save** button to save your changes

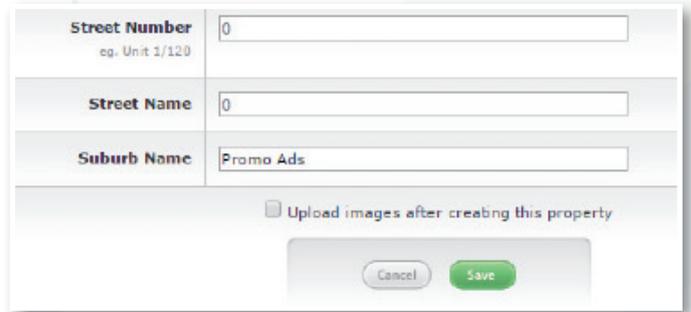
If objects or text are inadvertently deleted, create a new module and start again.



Click on the Properties tab and then scroll to the bottom of the page and click on the **New Property** button .



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 your 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.

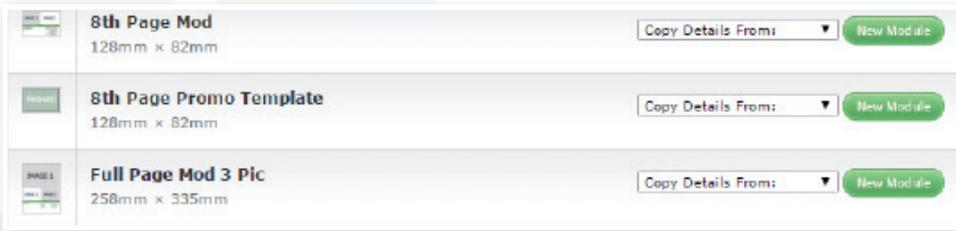
Choose your image and select the PDF option. This will allow a PDF to be uploaded.

All of your uploaded Promo Ads will be stored here.



SELECTING THE MODULE TEMPLATE

Click on the **New Module** button.

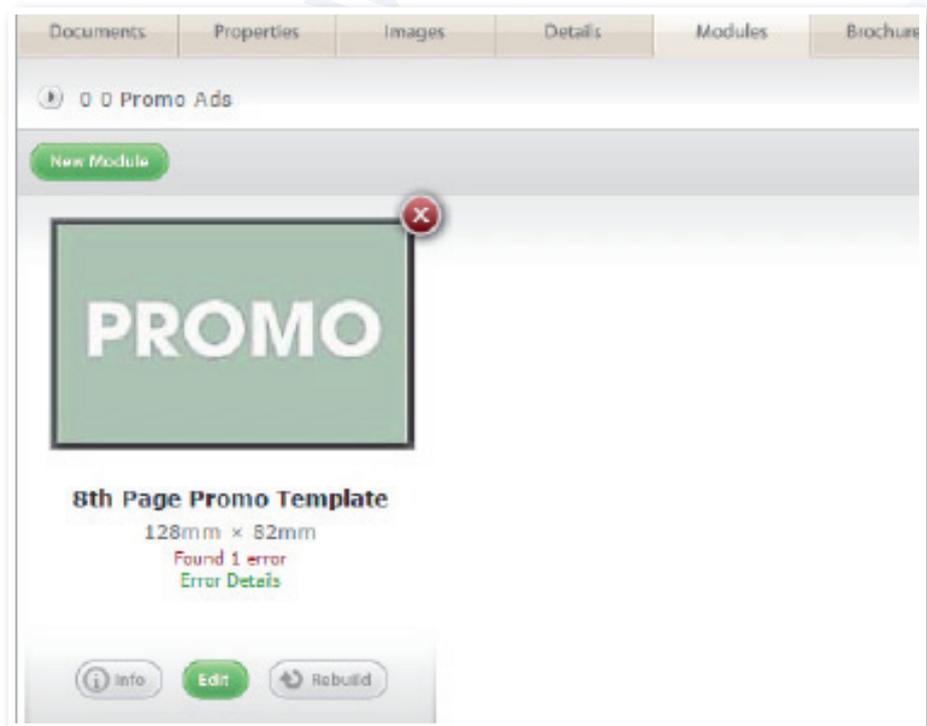


From your 0,0 Promo Ads folder, create a new module from the Promo Templates available.

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 added to 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.



PLACING THE PROMO ON THE DOCUMENT

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

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

