

ad loader

Easy to use Ad Layout System

Ad Loader is the answer for producing quick start pages for publications that use Quark XPress or InDesign pagination.

Interface

Pongrass Ad Loader can quickly populate your Quark or InDesign Editorial pages with ads direct from the Pongrass Advertising Database.

Completed ads are previewed immediately, while missing ads are tagged, preview with a missing comment and will load automatically when complete.

Inter Ad Rules

Up till now, layout programs calculated inter-ad rules and these were sent to the Editorial system. Now, with elegant simplicity, our new Pongrass Editorial Ad Rules extension automatically generates its own

The screenshot shows the QuarkXPress interface with a newspaper layout. The main article is titled "Jessica Alba confirms pregnancy" with a photo of her and her boyfriend. Below it is an advertisement for "We wish you a Merry Christmas" featuring various liquor bottles. To the right is another article titled "Desperate Eva Longoria's husband a love rat... maybe". At the bottom right is a "Dayswater car rental" advertisement. An "ad loader" dialog box is open in the foreground, showing database parameters (Edition: DT, Satellite: <none>, Book Master: <any>) and layout page parameters (First Page: EGN14, Last Page: EGN14). The dialog also includes a calendar for August 2008 and options for ad scaling and handling missing ads.

Pongrass Ad Loader

Requirements

- Ad Loader runs on Windows Vista or 7 and Macintosh OSX.
- Quark XPress 7 or higher or InDesign CS3 or higher

Features

- Ad Discrepancy report.
- Auto Ad resize for incorrect bookings.
- Fast loading with easy update for missing ads.
- Single page reflow.
- Database ready

Options

- Pongrass Editorial Ad Rules

vertical and horizontal rules according to rules styles established for the publication. The complex to administer rules facility contained in your ad-layout program can be switched off!

Vertical Justification

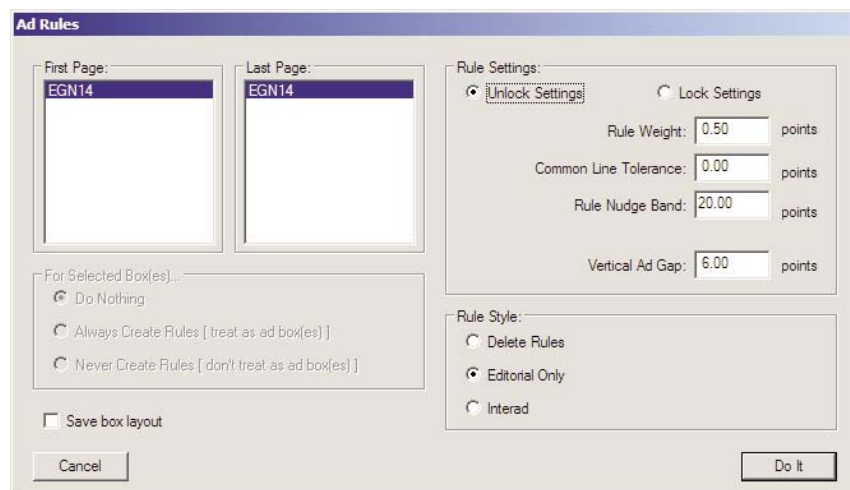
What happens when your ad-stack falls just short of the full page? Ad Loader can vertically justify an ad-stack that does not allow enough space for editorial fill. Rules are floated between ads minimising any perceived effect.

Ad Size Discrepancy

The ad discrepancy report catches those ads made up for the issue that were not made up to the correct size or are missing at the time of the report. Ad Loader can also resize ads as necessary.

Performance

It is fast. Ad Loader will flow all ads for an entire edition in seconds. An individual page can be reflowed at any time.



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