



# Very Simple Ad Layout

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## » CREATING A PUBLICATION

### Step 1

Create a new document for the date and publication you are dummyming. Select Section A and Page 1. The rest of the parameters depends on the publication and date for which you are dummyming.

### Step 2

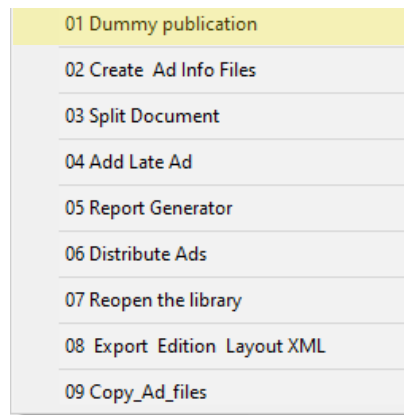
Select the BLOX V\_Sal drop-down menu and choose 01 Dummy publication.

### Step 3

Enter the Section and number of pages in each section. This will add to your document the correct number of pages and put them into the proper sections. Click OK.

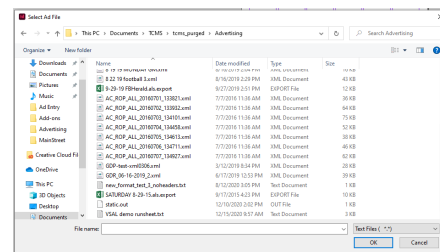
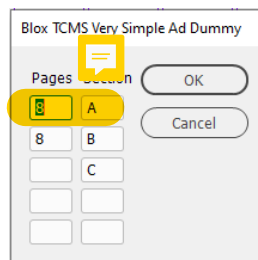
### Step 4

A dialog box will open. Navigate to and select the Ad Export text file. Once selected, click OK.



Tip

If you don't have a document open when you try to dummy the publication, you will be prompted to open a document.



## » PLACING ADS

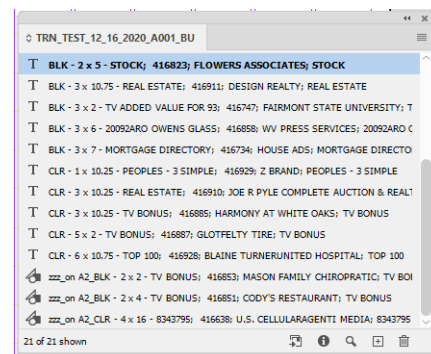
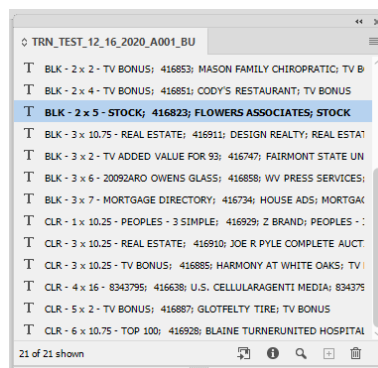
### Step 1

Once you open the Ad Export file, an InDesign library will open and placeholder frames for all the ads will be in the library. Drag an ad from the library to the page. VSAL will place the ad in a determined location. You will not be able to move the ad to a new location with the library open.

When the ad is placed, it will move toward the bottom of the list. The name will be changed to include zzz\_ and the page number on which it was placed.

### Step 2

Close the InDesign library.



### LEGEND

**BLK:** Black and white ad

**CLR:** Color ad

**WIDTH AND HEIGHT:** Width is the number of columns. Height is in inches

**SECTION:** What section of the paper the ad is for

**AD NUMBER:** A number or consistent naming convention for ads.

**CUSTOMER:** The name of the customer

## » CREATE AD INFO FILES

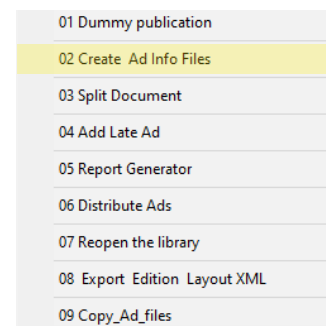
### Step 1

Select the BLOX V\_Sal drop-down menu and choose 02 Create Ad Info Files.

### Step 2

VSAL will create the files necessary files to track the

location of ads and retrieve the images to import into the placeholder frames. This keeps ads from being accidentally moved or deleted. Click Fix Errors and Warnings when the Ad Statuses dialog box appears.



## » SPLIT DOCUMENT

There are two ways a dummy multi-page document can be split in BLOX Total CMS. A document can be split using Split Document, which is a longer process but allows the site to place snippets on the page before it is split.

The second way, and the way most sites break a multi-page document into individual pages is by using Create Pages. VSAL's Split Document function can be configured to use either:

### Step 1

Select the BLOX V\_Sal drop-down menu and choose 03 Split Document.

### Step 2

If your site was configured for Create Pages, you will be asked which pages to create. Choose the pages, which oftentimes is all the pages, and click OK. A confirmation dialog will appear and tell you how long it took to create the pages. The multi-page document will close when the process is complete.

If your site was configured for Split Document, you will be warned that the process will take several minutes. The multi-page document will close when the process is complete.

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## » AD LATE AD

Oftentimes, there are late ads that need to be added to pages. There are two options.

### Option 1

#### Step 1

Open the BU (backup) document that contained all the pages and all the ads.

#### Step 2

Go to the page where you want the late ad.

#### Step 3

Click the BLOX V\_Sal menu and choose 04 Add Late Ad.

#### Step 4

Fill in the appropriate information and click OK.

#### Step 5

The placeholder frame will appear at the top of the page. Drag it where you would like it.

#### Step 6

Click the BLOX V\_Sal menu and choose 02 Create Ad Info Files.

#### Step 7

Click Fix Errors and Warnings, and close the document.

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Tip

If a late ad is added to the BU document and Create Ad Info Files is selected, overrides done by the newsroom will be overwritten.

### Option 2

#### Step 1

Open the document where you want the late ad to go.

#### Step 2

Click the BLOX V\_Sal menu and choose 04 Add Late Ad.

#### Step 3

Fill in the appropriate information and click OK.

#### Step 4

The placeholder frame will appear at the top of the page. Drag it where you would like it.

#### Step 5

Click the BLOX V\_Sal menu and choose 02 Create Ad Info Files.

#### Step 6

Click Fix Errors and Warnings, and close the document.



Tip

The standard Override Adinfo files can be run rather than Create Ad Info Files.

## » GENERATE AD REPORTS

If 05 Report Generator is run on the BU document is will generate two text file ad reports that can be printed or saved.

**OVERALL REPORT:** This is a text file that contains a list of all the ads. The list contains the ad number, the customer name for the ad and the page on

which the ad was placed.

**DETAILED REPORT:** This is a second text file contains a report on each page. It lists what ads were placed on each page, whether the page was color or black and white, the percentage of the page dedicated towards ads, and the percentage of the page that is vacant.

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## » DISTRIBUTE ADS

When an ad is pulled from the library to the page it will land on the page where VSAL determines is the best location. That may not be the location where you want the ad. By clicking 06 Distribute Ads from the V\_Sal drop-down menu, VSAL will look at all the ads and generate the best location for them.

If the location is not to your liking, close the Ads Library and move the ads to the location you prefer. You must close the library to manually move ads and have them remain in the location.

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## » REOPEN LIBRARY

You may choose to close the Ads Library or you may accidentally close the library. In either case, rather than trying to find the library's location, just select 07 Reopen the library  and it will open.

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## » CENTRALIZED AD DUMMYING

Some sites have centralized pagination hubs that design a multitude of publications. And sometimes sites have one location that handles all the ad entry and ad layout for several different pagination hub locations.

VSAL allows someone to dummy the publication and then when finished they can choose 08 Export Edition Layout XML. The XML file that is exported can be sent to the pagination hub and used to create dummied publications at the location.

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## » COPYING AD FILES

Some sites have an advertising filing system where the PDF ads are stored in a hive of folders based on dates, customer name or some other method. The BLOX Total CMS ad placement function searches either one big folder of ads or 31 folders — one for each day of a month. It cannot search through a custom folder structure.

Selecting 09 Copy\_Ad\_files from the BLOX V\_Sal drop-down menu allows you to choose a di-

rectory in your network. The utility will search that directory and all subdirectories for all the ads in the active document. It will copy those ads to the location where BLOX Total CMS is expecting them. It will also reset the modified date on the image file to the current date.

The user could then run Ad Statuses and click Fix Errors and Warnings to import the ads into their placeholder frames.

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