BLOXCMS
by TownNews.com

Ad Layout

*Published by
TownNews.com*

*Version 3
Released July 2016*
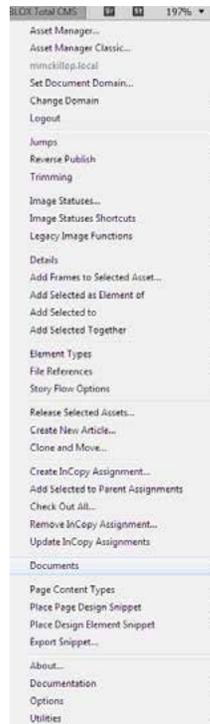
» CREATING A PUBLICATION

For each publication, a document with all Display Ads on their proper pages must be created. Once created, the multi-page document is typically split into individual pages so that more than one page designer can paginate pages of the publication.
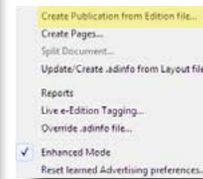
Step 1
Launch Adobe InDesign.

Step 2
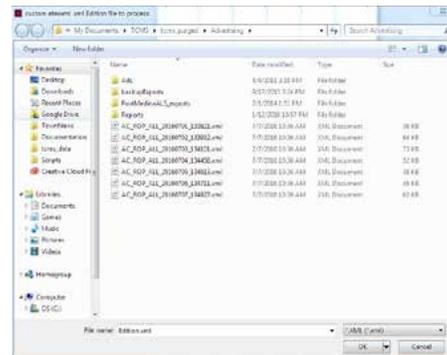Select the BLOX Total CMS menu, choose Documents, click Advertising and select Create Publication from Edition File.

Step 3
Select the correct ad layout file. It will have the correct date and publication name. Either double-click the file or select it and click OK.

Step 4
Choose the correct publication abbreviation. This will correspond with the naming convention of your publication's pages.
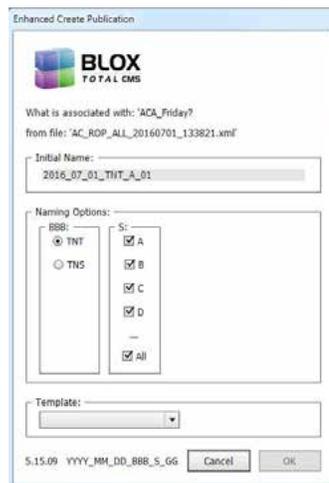
Step 5
Select the section you are building or choose All if you are building the entire publication.

Step 6
Choose the proper template from the drop-down menu.

Step 7
Click OK.

Step 8
If your site is using Content Types to apply snippets or embed information for your eEdition, choose the content type for each page.

Step 9
Click OK.

Tip

WHEN building a publication, the user must be in Enhanced Mode. Once selected, this setting will stick for the user.
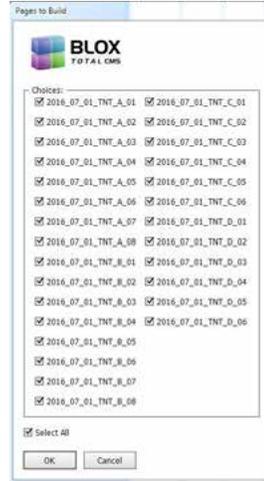
» CREATE A PUBLICATION SECTION

Step 10

Choose the pages you would like to build. In most cases, you will build all pages, so Select All is the default.
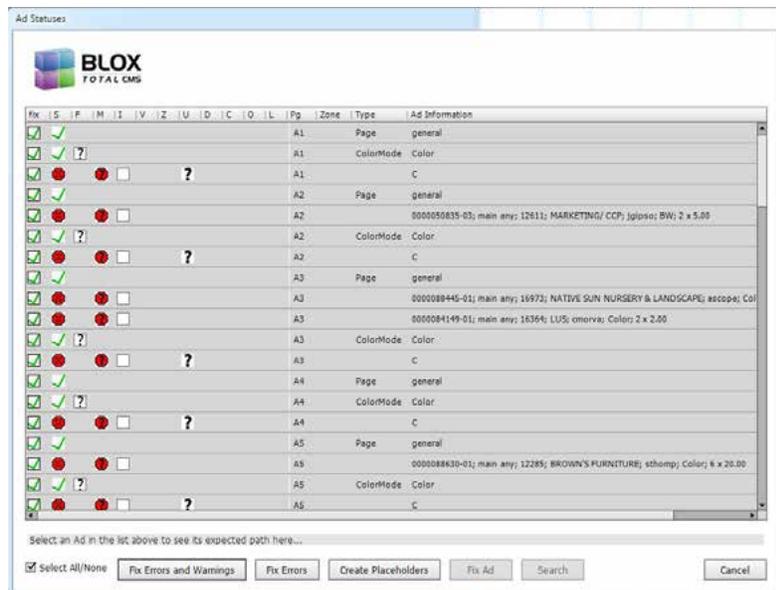
Step 11

Click OK. A document will be created and the pages referenced in the advertising layout file will be added.

Step 12

Once the pages are created, the Ad Statuses dialog will appear. Choose Fix Errors and Warnings if you want all the ad images to appear in the ad frames.

If the ad images are not ready or you do not wish to run it, click Cancel.

Tip

A warnings flag would be raised for things such as moving an ad, cropping an ad, and if the image was out of date.

FIX SELECTED ERRORS AND WARNINGS: This will fix any issue with any ad that is selected. If you accidentally moved or deleted an ad, this option will put it back
FIX SELECTED ERRORS: This will fix only errors.

CREATE PLACEHOLDERS: If ads were added to the .edf file after they were originally imported, this would create a placeholder frame for the new ad.
CANCEL: Ignores all the warnings and errors.

Step 13

Select the BLOX Total CMS menu, choose Documents, select Advertising and click Create Pages. This will break the multi-page document into individual documents.

Step 14

A confirmation dialog box will appear and show you what pages were created and how long it took to create the pages. Click OK.

» UPDATING AD GEOMETRY

There are times when ad departments need to update the size of an ad or kill or add ads. They will enter the information into their system and a new advertising layout file will be generated.

If the pages had been created already, those pages will need to be updated.

Step 1

Select the BLOX Total CMS menu, choose Documents, click Advertising and select Create Publication from Edition File.

Step 2

Select the updated ad layout file. Either double-click the file or select it and click OK.

Step 3

Choose the correct publication abbreviation.

Step 4

Select the section you are building or choose All if you are building the entire publication. If the entire publication has been created already, choose All.

Step 6

Choose the proper template from the drop-down menu.

Step 7

Click OK.

Step 8

If your site is using Content Types to apply snippets or embed information for your eEdition, choose the content type for each page.
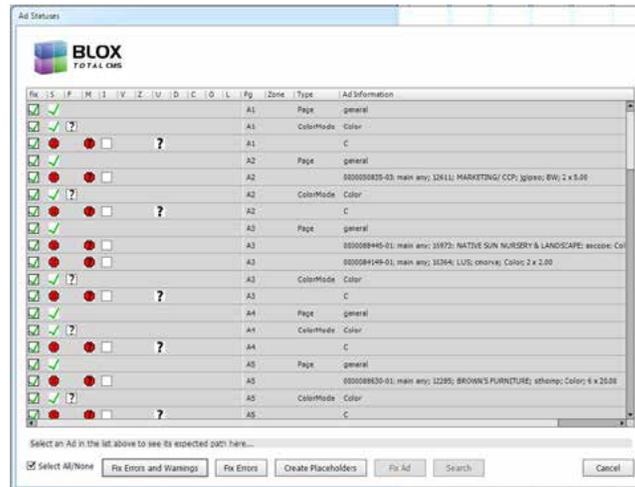
Step 9

Click OK.

Step 10

Choose Select All.

Step 11

Click OK. A document will be created and the pages referenced in the advertising layout file will be added. Save and close the document.

When a page with an updated ad is opened, the Ad Statuses dialog box will appear, and when Fix Errors and Warnings is selected, the ads on the page will update.

LEGEND FOR AD REPORT

S Ad Status: Check or 'O' is OK. '!' indicates a minor problem. 'X' is a serious problem.

F The page is missing its ad reservation frame. The ad reservation frame needs to be added.

M The ad image file is not located in appropriate folder.

I The ad has a reservation frame, but it has not been placed on the page.

V The ad frame has been moved to a different location on the page. The frame should be returned to its original position.

Z The ad frame's size should be returned to the requested size.

U No information on this ad in the .adinfo File. The ad does not belong on this page and should be deleted.

D The ad has more than one frame on the page. Extra copies should be deleted.

C The ad image doesn't not align to the edges of the ad frame. The ad image should be returned to the edges of the ad Frame.

O The ad file is out of date and needs to be updated.

L The ad link is missing or is not otherwise available. The ad will need to be relinked.