



The SCC MediaServer TearSheets Module supports the insertion of ad data exported from SCS Layout 8000, Managing Editor ALS or from any front-end advertising system capable of producing a delimited export file, and provides automatic linking between each ad record and related page, ad and invoice components. Once linked, selected components such as page and invoice can be automatically delivered by ftp or by email to one or more destinations.



3) A MediaFactory inserter channel monitors an input folder for completed display ads. The ad can be in any of the formats supported by the inserter channel - PDF, EPS, etc. Optionally, MediaFactory's 'MultiFile' insertion mode can be used to insert a folder of files into the MediaServer database as a single entity. In this way the archived ad could contain a PDF, an EPS, plus the original Quark or Multi-Ad Creator document, plus any supporting art.

Once inserted, the ad becomes automatically linked to both its related ad record and to the page, matching on ad number and publication information. At this time selected attributes from the parent ad record can be inherited by the display ad providing long-term searchability in the archive using any of the original ad data plus the text within the ad itself.

4) A MediaFactory inserter channel monitors an input directory for invoices generated by an accounting system. Based on the billing period specified within the invoice, the document becomes automatically linked to its related ad and page records before being automatically delivered via email to the advertiser.

The TearSheets Module is an optional add-on component to SCC MediaServer. It incorporates an SCC MediaFactory format parser that is able to process an SCS Layout 8000 export file into individually searchable ad records. Alternatively, MediaFactory 's format parsers can be used to parse delimited file ad records supplied from a Managing Editor ALS system or from any front-end advertising system capable of producing a delimited export file.

In addition, the module incorporates a Web Browser interface that supports a split screen view of both the ad record and corresponding page or display ad. The design of the site can be modified as necessary to match individual requirements.

Typical TearSheets Workflow

1) SCC MediaFactory conversion and insertion channels monitor input folders for export files from the planner or front-end advertising system. All ad data is parsed into individual fields and inserted into a MediaServer library at which time all contained fields are fully searchable.

2) A MediaFactory inserter channel monitors one or more input folders for completed pages, typically saved in Acrobat PDF format. During insertion into the MediaServer database, publishing information such as Publication, Edition, Page and Run-Date is extracted from the document filename and used to automatically link each page with ad records containing matching information. All data contained within the page is fully searchable.

Requirements

The SCC MediaServer TearSheets Module can be hosted either by an existing MediaServer system, or by a separate server on the outside of a firewall, when advertisers require access to the system directly.

In addition, the module requires that the Delivery and Assignment modules are already installed on the host MediaServer system.

