



## One Entry Point. One Preflight. One Upload. It's as Easy as 1-2-3

**Magazines Canada AdDirect™** is a free, web-based ad preflight portal, designed to streamline the ad delivery process between clients and participating magazines. AdDirect™ allows advertisers and agencies to preflight, approve and automatically deliver a PDF ad file to a publication. All ads are checked against dMAC Specifications as well as each magazine's individual specifications. Clients receive a real-time preflight report showing that the ad has been successfully preflighted and delivered or a listing of any warnings or errors that have occurred during the preflight process.

AdDirect™ is the next big technological step forward. Publishers, agencies and advertisers around the world are embracing ad portal services. Like web-based banking or online reservation systems, ad portals are convenient, save time and save money:

- **Security** – It's http secure providing encryption and secure identification of the server. You use your own user name and password.
- **No More FTP Sites** – No need to remember or access multiple ftp addresses.
- **Convenient** – Use only one standardized entry point, delivery system and preflight service for all participating titles. One upload provides access to multiple publications. Better still, AdDirect™ does the preflight for you.
- **Save Time** – You can deliver a verified, fully preflighted file in minutes to multiple titles. Once the file is verified, you are done without the worry of receiving a call days later. Plus you and the receiving publications receive instant notification that the file has been uploaded.
- **Save Money** – AdDirect is a free service to agencies and advertisers. In addition, many participating titles no longer require proofs with files saving you courier fees.
- **Transaction Status** – AdDirect™ provides a complete list of all transactions in real-time providing you with a helpful, traceable library archive.
- **Quality** – Verified files print as you expect.
- **Flexibility** – AdDirect™ is platform agnostic. Use MAC or PC. It doesn't matter.
- **Support** – It really is easy as 1-2-3! AdDirect™ offers detailed user education and support at every step of the process.

Visit the AdDirect home page to take a tour on  
how to use the ad preflight portal system.

[adirect.sendmyad.com](http://adirect.sendmyad.com)

**That's it.**  
It's as easy as **1-2-3**