



Overview:

This short-form manual explains the setup and use of the artworkdownload.com artwork retrieval mechanism for publishers and printers. It also explains the installable desktop downloader which provides download spooling and is perfect for higher volume publishers/suppliers.

artworkdownload.com provides a convenient means for publishers and printers to obtain artwork from their clients that has been produced using online design. It is integrated into campaignTRACK, adBUILDER and can be integrated into any other product. It provides convenience for both client and supplier and does not require the payment of an EWT Patent license fee.

Contents:

Page 1 Brief descriptions of each item

Page 2 Search for files using the browser artworkdownload.com

Page 3 How to retrieve files using the browser artworkdownload.com

Page 4 Desktop downloader explained

Page 5 Installing the desktop downloader

Page 6 Suggested protocols for artwork retrieval with your clients



<http://www.artworkdownload.com.au>
need help ? 1300 667 551



Brief descriptions of each item:

artworkdownload.com: this is a web site that can be accessed from any browser and allows for a number of ways to locate and retrieve artwork. Artwork can be downloaded directly from the browser if required and it is possible to see a jpg image of any item for a quick identification or check if required. The browser can be used to trigger download of artwork by the publishers/suppliers desktop downloader (if installed) from any location via the browser. Artworkdownload.com provides links to download and install a spooling downloader called Desktop Downloader.

Desktop Downloader: Is an installed executable that runs under Windows XP or 2000. It can be used to locate and flag items for downloading and it can also be left to download items that are flagged for download via the artworkdownload.com browser. It can be setup to download the files to a nominated location as required. It is able to be left unattended, downloading files as they are flagged via the artworkdownload.com browser interface.

campaignTRACK: Is a browser based system for clients to create artwork online and manage marketing campaigns with elements from almost any publisher, printer, supplier on the one system.

adBUILDER: Is a browser based system for clients to create artwork online in a given publishers publications.

artwork ID: Is a unique number that identifies a specific artwork PDF. This number can be used to access artwork from clients if required. The number is allocated automatically by the client system once high resolution artwork is generated. This ID includes a random 3 digit check as a suffix to prevent random searches from working. An example of this number would be 55138-231



Desktop Downloader Explained

The Desktop Downloader is designed for publishers and printers who have a reasonable volume of artwork to retrieve and/or who want to allow reps or other staff to trigger artwork retrieval into production/traffic by using a browser.

The Desktop Downloader therefore can take 'instructions' to retrieve artwork from either its own interface or from any remote browser(s). This is perfect for allowing reps or traffic to trigger artwork retrieval into production, even though they may be located nowhere near production. Each publisher/printer would normally only require one copy of the program to service the needs of all its reps, traffic and clients.

Ordinarily it would run unattended on a PC connected to the internet and with access to the file storage location where the publisher requires files to be deposited. The program can be run in the background and requires relatively little system resource.



installing desktop downloader

PREREQUISITES:

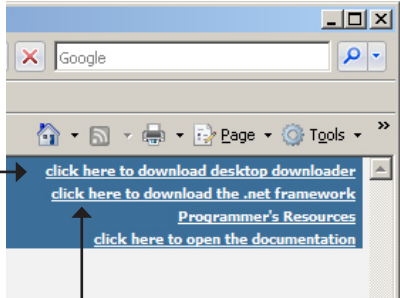
1. A PC running Windows XP, Windows 2000 or Windows 2000 Server
2. An internet connection on that PC that will allow HTTP an FTP download
3. Presence of the .NET framework on that PC (downloadable from the artworkdownload.com site.

Note you will only need to install this if the application wont run once installed - that is a good indication that the .NET framework is not present.

4. You will need to know your publisher id and password.

INSTALLING:

1. Download the .zip file package for desktop downloader from the top right corner of the artworkdownload.com screen
2. Using winzip or windows (or some other suitable program), unzip the files and place them in a folder on the local machine where you will run the application from. This will 'install' the executable and some necessary config and DLL files. We suggest you create a shortcut to this application so you can launch it easily and you may want to put the shortcut into the startup folder as well to ensure it auto runs on reboot.
3. Run the program by double clicking upon it (DESKTOP DOWNLOADER.EXE) or using the shortcut you created. If it will not run then you probably need to download and install the .NET framework (see the link on the artworkdownload.com page).





ArtworkDownload.com - Windows Internet Explorer provided by The Lonely Hearts Club Band

http://www.artworkdownload.com/AsArtworkdownload/main.aspx

File Edit View Favorites Tools Help

ArtworkDownload.com

click here to download desktop downloader
 click here to download the .net framework
 Programmer's Resources
 click here to open the documentation

Search for available artwork:

Search for Artwork available to you

Publisher / Printer Id

Password

Show only uncollected Artwork

Filter by Artwork Source (Optional)

OR

Search for specific Artwork

Artwork Id

Artwork Password (If required)

Show uncollected artwork from the same source

Search Now

Artwork Source	Details	Desktop downloader override name	Artwork ID (pdf)	Page/Block	Low Res jpg	Build Date	Retrieved Date/Time
Example Real Estate - Northside	SIGN	<input type="checkbox"/> <input type="text"/>	245980-574	0	lowres.jpg	21/12/2006	<input type="checkbox"/>
McGrath - TEST	SIGN	<input type="checkbox"/> <input type="text"/>	245985-416	0	lowres.jpg	21/12/2006	<input type="checkbox"/>

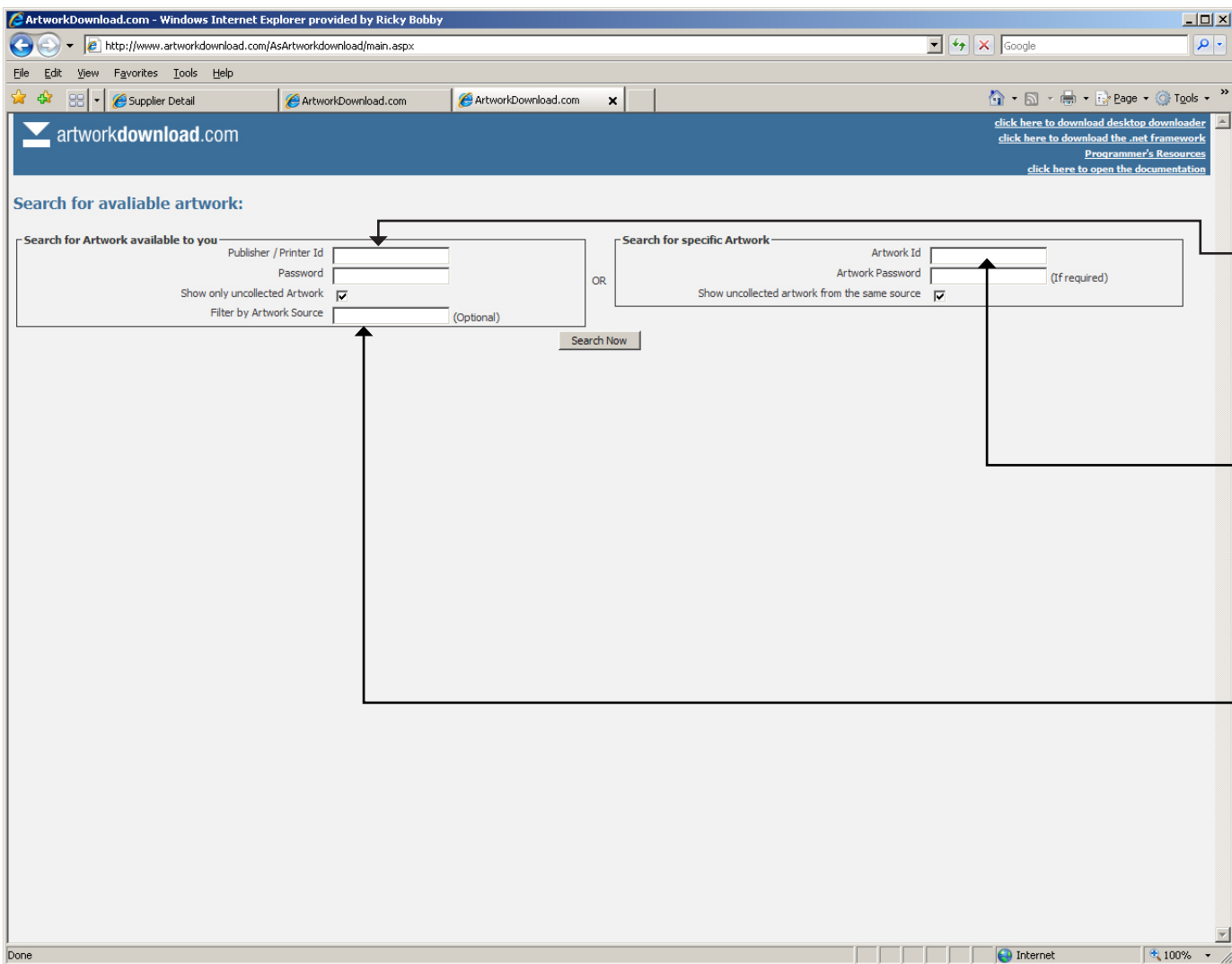
Select all Flag download of selected Mark as retrieved

Note that, for publications where a client is supplying multiple pages, you can see the page number indicated in the *Page/Block* column. You can also see which client the artwork is from and which publication (or product in the case of a printer/sign company) the artwork is for including extra details of the order such as delivery date & jpeg previews.

retrieving files

Option 1:
 Click here to retrieve the hires PDF directly - you can save it to your computer. You can also right click and save-as. Once you retrieve an artwork item this way you should tick the artwork received checkbox for that item and click 'Mark as Retrieved'.
 Note: Click here to view a jpg preview of the artwork.

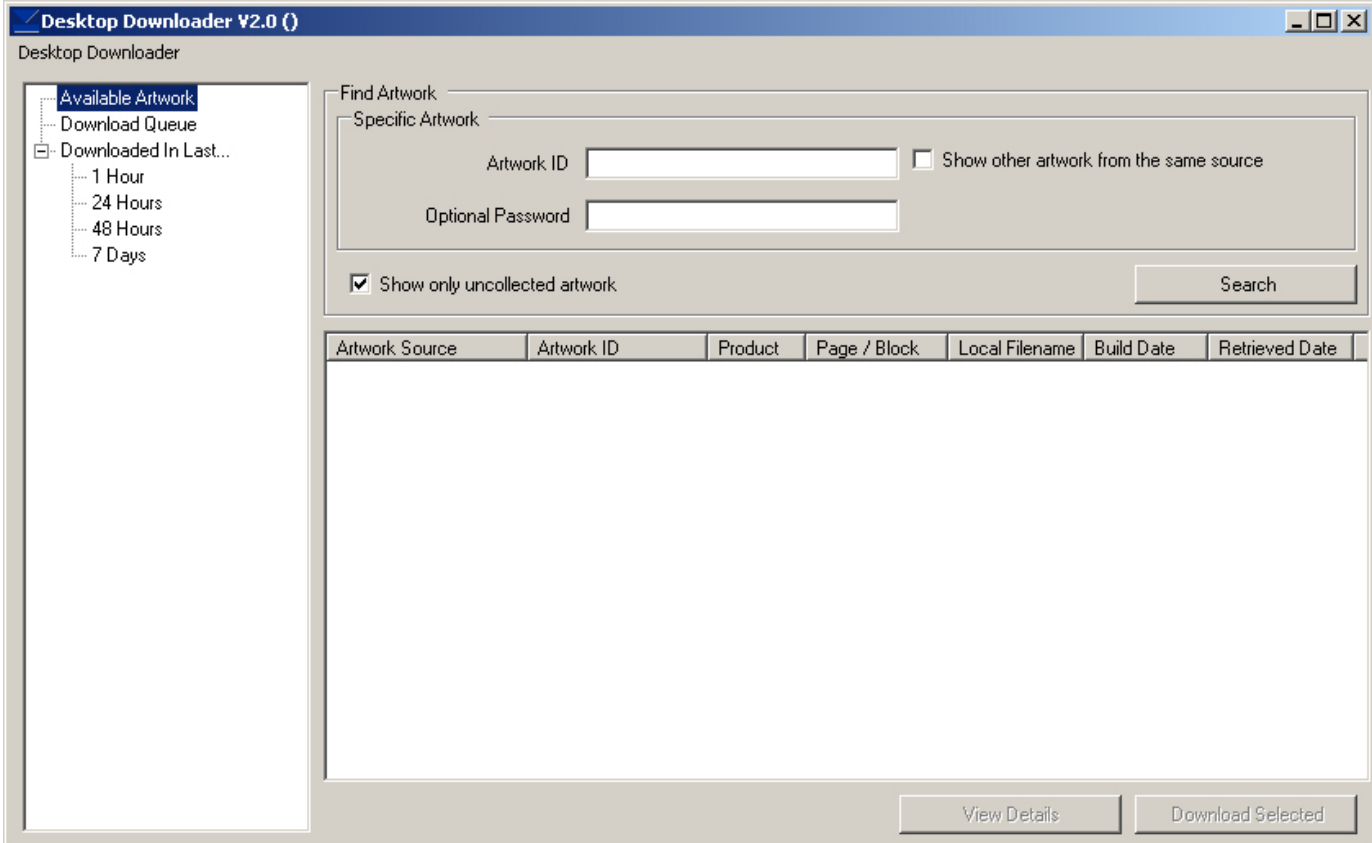
Option 2:
 If using desktop downloader, you can tick the items you want to retrieve and optionally enter an override file name for that artwork item (e.g.: your booking number or page number). You should then click 'Mark for Download'. You DO NOT click 'Mark as Retrieved' - your desktop downloader will do that for you



searching files

link to download the *desktop downloader*

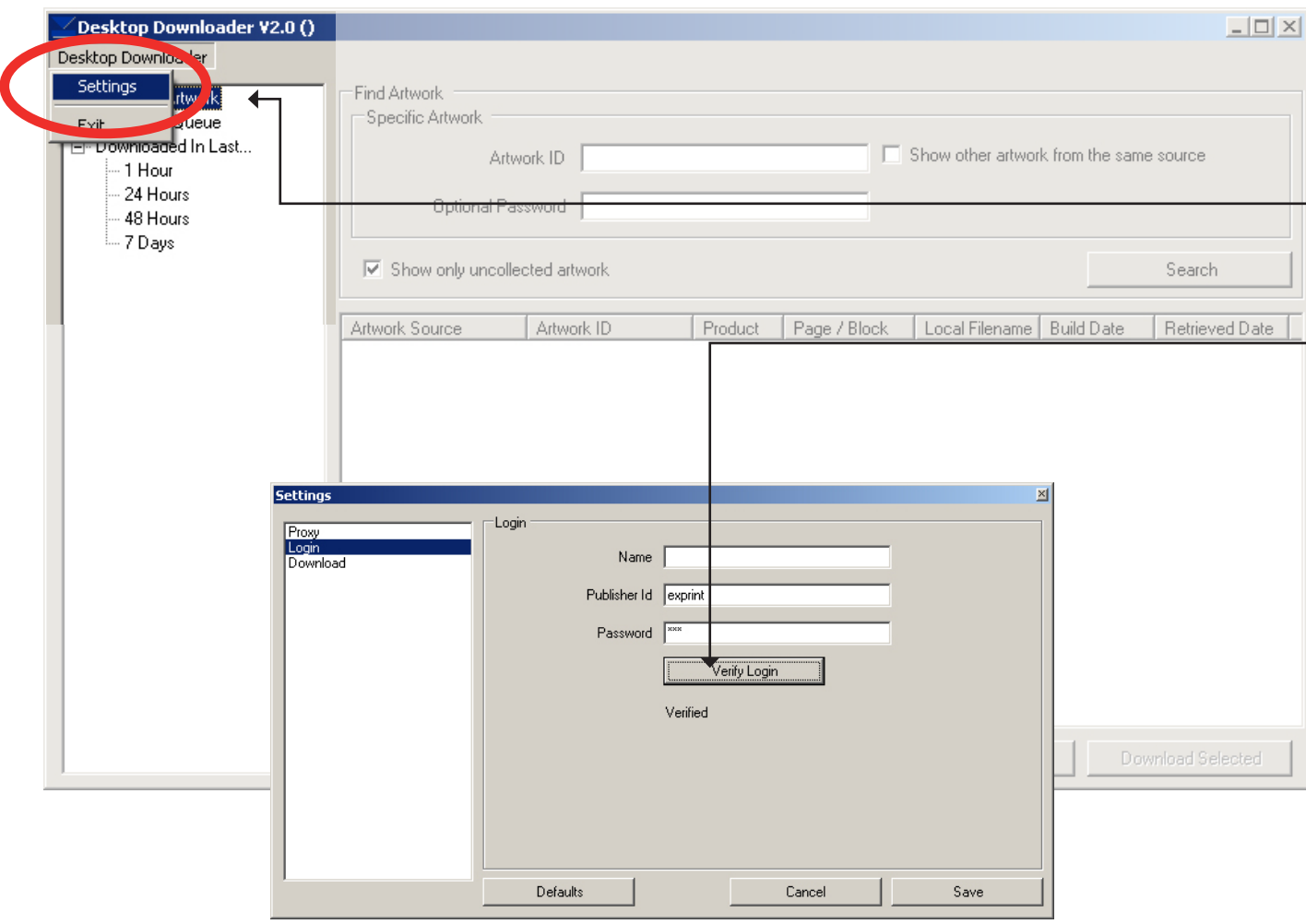
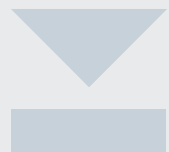
- Option 1:
Enter your allocated publisher id and password to allow you to find any available artwork intended for you without the need to know an artwork id.
 - Option 2:
Use this section to search for artwork based on an artwork ID and (optionally) show any other uncollected artwork from the same client for the same publication.
 - Option 3:
Use this section if you want to search for any artwork from a specific client without the need to know an artwork ID.
- Click to start the search



using desktop downloader

The Desktop Downloader is designed for publishers and printers who have a reasonable volume of artwork to retrieve and/or who want to allow reps or other staff to trigger artwork retrieval into production/traffic by using a browser. The Desktop Downloader therefore can take 'instructions' to retrieve artwork from either its own interface or from any remote browser(s). This is perfect for allowing reps or traffic to trigger artwork retrieval into production, even though they may be located nowhere near production.

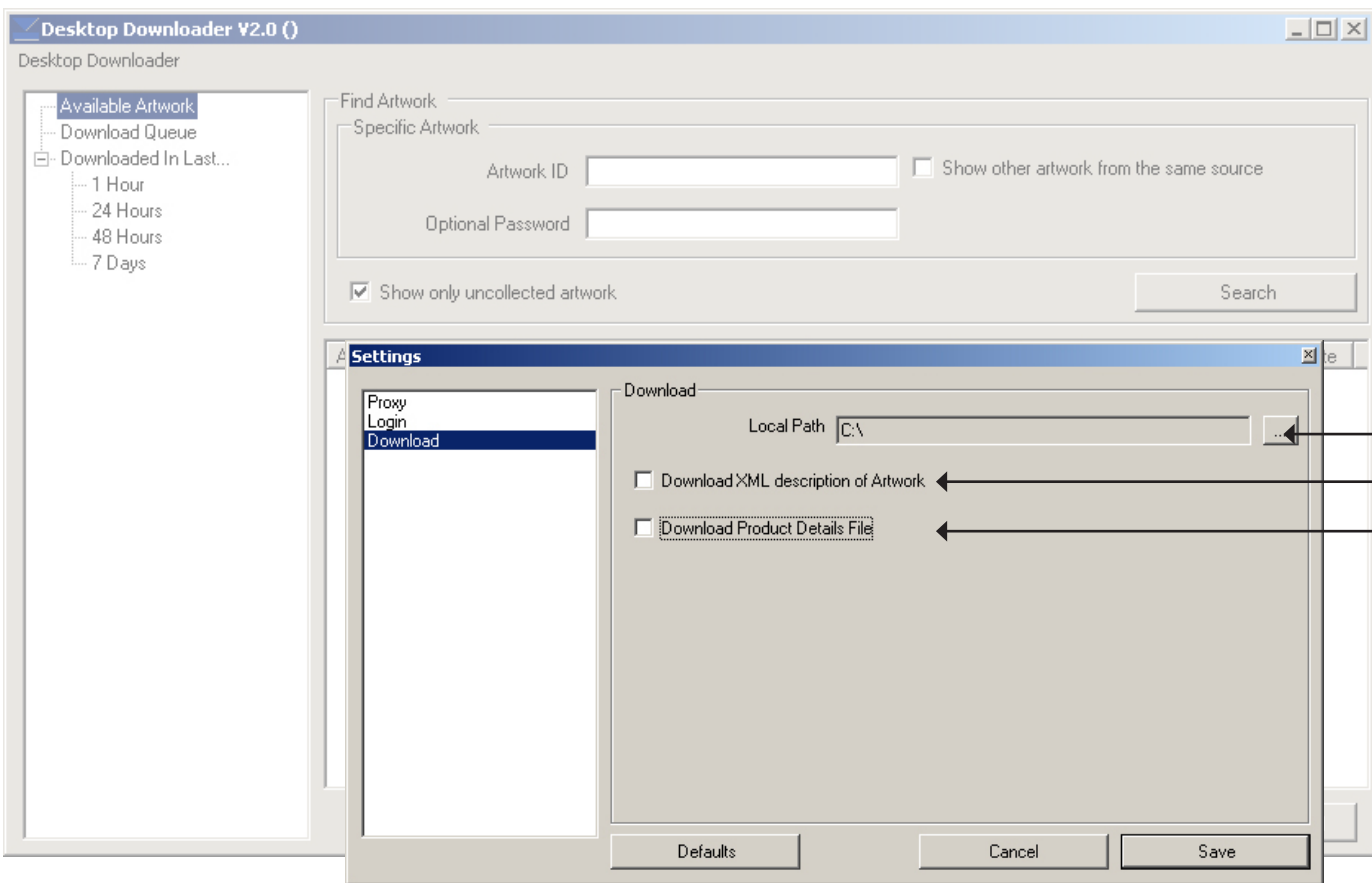
Each publisher/printer would normally only require one copy of the program to service the needs of all its reps, traffic and clients. Ordinarily it would run unattended on a PC connected to the internet and with access to the file storage location where the publisher requires files to be deposited. The program can be run in the background and requires relatively little system resource.



using desktop downloader

Start off by configuring your publisher id & password.

Click on verify to make sure you have the correct login.



using desktop downloader

Configure your file save path.

Click the tick boxes for optional information about the file (ie: special instructions, quantities required). & receive it along with the PDF in either

- XML format
- TXT format



Suggested protocols for artwork retrieval with your clients

PUBLISHERS RECEIVING ARTWORK FREQUENTLY - OPTION 1:

Should ask their clients to call or email when their artwork is ready for the next issue. At that time you should obtain at least one artwork ID from that client for the batch of ad artwork they need you to retrieve. Presuming you use the Desktop Downloader and that it is running, your rep (or the person receiving the call/email from your client) would use artworkdownload.com to look up that artwork ID and be sure to check the 'Show any other uncollected artwork from this source' box. This will display a list of all the artwork from that client. If you want, you could enter your own booking numbers or page numbers so that the artwork, once retrieved, will be named correctly for your production department. You can use the JPG previews if you need to check artwork against bookings.

PUBLISHERS RECEIVING ARTWORK FREQUENTLY - OPTION 2:

If you know your login ID and password you can simply use the interface in artworkdownload.com to look for any artwork that is available for download. It will then list the items of artwork available and will indicate the name of the client, the publication/product and the page number the artwork relates to. This process will not require you to know any artwork ID's. It is recommended that this approach be used for collecting artwork AFTER material deadline to ensure that you collect entire blocks of artwork from your clients and to avoid issues where artwork is changed after you collect it.

IMPORTANT: You must ask your clients to advise you directly if they change any approved & generated artwork that they have released to you (i.e.: if they unapprove and change an item and re-approve it, you need to know so you can re-download it).

PUBLISHERS/PRINTERS RECEIVING ARTWORK LESS OFTEN OR WITHOUT DESKTOP DOWNLOADER:

Ask you clients to advise you when artwork is available and ask them to give you the artwork id. You simply access www.artworkdownload.com, enter the artwork id, save it locally then mark it as received in artworkdownload.com.

Need assistance or help ?

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