



Ad Portal User Guide
dwell.sendmyad.com

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Introduction

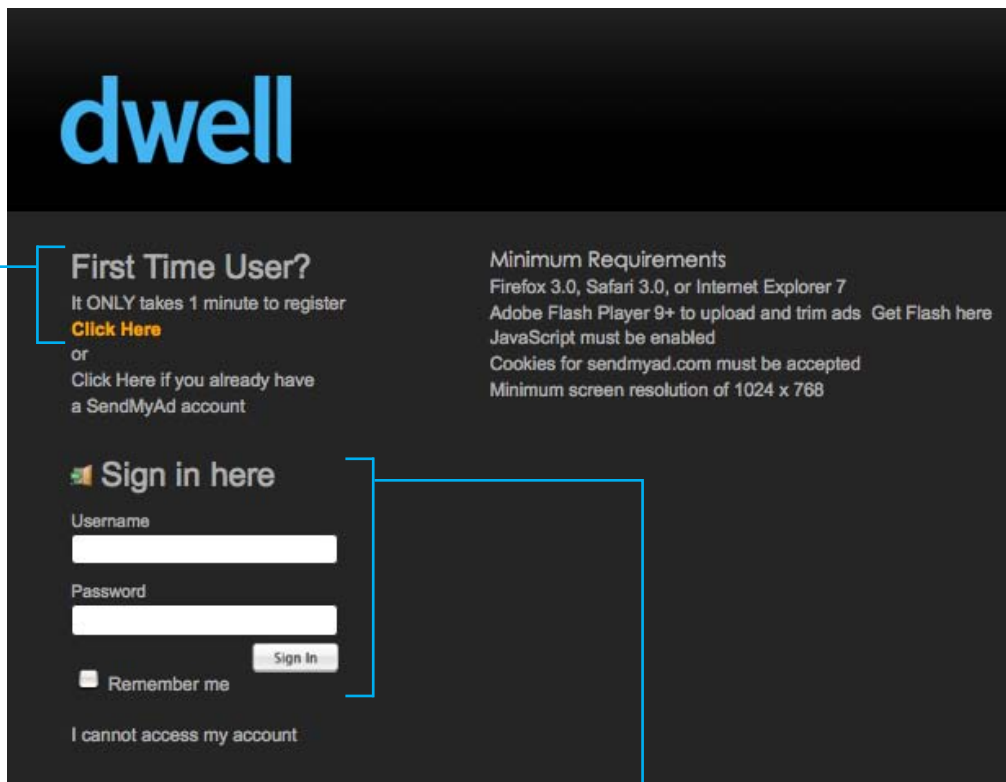
Welcome to the Dwell Ad Portal!

The Dwell Ad Portal is designed for quick and efficient submission of your ad materials. You will receive immediate feedback and advice for fixing problems. The ad portal is web-based, so no FTP is required. You can upload and view your ads anywhere, anytime.

This service is free, and it's easy to get started. This user guide will take you through the process step-by-step.

If you have questions along the way, please email us at adproduction@dwell.com.

Sincerely,
The Dwell Production Team



New Users begin with Step 1 on the [following page](#)

Existing SMA users can review the Dwell Ad Portal details on [page 5](#) or jump right in at Step 2 on [page 6](#)

Step 1: Creating an Account

Registering for a free Dwell Ad Portal account is the first step. To get started, go to dwell.sendmyad.com and complete the initial information page (below).

- 1 If you are an existing Send My Ad [SMA] user, you can use your existing registration by clicking here.
- 2 If you are a new user, complete the information fields to setup your account. Asterisks (*) denote required information.
- 3 This white box **MUST** be checked to continue!
- 4 Once you've provided all information and have agreed to the standard terms of service, click the "I accept. Create My Account" button at the bottom of the form. Upon completion, you will automatically be logged into your account.

Sign Up Here
Your new account will give you access to begin sending ads to Dwell

Click Here 1
if you already have a SendMyAd account with another publisher

Minimum Requirements
Firefox 3.0, Safari 3.0, or Internet Explorer 7
JavaScript must be enabled
Cookies for sendmyad.com must be accepted
Adobe Flash Player 9+ Get Flash here
Minimum screen resolution of 1024 x 768.

User Information:

Full Name *

Phone *

Email *
This will become your username.

Password:*
Minimum of 8 characters in length.

Password Confirm:*

Measurement Units:

Your Company Information:

Company Name:*

Company Type *

Address *

Address Line 2:

City *

State/Province: * Zip/Postal Code *

Country *

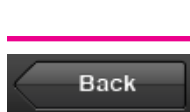
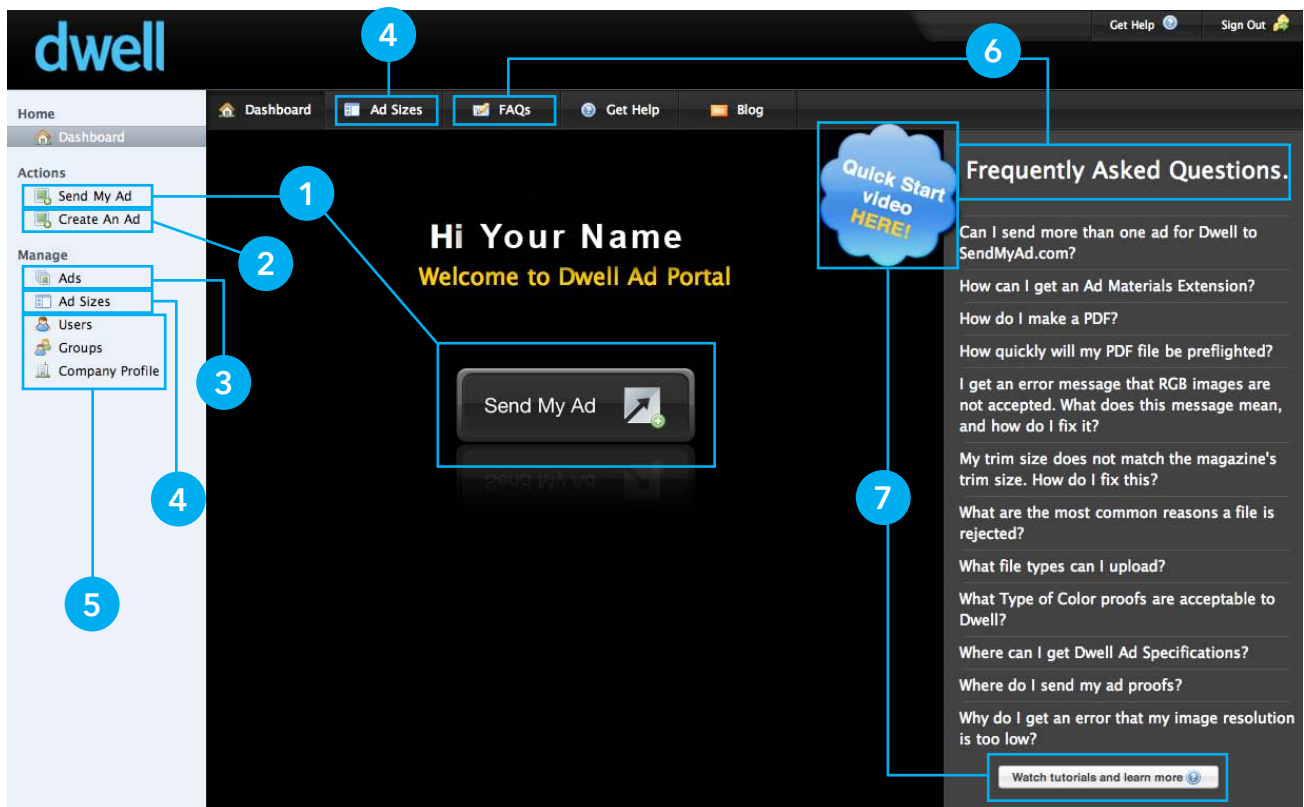
3 You must agree to the [Terms Of Service](#)

4

Dwell Ad Portal Snapshot

The main screen (below) is called the "Dashboard." Access this by clicking on the "Dashboard" link in the upper left of the navigation bar. Key areas of this screen:

- 1 Click on the "Send My Ad" link, under "Actions," to send a new ad to Dwell. Alternately, you can click on the "Send My Ad" button in the black center area of the page.
- 2 The "Create An Ad" link, under "Actions," is for Modern Market clients only. For more information on this section, contact modernmarket@dwell.com.
- 3 Click on "Ads," under the "Manage" section to process a pickup, view uploaded ads, and check ad status. Refer to [Appendix: Managing an Ad](#) for more information.
- 4 "Ad Sizes," under the "Manage" section, allows you to view available publications, ad sizes, and related dimensions.
- 5 "Users," "Groups," and "Company Profile" links allow you to set up access for other members of your organization.
- 6 Click these areas to read the Dwell Ad Portal Frequently Asked Questions (FAQs). If you don't find answers here, please email us at adproduction@dwell.com.
- 7 Prefer video? Watch tutorials by clicking either of these links.

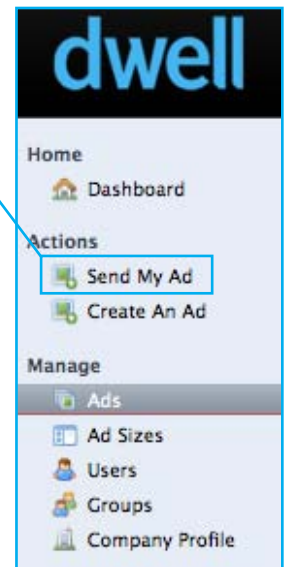
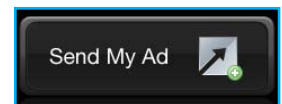
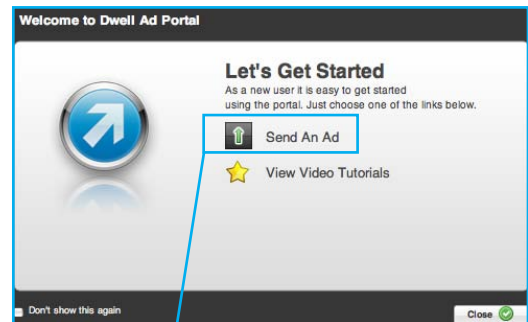


Important note: Always use the system's "Back" button within the interface located in the upper left corner of the screen. Using the button in your browser will back you out of the system, and you will have to log in again and start the entire process over.

Step 2: Sending an Ad

To send an ad:

- 1 Select "Send An Ad" in the popup window that is displayed upon your initial login or select "Send My Ad" from the left-hand navigation bar or center area of the dashboard.
- 2 Fill out requested information, as shown below. Asterisks (*) denote required fields.
- 3 Dwell requires a hard-copy SWOP certified proof. If you chose to submit your ad without a proof, you are required to "sign" a virtual disclaimer.
- 4 This area should display the appropriate person for Dwell to contact with any and all production-related questions. If your contact information is not shown, or if you need to modify the info, click "Edit Contact" to update, or click "Change Contact" and input the new information.
- 5 This white box **MUST** be checked to continue! If the contact information shown is correct, simply check the box. If the information is NOT correct refer to #4 (above).
- 6 Notes to the Dwell Production team and any additional information should be placed in the "Additional instructions" box. Please note these instructions are not contractually binding.
- 7 Once complete, click "Choose Ad" to upload your file.



Find our official ad specs and production tools here!

Ad Spec

Publication Information

Ad Specs

[How to Export a PDF](#)

[Download InDesign PDF export JobOptions file](#)

Ad Information

Advertiser:*

Brand/Product:

Ad Headline:*

Ad Size: Select Size

Ad Color: CMYK

Proof Type: Proofing Options

Issues: Available Issues

At least one issue is required

Contact Information

Please confirm the information we have listed for your ad contact.

Your name

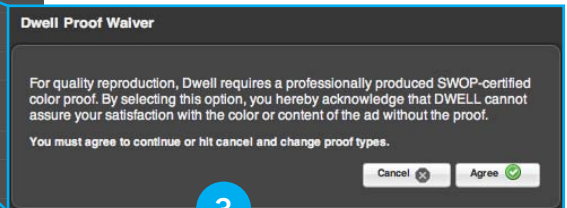
Your company name

Email:

Phone:

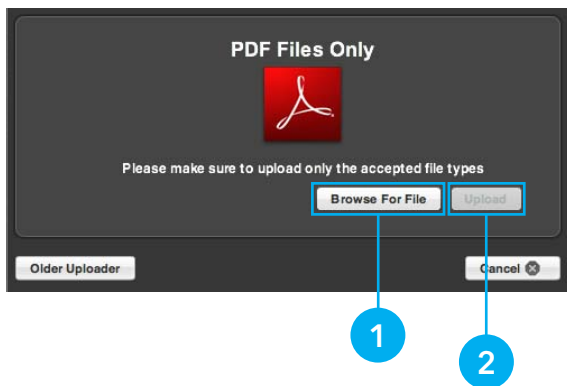
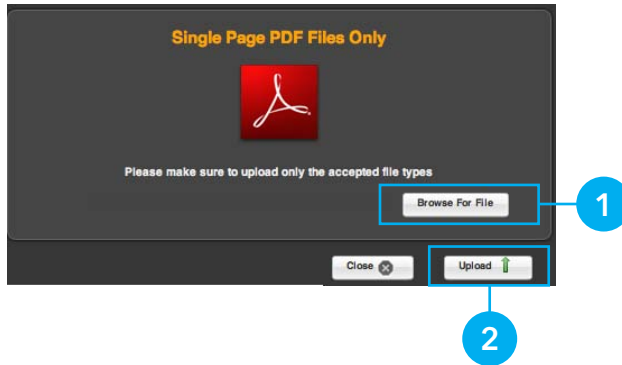
Please click to confirm this contact information.

Additional instructions: (Ad instructions are not contractually binding. Limit: 255 characters)

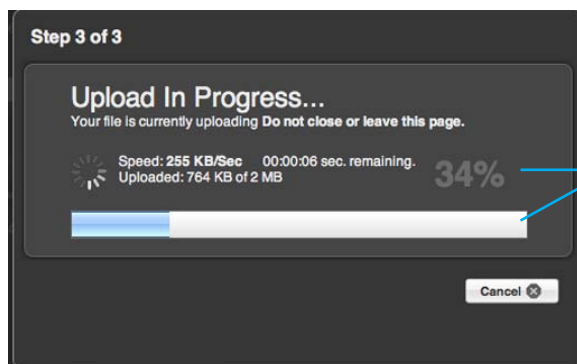


Step 3: Uploading an Ad

Upon clicking the "Choose Ad" button you will see one of these two screens, depending on your browser:



- 1 Click "Browse For File" to locate and select your ad file.
- 2 Once your file is selected, then click the "Upload" button. Once the upload is complete, you will automatically be taken to the next section to view, preflight, reposition, and approve or reject your ad.



This screen displays the upload status of your file.

Step 4: Review Your Preflighted Ad

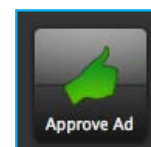
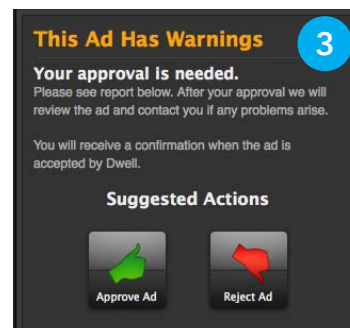
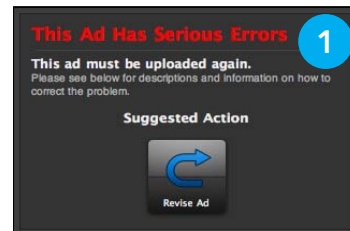
Once uploaded, your ad will be automatically preflighted to Dwell's ad specifications. You will see a preview of the ad. Preflight warnings and/or suggestions will be on the right side.

One of the following preflight conditions will appear on your screen:

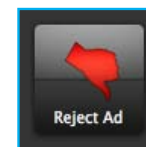
- 1 "This Ad Has Serious Errors"**
Your ad cannot be accepted as supplied due to serious preflight problems. If you see this notice, you must return to your document and fix the problems noted. Then re-upload the revised ad by clicking the "Revise Ad" button. Refer to the suggested fix(es) provided.
- 2 "This Ad Has to be Repositioned"**
The trim of the PDF does not meet our specifications. Before you can continue, you have to reposition the ad. Click the "Reposition" button to move your ad to the proper crop.
(See [Appendix: Repositioning an Ad.](#))
- 3 "This Ad Has Warnings"**
The PDF uploaded has encountered preflight warnings or concerns. Please make sure that you review and accept the warnings, and the preview is accurate. Double check positioning and readability of the file. We recommend that you reject the ad, modify your file, and then resubmit your ad to address these concerns.
- 4 "No Problems Found with this Ad"**
The ad has passed the preflight without any warnings or problems. You're good to go!

To continue or complete the process, you must make one of the following choices:

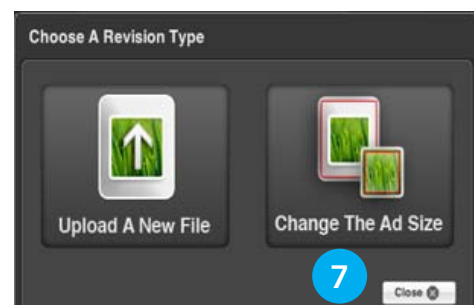
- 5** If you are satisfied with the ad's position and content, click "Approve Ad." Once clicked, your ad will be sent to Dwell and the status will change to "Ad Received By Publisher." Upon approval from Dwell, the status will change to "Ad Completed."
- 6** If you are NOT satisfied with the ad's position or content click "Reject Ad."
- 7** If you reject the ad, you will be prompted to give a reason and will have the opportunity to upload a new file (or select a new ad size).



5



6



7

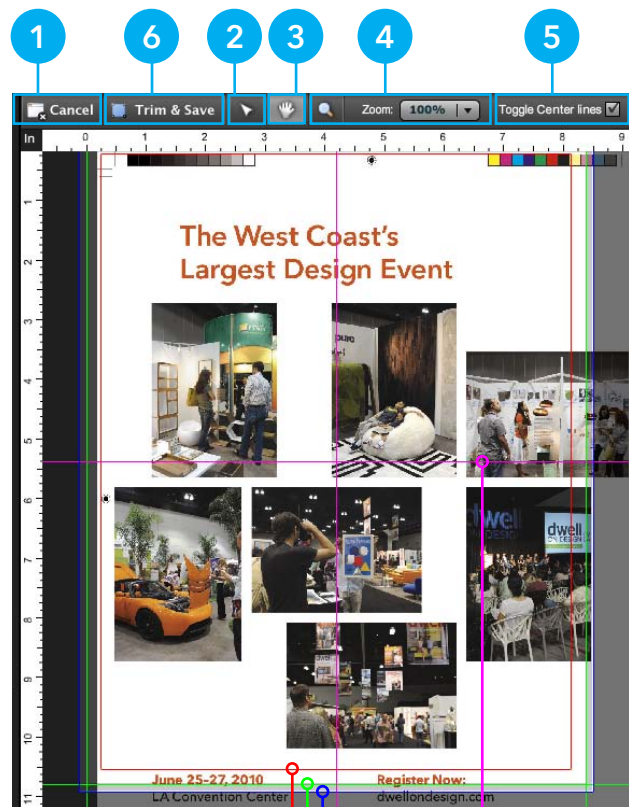
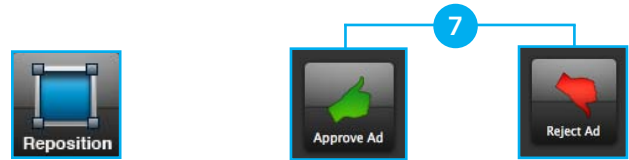
Appendix 1: Repositioning An Ad

After your ad has processed, you will see a preview and may notice that it is not positioned correctly. An ad could be positioned incorrectly due to extra space on the outside of the ad, inaccurate geometry settings, or another file-transfer factor. Minor adjustments may be needed.

To reposition, click the "Reposition" button (right). The trim toolbar and screen will load.

You will see your ad with colored boxes around it:

- 1 Use the "Cancel" button to exit the reposition tool and return to the previous preflight screen.
- 2 Use the select tool to reposition. You can drag the ad around until it is centered within the proper boxes. Use the arrow keys on your keyboard to "nudge" the ad into place.
- 3 Use the hand tool to move your "canvas."
- 4 To help you get more accurate view of how the ad lines up in the boxes, you should use the magnifying glass or the "Zoom" pull-down menu.
- 5 You can toggle on/off center lines to help guide your reposition. These lines are magenta.
- 6 Once you are satisfied with your ad position, click the "Trim & Save" button. This will automatically upload and preflight your repositioned ad.
- 7 Once you are back to the preview screen, you can either approve the revised ad by clicking "Approve Ad" or revise it again by clicking "Reposition."



The red box is the safety.
The green box is the trim.
The blue box is the bleed.
The magenta lines are centering-guides.

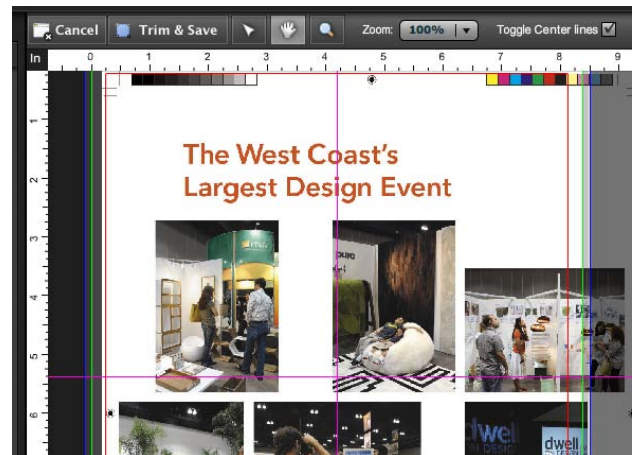
In our example above, the ad is incorrectly positioned. The outer crop marks should line up with the blue lines (the bleed box), and the inner crop marks should line up with the green lines (the trim box). All text and critical elements should be inside the red lines (the safety box). Look at the corners of the ad. If your crop marks are set up to Dwell's trim size, they should line up with the (green) trim box. Use the arrow keys on your keyboard to "nudge" the ad into place.

Appendix 1 continued: Error Messages While Repositioning

Ad Must Be Repositioned

If you reposition your ad incorrectly and it does not meet the bleed and trim requirements, you will be advised that you must reposition your ad.

If you've received this warning, you must click the "Reposition" button and start the reposition process again.



Trim Size is Incorrect

If your ad was repositioned incorrectly, the preflight will tell you the new ad trim size compared to the required trim size.

You will have the option to "Reposition," "Auto Center," or "Revise" your ad.

The "Auto Center" option will automatically position your ad based on the center points and then request your approval.

Choosing the "Revise Ad" option will allow you to upload a different PDF.



Appendix 2: Managing an Ad

View, manage, and check the status of your ads at any time in the “Ads” section of your Dwell portal. Access the “Manage Ads” section by logging in at dwell.sendmyad.com and clicking on “Ads” in the left-hand toolbar.

Use the pull-down menus to sort your ads or help you find an ad.

Sort by issue.

1

- 1 To perform an advanced search, click the magnifying glass in the toolbar. The following pop-up will appear:

- 2 Select the search type from the drop-down menu (right). Search criteria are based on what was entered in the information form when the ad was submitted. (See [page 6](#).)
- 3 By using the time range search, you can select a range of dates to correspond to when the ad was submitted. A calendar will pop up for you to select the “from” date and the “to” date.
- 4 When you’ve entered your search criteria, click the “Search” button to perform the advanced search.

- General Search
- Publication Name
- Proof Type Used
- Ad Color Profile Name
- Ad Specification Name
- Advertiser
- Advertiser Company Name
- ✓ Product

Appendix 2 continued: Ad Stages

Every ad has a stage assigned to it to indicate the ad's status in the approval cycle. Shown below are examples of the four status indicators.



Dwell
Publication: Dwell
Created: Today 1:29 pm
Revised: 0
Current Stage:
Advertiser Approval

Advertiser Approval


Ad is pending your approval. In this stage, Dwell has NOT been notified and will not be notified until you approve the ad. Click on the thumbnail of the ad to review the preflight report or to reposition or revise the ad. Once you're satisfied with the ad, you must click "Approve Ad" for Dwell to be notified and the ad to be delivered.



Dwell on Design
Publication: Dwell
Created: Today 12:45 pm
Revised: 0
Current Stage:
Ad Received By Publisher

Ad Received by Publisher


Ad has been received by the publisher, but not yet approved. In this stage, Dwell has received the ad you have uploaded but has not yet approved it. In order for the process to be completed, Dwell must review and approve your ad.



Dwell Reader
Publication: Dwell
Created: Today 12:31 pm
Revised: 0
Current Stage:
Rejected

Rejected

Ad has been rejected by you or Dwell. In this stage, there is a problem with your ad. Click on the thumbnail to review the preflight report or revise your ad.



Houses We Love
Publication: Dwell
Created: Today 12:28 pm
Revised: 0
Current Stage:
Ad Completed

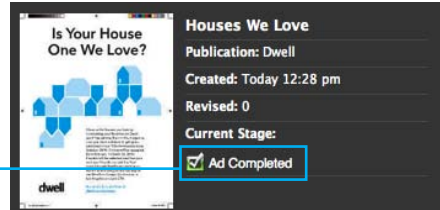
Ad Completed

Ad is complete. In this stage, both you and Dwell have approved the ad. The ad is now ready for press and available for future pickups (see [Appendix 3](#)).

Appendix 3 : Picking Up an Ad

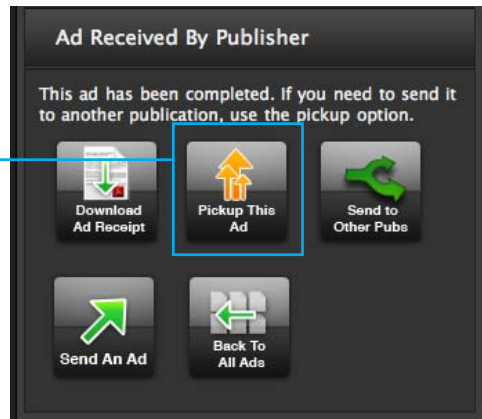
It's easy to pickup an ad that was previously submitted through the Dwell Ad Portal and resubmit it to run in an upcoming issue. If the ad you would like to pickup is not in the Dwell Ad Portal system, please contact us at adproduction@dwell.com.

To pickup your ad, go to the "Ads" section under "Manage" in the toolbar (as previously discussed in Appendix 2). You can pickup any ad that is in the "Ad Completed" stage—be sure to confirm that your ad is in this stage.



Select the ad you would like to pickup by clicking on its thumbnail.

The ad will then appear in a preview screen. On the right-hand bar, you will see five buttons: choose "Pickup This Ad."



Once you've selected this button, follow these steps to complete the pickup process:

- 1 Choose "Dwell" from the publications tab. Then select your size and issue. If you have any additional instructions, please include them in the last box. Then click "Confirm Pickup."
- 2 Your ad will automatically be preflighted again. If you approve of the ad in the preview box, click "Approve Ad" to submit your pickup to Dwell.

A screenshot of the "Step 1: Choose a new publication" form. The title is "Which publication do you want this ad to go to?". The form includes:

- Publication: Dwell (dropdown menu)
- Ad Size: Select Size (dropdown menu)
- Issues: Available Issues (dropdown menu) with a note "At least one issue is required"
- Additional instructions: (Ad instructions are not contractually binding. Limit: 255 characters) (text area)
- Confirm Pickup (button with an upward arrow)
- Approve Ad (button with a thumbs up icon)

Blue callout boxes with numbers 1 and 2 point to the "Confirm Pickup" and "Approve Ad" buttons respectively.