

Send My Ad Publications User's Guide

Welcome to the ASHRAE Magazine Print Ad Portal

ASHRAE's print magazine Advertising Portal allows clients to submit ad materials quickly and easily. You can upload your advertising print materials to the web-based portal anywhere, anytime.

It's easy to get started. This manual will guide you through the ad materials submission process for ASHRAE Journal, High Performing Buildings, and AHR Show Daily.

You can access the ASHRAE Ad Portal by using one of the below URL addresses or using hyperlink from ASHRAE's email when materials are due for the publication.

- <https://aj.sendmyad.com/>
- <https://hpb.sendmyad.com/>

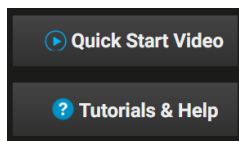
With either URL you are able to switch to different ASHRAE magazines to submit or review your advertising library of ads.

After creating a user account, additional help can be found at the following address: www.sendmyadsupport.com/advertiser
If you need further assistance, please contact Vanessa Johnson, vjohnson@ashrae.org, Telephone: 678-539-1166.

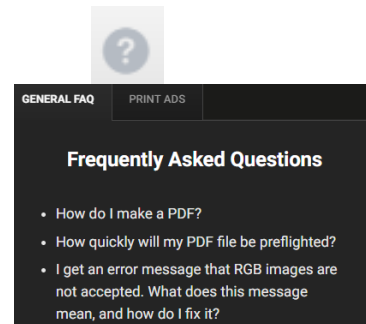
Additional resources can be found on your personal ad portal by accessing the dashboard of your ASHRAE send my ad portal. Resources that are available are:

Asking questions directly to Send My Ad on portal functions choose

Video tutorials



Frequently asked questions on how to create your advertisement.



Four Easy Steps to Preflight and Send Your Advertisement

1. Log in to Send My Ad

Log in to your Send My Ad account by using one of the below send my ad URL addresses below.- If you are a new user, click on the **Click Here** link under “First Time User?” and follow the prompts to set up a new account

- ashraejournal.sendmyad.com
- hpb.sendmyad.com

Once you have your account setup you will have access to:

- **Frequently asked questions** of how to resolve common preflight issues.
- How to **create a PDF/X 1-a file** for submitting your ad materials.
- Your own ad library of new and repeat materials.
- How to use the Send My Ad portal.

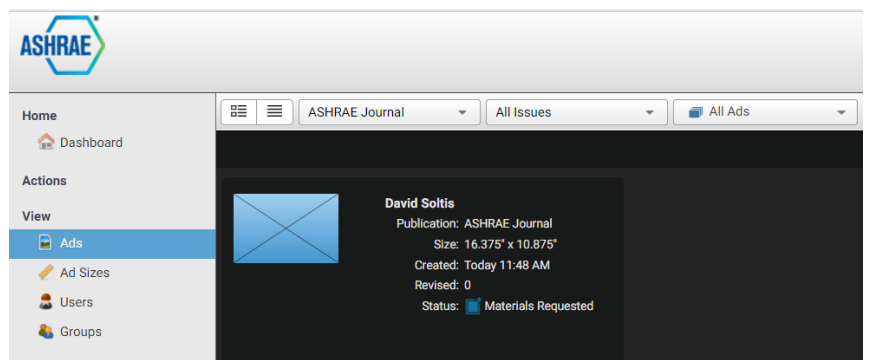


2. Sending ad materials

In all cases, ASHRAE needs to set up your space reservation for your ad. Once completed you will be able to submit your ad to ASHRAE publications.

You will use the **left and top navigation** to find your space reservation to submit your ad

Choose and open by double clicking the blue icon of the ad space



3 Review requirement and adding materials

You will need to confirm that the ad materials information is correct.

All information is pre-populated from the insertion order.

It is important that you confirm that these instructions are correct being moving on as you only have one opportunity to revise instructions before adding materials.

Item that may need attention are:

- Proof Type
- Category
- Available Tags defining position.
- Ad instructions

Choose **add materials** to start the process of adding your material for preflighting your ad.
You will need a PDF/X-1a file.

Ad Reservation
Please fill any required fields and attach your ad materials.

Publication: ASHRAE Journal
Issue: December 2017 Nov 8, 2017 1:00 AM
Booking Number: A17ASHRAE100
Materials Id: [Empty field]
Advertiser: David Solita
Category: [Empty field]
Section: No Section
Ad Type: Supplied Ad
Ad Size: Spread Page 18.375" x 10.875"
Color Profile: CMYK
Proof Type: **Proofing Options**
Position Tags: None Set
Materials Contact: David Solita
Advertiser Company: David Solita
Advertiser Contact: David Solita
Agency: David Solita
Agency Contact: [Empty field]
Advertiser Ad Instruction: [Empty text area]

[+ Add Materials](#)

Browse for the file from your desktop or network.

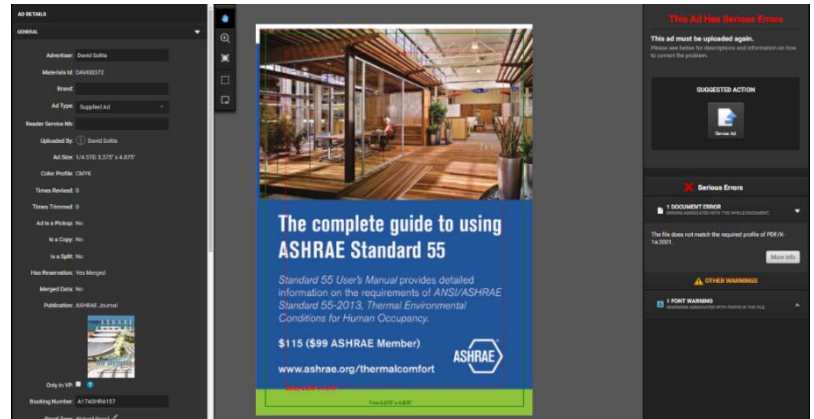
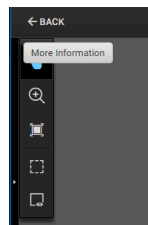
Upload the file to the Send My Ad portal



4 Ad file preflight

Your PDF ad file preflights in real time and will inform you of serious errors that must be fixed before your ad is accepted.

Left hand panel shows details about your ad. If you do not see the left hand panel you can click on the **More Information** button.



The middle panel shows how your ad will be positioned and printed.

The right hand panel shows:

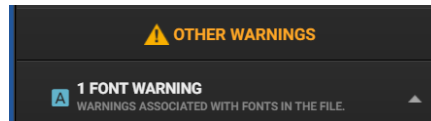
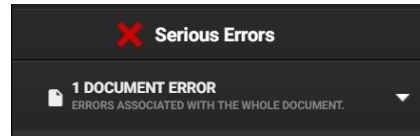
- Serious and suggested other warnings about your ad
- Tools that can resolve some common preflight problems.

Explanation of Warnings and Tools You Can Use

Warnings

Most warnings provide additional information to define common problems and suggested solutions. All warnings will show the area of the ad where the problem resides.

- Serious Warnings are defined by a red **X** and must be corrected before submitting to the publisher.
- **Other Warnings** are defined by an orange **caution triangle**. These are recommended corrections to provide better results for your printed ad.



Tools

Above the warnings, the portal will provide you with different courses of suggested action or possible tools to help you correction the ad. In some cases, the ad may have to be revised in the native program and resubmitted to the portal.

Approve Button: Approve the ad to run in the selected publication. ASHRAE will preform a final preflight on your ad. You will be notified if your ad has additional warnings that need to be resolved.



Reject Button: Reject the ad currently uploaded.



Reposition Button: Alter the position of the ad on the screen



Auto Center Button: Allow the ad portal to center the ad within publication ad specifications.



Revise Button: Upload a new ad or change the ad specifications.



Print Button: View and print a detailed digital ad report.



Send to Other Publications Button: Send the same ad to another ASHRAE Publication

