

EASYFIND autos

HOW IT WORKS

AdPerfect receives data feeds from your third party data vendor (ex. Cars.com) to our database where we reverse-publish inventory for the print directory.

Production In Minutes

By reverse-publishing data for print, your traditional production costs are eliminated because you no longer need to have your sales reps or production staff manually enter data. Additionally, you eliminate human errors that occur with manual entry -- lowering the number of refunds or credits you administer.

Traditional print deadlines are no longer a concern. The entire process takes your administrator only a few minutes and can be done hours before the page(s) go to print.

In four short steps, print-ready, mechanically perfect PDFs are generated. PDFs are ready for download, FTP, or email delivery and can be immediately dropped into your prepress or publishing system. The four-step process takes publisher administrators minutes because AdPerfect's sophisticated, high-performance composing engine paginates all inventory data across the desired number of pages and presents 100% accurate proofs within the web browser.

The proof revision cycle is eliminated because dealers are actively making their own selections or having the inventory selection engine make selections automatically for them according to their preset rules. The typical back-and-forth process is no longer needed.

The online and mobile companion microsites are generated on the fly with each print publication. Microsite inventory automatically updates on the first day of the scheduled print edition. The publication is not required to maintain the microsite once the initial set up is complete; the microsite is completely managed and maintained by AdPerfect.

Four-step print production

The screenshot shows a web-based interface for generating print pages. At the top, it says 'Generate Pages: Jul 16 - Tabloid Product'. Below that is a progress bar for 'Final Page Production Steps' with four steps: 1: AutoFill Selections, 2: Assign Bonus Ads, 3: Proof Revision, and 4: Generate Final PDFs. The main area displays a grid of car listings from various brands including ACURA, CHEVROLET, GMC, AUDI, BMW, HONDA, BUICK, CADILLAC, HUBBACHER, HUMMER, HYUNDAI, CHRYSLER, and DODGE. Each listing includes columns for Model / Trim, MS. Price, VIN, Dealer, and Phone #. There are also search filters and navigation options visible.



HOW IT WORKS

Inventory Selection

Dealers have the choice to actively or passively participate in the production and selection of listings.

To actively make selections dealers can:

- **Make manual selections:** They check-off the vehicles they want listed in the edition from a simple list, making modifications to the print copy for certain vehicle details if desired (ex. change price).
- **Reload last week's selections:** They click the "Reload Last Week's Selections" button and make any desired edits to the print copy for certain vehicle details.
- **Choose a previous edition's selections:** They select a previous edition and add or replace any listings they want to change.

To passively make selections dealers can have the AdPerfect inventory selection engine:

- **Randomly select inventory** or
- **Set autofill rules:** They can preset rules to have inventory automatically selected on their behalf according to those intelligent rules. For example, a dealer may have autofill rules set to fill their 20 listings with the 10 newest models, 5 oldest vehicles in their inventory, and 5 least expensive vehicles.

Four-Step Production

To maintain and produce the Easy Find Autos print directory, only one publisher administrator is required.

The administrator simply conducts the following four steps and the process is complete:

The screenshot shows a software window titled "Generate Pages: Mar 11 - Photo Directory Ad". It has a progress bar with four steps: "1: AutoFill Selections" (active), "2: Assign Bonus Ads", "3: Proof Revision", and "4: Generate Final PDFs". Below the progress bar, there's a "Detailed Help" link. The main area is titled "STEP 1: AutoFill Advertiser Selections" and includes a "Show Instructions" button, "Cancel" and "Continue" buttons, and a "Current selections:" section with checkboxes for "Only select vehicles with photos." and "No Autofill". A table lists advertisers with columns for "Allowed", "Selected", "Vehicles", and "Autofill".

Advertiser	Allowed	Selected	Vehicles	Autofill
Airport Auto, RV Pawn & Sales	10	0	21	<input type="checkbox"/>
All Star Ford	10	0	57	<input checked="" type="checkbox"/>
Attwood Auto Sales	10	0	33	<input checked="" type="checkbox"/>
Auto World	10	0	25	<input checked="" type="checkbox"/>
B&C Auto	10	0	30	<input checked="" type="checkbox"/>
Bruce Titus Group	40	0	144	<input checked="" type="checkbox"/>
Totals:	90	0		

Step 1: Autofill Selections

Administrators use this step to automatically fill dealer selections. Your administrator selects the No Autofill checkbox, or selects the Autofill checkboxes of those dealers who have not made selections.



HOW IT WORKS

Generate Pages: Mar 11 ~ Photo Directory Ad

Final Page Production Steps
 1: AutoFill Selections » 2: Assign Bonus Ads » 3: Proof Revision » 4: Generate Final PDFs »

STEP 2: Assign Bonus Ads

Show Instructions »

Edition Details:

Pages:	1.0	Note: By default, bonus ads are assigned proportionally across all advertisers. The more ads an advertiser is allowed, the more bonus ads the advertiser will receive. Use the Show Bonus Options section below to control advanced bonus ad settings.
Ads Per Page:	90	
Ads Required:	90	
Ads Already Selected:	90	

Bonus Ads Required: 0 [Check here to bypass assigning bonus ads to advertisers](#)

Show Bonus Options »

Current selections:

Advertiser	Allowed	Selected	Bonus	Vehicles
Airport Auto, RV Pawn & Sales	10	10	<input type="text" value="0"/>	21
All Star Ford	10	10	<input type="text" value="0"/>	57

Step 2: Bonus Ads

Administrators use this step to manually control listings. Your administrator can assign bonus listings to advertisers or add bonus listings to pad a page that has too few selections.

Generate Pages: Mar 11 ~ Photo Directory Ad

Final Page Production Steps
 1: AutoFill Selections » 2: Assign Bonus Ads » 3: Proof Revision » 4: Generate Final PDFs »

STEP 3: Proof Pages - Summary

Show Instructions »

Proof status: 00:31 - Generating Proofs...

Proof Summary:

Page 1:

Click the link next to each page to review and **Approve** or **Edit** each page on the next screen.

When all pages are **Approved** you may complete this edition and retrieve the final PDFs.

If you edit a page, all pages must be re-generated.

Step 3: Proof Revision

Administrators view the proof that is generated in real-time. The proof is generated to the publication's page dimensions and is a web-viewable image of the actual PDF page. It is 100% accurate to what the print page will look like. Your administrator can view the ad, make any necessary edits, and approve the page for print.

Generate Pages: Mar 11 ~ Photo Directory Ad

Final Page Production Steps
 1: AutoFill Selections » 2: Assign Bonus Ads » 3: Proof Revision » 4: Generate Final PDFs »

STEP 4: Edition Approved - Press Ready PDF Retrieval

Show Instructions »

Retrieve Page 1 PDF:

Download Page 1 »

Step 4: Generate Final PDF(s)

Administrators may receive their print-ready page(s) by direct download, email, or FTP once approved.