

Vertis Advertising Production Services

Leading ad production firm shortens review cycles and saves clients hundreds of dollars weekly by reviewing proofs electronically using Adobe Acrobat and Adobe PDF

PROFILE

- An international provider of integrated marketing services that combine advertising, direct marketing, media, imaging and progressive technology
- Headquarters: Baltimore, Maryland
- www.vertisinc.com

BENEFITS SUMMARY

- With Acrobat and Adobe PDF, Vertis has shortened review cycles from several days down to an hour or less and reduced production costs by hundreds of dollars each week.
- Built-in Acrobat features including digital signatures and electronic commenting tools eliminate the expense and delays of sending proofs by courier.
- Adobe PDF offers greater control during the review and approval process.
- Compact Adobe PDF files travel quickly over the Internet.
- Advertising agencies appreciate the fact that Adobe PDF ensures the integrity of their materials during the review process.
- The electronic commenting features in Acrobat increase accuracy of client feedback.

Producing ads and other marketing materials requires more than just a creative spark. Obtaining client approvals and preparing materials for printing can often be the most time-consuming and expensive part of the advertising process, making the creative aspects look easy. By adopting Adobe Acrobat software and Adobe Portable Document Format (PDF) for developing and reviewing electronic proofs and preparing files for printing, Vertis Advertising Production Services has shortened review cycles from several days down to an hour or less and reduced production costs for clients by hundreds of dollars each week.

Vertis Advertising Production Services provides integrated marketing services to more than 3,000 customers, including numerous Fortune 500 companies. Projects range from ads and direct-mail pieces to point-of-sale items and packaging. In addition to offering creative services, Vertis provides prepress and production services, creating press-ready mechanicals of ads and other materials for reliable printing.

The high cost of ad review

Traditionally, preparing files for printing and obtaining client approvals is a slow and expensive process. Low-quality proofs typically cost \$3 to \$5 to generate. Higher end proofs can cost up to \$15. Using express mailing or courier services to deliver proofs to clients costs \$15 to \$20. One large Vertis client requires about 20 proofs each week, making the weekly cost to produce and deliver paper-copy proofs nearly \$400 per

week. And, while express mailing services are fast, they still result in delays of one or two days while clients wait to receive materials.

Saving hundreds of dollars weekly

By integrating Acrobat and Adobe PDF into the prepress workflow, Vertis is preparing ads for printing and obtaining client approval faster and at considerably less expense. Thomas Bowman, art production manager for Vertis, obtains ads and other materials in Adobe PDF from ad agencies and prepares them for production, including adding legal specifications and postal information and adjusting trims and font sizes.

Once the file is prepared, Bowman distributes it electronically in Adobe PDF for client review and approval. Clients use the commenting tools in Acrobat to mark up proofs of documents and the electronic signature feature to sign off on materials. Creating and sending proofs in Adobe PDF costs just a few dollars a week, compared with hundreds of dollars to route paper-copy materials.

“I can send Adobe PDF files to several different departments simultaneously and rest assured that everyone has the proofs within 10 minutes,” says Bowman. “Sending paper proofs requires expensive courier or overnight services, and only one person at a time can review the proof. If we generate more proofs for multiple reviewers, it costs a lot more. Using Adobe PDF for electronically reviewing proofs results in substantial cost savings, efficiency, and convenience.”

“Because they offer substantial cost savings and convenience, Acrobat and Adobe PDF are rapidly becoming a standard for creative professionals.”

*Thomas Bowman
Art production manager
Vertis Advertising Production Services*

Reviews in minutes

Reduced costs aren't the only advantage of using electronic proofs. Acrobat and Adobe PDF eliminate delays associated with couriers and overnight services. The compact Adobe PDF proofs arrive in minutes because they travel quickly over the Internet. For example, a 3MB TIFF file can be compressed to about 200KB in Adobe PDF. If only a cursory review is required, Bowman can further lower the image settings in Adobe PDF files so that materials will transmit even faster. Electronic documents in Adobe PDF can be routed, reviewed, and signed off on in half an hour or less, compared with the previous paper-based process that could take several days.

Acrobat and Adobe PDF also provide much-needed control and accuracy during the review and approval process. The fact that Adobe PDF allows reviewers to provide comments without altering the ad content is especially important to advertising agencies that want to ensure the integrity of their materials. Accuracy of reviews is also improved because clients can use the electronic commenting features in Acrobat to make very specific remarks on the Adobe PDF files, even drawing directly on top of an image. Clients also have greater control because they can use digital signatures in Acrobat to provide final sign-off.

Standard for creative pros

Once clients approve the electronic proofs in Adobe PDF, Bowman creates a press-ready mechanical that includes high-resolution versions of artwork produced in Adobe Illustrator® and Adobe Photoshop® software. He also generates a paper-copy version of the final mechanical as the last step before printing. Thanks to Acrobat and Adobe PDF, getting to that point has become much faster and less expensive.

“With Acrobat and Adobe PDF, reviews happen a lot faster and we save money because we don't have to courier a \$3 proof several times a day,” says Bowman. “Because they offer substantial cost savings and convenience, Acrobat and Adobe PDF are rapidly becoming a standard for creative professionals.”

TOOLBOX

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