

## Web-to-Print Functions



### Easy template upload

Upload print media templates as InDesign® or QuarkXPress® files and define parameters for later editing.

- The documents can be uploaded either by the agency you have contracted or by your own staff.
- In BrandMaker, no modification of DTP (desktop publishing) documents is required to use them as templates.
- Define alternative text components and images for later use.
- Establish rules for disproportional scaling. This allows placards with different formats to be created using only a single document.



### Quickly find required templates

Comprehensive search function to easily find required media templates.

- For example, using free search terms or within particular campaigns.
- Clear listing of search results.
- Get detailed information about, and preview existing documents.



### Different types of media

BrandMaker Web-to-Print allows you to create the most varied materials: from adverts to brochures, flyers to business materials, such as business cards.

- One-page print media, such as adverts and flyers with varied options for template parameters and for later editing
- Multi-page documents, such as inserts, customer magazines and brochures
- Large quantities of personalized documents, such as business cards with automatic data importing



### Flexible size adaptation

BrandMaker Web-to-Print enables flexible document scaling (at 100% CI conformity) at the time documents are created, provided this is allowed for the respective document.

- Easy for users to perform proportional and disproportional scaling at the time documents are created.
- For disproportional scaling, the established parameters ensure that the advertisement always retains CI conformity; e.g. one single document can be used for different print media layouts.
- This function means that with BrandMaker, based on one single template, documents can be adapted to the size formats required by different newspaper publishers, and will fit with their copy areas.



### Editing with real-time preview

BrandMaker Web-to-Print allows you to see your changes directly in the real-time preview (WYSIWYG).

- When editing the content of your print documents, changes will be directly visible in the real-time preview. This allows you to see what the document will ultimately look like.
- Optional Live Editor: BrandMaker offers a Live Editor as required; this functionality allows content to be modified directly in the preview, making modifications particularly clear and easy.



### Rich-text Editor

If the established parameters permit, besides editing the content, you can also format Web-to-Print content.

- The Rich-Text Editor allows you to format your content, from simple options like “bold” and “italic” to modification of complex structures.
- The Editor also allows you to modify tables or long sections of text, such as brochure content, for example.



### Alternative images and image sections

Choose alternative images or, if permitted, use your own motifs and modify the images.

- Define alternative images to be exchanged in the document from within the BrandMaker Media Pool.
- It is also possible to upload your own motifs. In this case, BrandMaker automatically checks whether the image quality is sufficient for use in print media.
- Defining the appropriate image section during document modification allows the available alternative images to be used optimally
- It is also possible to define alternatives for text modules.



### Logical association of image and text

BrandMaker Web-to-Print allows available alternative images to be associated with appropriate texts.

- Logical association ensures that the text used exactly matches the image used.
- For example, within the automotive sector, this is helpful for providing the correct CO2 values with each model, however is also relevant in many other sectors.
- Associations are established centrally, additionally ensuring the quality of produced print media.



### Create print-ready PDFs

Following modification, BrandMaker produces print-ready PDF files in accordance with the PDF/X Standard that can be further processed directly by print shops or advertisement providers.

- By means of a connection to the BrandMaker Adobe® InDesign® and/or QuarkXPress® server, BrandMaker generates print-ready PDF files conformant to the PDF/X Standard (PDF/X-1a and PDF/X-3).
- Absolute quality control for the printing process: Using PDF/X ensures that your BrandMaker media will be printed in high quality and will meet your expectations.
- Avoid errors in the stage of proofing and pre-press: PDF/X helps you avoid delays caused by corrections. There will be no unpleasant surprises or misunderstandings in proofing and printing.
- Maximum control over processes and costs: PDF/X-conform print data allow for even more efficient processes in the editing and pre-press processes.
- Flexibility for your business: Whether your documents are created using Adobe® InDesign®, QuarkXPress® or both DTP programs, BrandMaker offers you the flexibility to connect to both server products to create high-quality print data.



### Download or forward

After PDF files have been created, BrandMaker makes it possible to download them or to forward them directly to the printer, publisher, etc.

- Seamless media distribution processes by means of direct forwarding to the next participant in the production process.
- Alternatively, it is possible to download the PDF file.
- Created documents are archived in collaboration with the BrandMaker Media Pool and may be used again in subsequent modification processes.



### Different output formats

In addition to high and low-resolution PDFs, with BrandMaker Web-to-Print, it is also possible to download the open DTP file.

- If necessary and permitted by the template configuration, the files can be downloaded in Adobe® InDesign® or QuarkXPress® format for further manual modification.
- As an alternative to high-resolution PDFs, BrandMaker also makes it possible to download a low-resolution PDF, for use on the web or to generate a preliminary print using the office printer.



### Optional approval processes

Approval of created documents provides additional quality assurance.

- In situations requiring high quality standards, it may be necessary to have created documents approved before they can be published.
- BrandMaker Web-to-Print offers the option of defining client-specific workflows to accommodate professional and legal approvals.
- Should such an approval be necessary, the creator of the document will only be able to download a low-resolution PDF or will not be able to download the file at all, until it has been approved.

## Web-to-Print Add-Ons



### Smart Access

Intuitive access to advertisements according to topic, product group, market segment, etc.

Smart Access provides intuitive media access: Content is organized in multiple thematic categories, such as type of material, campaigns, product lines and operational divisions and made accessible through an intuitive user interface.

This means that in addition to searching, the user can navigate through available documents by subject area, making it easy to access the given required templates.



### Media Booking

Direct booking of adverts and inserts using BrandMaker and automatic transmission of the print-ready PDF to the publisher or printer.

- The BrandMaker Media Booking add-on provides access to a high-quality database of media information that is updated on a daily basis. It provides access to the media data, formats, booking deadlines, advertisement costs, contacts, etc. for all regional and trans-regional publications (daily newspapers, specialist newspapers, public magazines, advert publications, etc.), which are automatically saved in BrandMaker.
- Adverts and booking inserts can be activated directly in BrandMaker at the push of a button.
- The Media Booking add-on features a practical top-down media search for advertising media (area or keyword, details, booking information).
- It is possible for users, e.g. local partners such as dealers and local offices, to establish their own conditions and notes regarding service providers.



### Management of Co-op Payments

Automated production of advertisements is ideal for use in local brand and trade marketing and, to this end, meets the particular requirements unique to distributed marketing organizations.

- The BrandMaker add-on for managing co-op payments allows you to automate your management of advertising costs subsidies relating to trade and cooperative marketing. The add-on accesses media management data and prepares them for controlling purposes, e.g. with regard to the participation of dealers in certain promotions and particularly, with regard to CI-uniformity of produced adverts.
- Additionally, booking and budget data are exchanged using a standardized interface that can be operated via SAP, for example. This streamlines and speeds up the tedious manual procedures related to co-op payments. Those responsible for advertising costs subsidies assurance at the head office receive daily updated lists of configured advertisements and the paid advertising costs subsidies.
- Dealers can apply for advertising costs subsidies via this add-on.
- The head office is able to check requested co-op payments and to approve or reject the requests.



### Corporate Translation Management

Integration of translation management with the BrandMaker Web-to-Print process.

- Translation management of marketing and sales collateral and product information with the BrandMaker Web-to-Print Module
- Creation of new documents and orders for translations
- Status information and approvals
- Efficient and lean translation workflows as translators can work directly in the document, regardless of which format
- No special software for the editing of DTP documents required
- Real-time preview of translated passages to check layout and text lengths in the target language
- Provision of completed translations for the clients via BrandMaker
- Optional connection with existing Corporate Translation Management tools, such as across.



### Connection to print shops & Print-on-Demand

These capabilities can be integrated into the Web-to-Print module to enable direct transmission of print-quality data to the appropriate service providers.

- Ability to select the suitable service provider depending on the selected document or printing parameters.
- The software makes it possible to associate certain service providers with specific clients.
- BrandMaker also offers the Job Manager module for seamless and automatic processing of all print jobs.