

# Reduce Costs with Faster Ad Processing

## A D P R O C E S S I N G S E R V I C E S

### Expedite the publishing process with Cadmus' Ad Processing Services

Checking and processing ad files can be a time-consuming task. With editorial and design departments being asked to do more with less, Cadmus looks for ways to support publishers through technology and time-saving automation.

### Bring standardization to uncommon ad files

Ads typically take more time to inspect and process than editorial content pages. That's because editorial pages are consistently prepared in a familiar format, while ads come in many different formats from many different sources. Our experienced Cadmus team works with a wide range of hardware, software and file types used in the ad creation process. Our proficiency at processing many types of file formats into a common PDF format and certifying them to industry standards, helps with early identification of non-conforming files and relieves your publishing staff of tedious production tasks.

### Extend advertising close dates and generate more revenue

At Cadmus, we understand that for many publishers, advertising revenue fuels the business. Our automated ad standardization and conversion process shortens preparation and production cycles so you can accept revenue generating ads later in the publication process. Working with a wide spectrum of file formats, Cadmus identifies innovative ways to use technology to streamline the publication workflow and pass that time on to publishers. Whether it's electronically transferring and trapping files for approval or automatically certifying ad PDFs for inclusion in your editorial pages, Cadmus can help.



### Ad Processing Services at a glance

- Publish faster
- Speed the ad submission and correction process
- Gain efficiencies that reduce costs
- Maximize your staff resources

### Contact Cadmus today

Find out how Cadmus can streamline your publishing process, reduce errors and expand revenue-generating opportunities. Visit our website at [www.cadmus.com](http://www.cadmus.com) or email [solutions@cadmus.com](mailto:solutions@cadmus.com).

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