

Gain Greater Control Over Publishing Assets

A D A N D A S S E T M A N A G E M E N T

Gain greater control over publishing assets with Cadmus' Ad & Asset Management Services

In your office, do you find CD's, film or disks of ads cluttering shelves, desktops or file cabinets? If the person who knows where they are isn't around, a difficult and potentially costly situation is bound to present itself.

Access to digital ads, content and images anywhere, anytime

Maintaining control over your publishing assets can be challenging, especially if you're trying to manage assets for multiple publications, across multiple offices, with multiple media outlets and requirements.

Cadmus provides centralized file and ad management with password protected access via the Internet. A click of a mouse gives you instant access to your ads and content — anywhere, anytime. All ads and other digital files are organized and stored in an electronic database with easy search, retrieval, modification and transfer capabilities.

No more searching the office for the CD or disk. With unlimited storage space and a more efficient digital process, you can save critical time throughout the publication cycle.

Digital connectivity builds efficiencies that reduce costs and errors

Establishing a centralized repository for digital assets gives your staff quick access to thumbnail images, and the ability to search for files using a variety of attributes. Everything from issue date to content category, from advertising sponsor to size specs.

The flexibility and operational efficiencies gained through Cadmus Ad & Asset Management Services



Ad & Asset Management at a glance

- Gain efficiencies that reduce costs
- Get immediate, worldwide access to ads and digital files via the Internet
- Get more complete control over publication variables
- Reduce human error and rework
- Maximize your staff resources

provide publishers the opportunity to maximize internal resources, reduce human-error and save money with every page.

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 or email solutions@cadmus.com.

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