

SIGNAL Magazine Ad Portal Instructions

Portal address: http://adportal.afcea.org

Create an Account

1. Click on create new account
2. Detailed help topics are located on the left-hand column
3. Insert information into the fields to create member login, note that there are some required fields
4. Click on Create Account
5. You will be taken to the screen to submit the ad (follow instructions below)

To add a pdf advertisement to the portal

1. Login with the member login
2. Click on “Submit a New Ad”
3. Select Publication = Signal Magazine, click on continue
4. Issue Type = Standard
5. Select proper Issue Date from menu
6. Select proper ad size
7. Click “continue”
8. Insert advertiser name
9. Insert headline and special notes if appropriate
10. In Specify Color Information , select 4 for any ad that is not black and white; black and white ads select 1 color
11. Click on continue
12. Use the browse button to find the ad file that is saved on the computer
13. Click on Upload file (this may take a few minutes)
14. Review the ad check to make sure all elements are within the live area and definitely not beyond the trim
15. Click on continue
16. Click on Approve Ad Position
17. Ad will continue to process and you’ll get a refreshed screen with “Congratulations you have successfully submitted an ad.”
18. An email will be sent to submitter providing the preflight check list and a low res proof. In the first line of the email the “Results of processing your file are: \_\_\_ . The possible answers are Passed, Passed with Fixes, Passed with Warnings, or Failed.

A status of Failed will not keep the ad from being usable by SIGNAL Magazine; however it does indicate a problem that the advertiser should fix for optimum printing results.

The preflight check list will show a lot of information. The important errors or warnings to pay attention to are composite font and RGB and Spot color messages.

The preferred font type in all pdf is Truetype. Composite fonts will be substituted with a matching Truetype font. 99.99% of the time there is no problem with this match but there is the possibility of a mismatch.

Any file that contains RGB or Spot colors will convert to CMYK. The low resolution proof that emails along with the preflight check will provide a view of how the color converted.

1. The advertiser should review the low-res proof to check the areas of concern -- font substitution or color change. If the advertiser is not happy with the results, they can “resubmit” an ad. This is done through the same process described in steps 1-18 just at step 2 click on “Resubmit Ad”.
2. Non PDF files can be submitted. Acceptable files are EPS, TIFF, JPEG.
   1. Login
   2. Click “Submit Native Ad Materials”
   3. Select Signal Magazine
   4. then Continue
   5. Click Browse to find file
   6. Click Add
   7. Click Upload File

No preflight report or low resolution proof will be supplied.

1. Optional reminder email messages. Upon request, *SIGNAL* will be happy to arrange for email remainders to be sent to advertisers (or agencies) before the final material due dates. The messages can be set up to send between 3 weeks prior to 1 day prior to the published due date. Please let Marsha Carpenter or your sales representative know if you would like to be added to this system.

Please contact Marsha Carpenter if there are any problems. [mcarpenter@afcea.org](mailto:mcarpenter@afcea.org) or 703-631-6181