



Nottingham Evening Post Networks Production with OneVision Asura Pro and AdFast

Nottingham Evening Post is part of Northcliffe Newspapers, which is one of the largest and most successful regional newspaper publishers in the UK. Its daily titles have a combined sale of over 1 million copies per day and its paid-for weeklies sell in excess of 450,000 copies.

Since the beginning of this year Nottingham Evening Post is one of many UK publishers employing OneVision's Asura Pro AdFast solution for online data reception and control.

Kay Marshall, Assistant Technical and Operations Director, who is overseeing the solution, is extremely happy with the results. "At Nottingham, we need to automate the copy flow of advertisements from customer to production, and we're always on the lookout for tools to make the whole procedure even more efficient and effective," says Kay Marshall.

As an integral part of Asura Pro, FTPconnect and the ADFASTjobIN are modules to download digital advertisements as PDF files and corresponding copy instruction from the AdFast FTP server. Submitted files are handed over to Asura Pro for automated subsequent processing. Asura Pro can provide standardized PDF or EPS output and generate an additional print-out for proofing purposes.

"Asura Pro, which includes the AdFast plug-in, ADFASTjobIN, enables us to achieve total automation of the receipt, checking and processing of PDF advertisements. OneVision's FTP Client, FTPconnect, polls the AdFast web site and downloads files for our publications. Copy instructions from AdFast such as advert size, insertion dates, publication codes and URN's, are interpreted by Asura Pro's plug-ins and automatically dealt with accordingly. Issues such as removing crop marks, dealing with spot colour problems, fitting ads to our column widths are now being handled by Asura Pro, on the fly, without operator intervention," reports Kay Marshall. "Furthermore, because OneVision utilizes XML to capture copy instructions, there is the opportunity to further automate our

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Customer Case Study



Kerrel Wills and Kay Marshall
of Nottingham Evening Post

workflow by passing this information to our Sentinel ad booking system, which in turn will lead to more efficient customer invoicing and back-end administration such as archiving.”

As OneVision tools as well as the AdFast artwork delivery service are being used at a tremendous number of both national and regional newspapers in the UK and Ireland, a link between both was a natural choice – particularly, as there is little technological overlap and obvious potential synergies. Both systems pursue the goal of an automated ad reception. AdFast’s recent migration to XML based copy instructions, combined with OneVision’s state-of-the-art job ticket technologies, offer up a host of immediate integration opportunities for every publisher in UK and Ireland.

Iain Boyle, Sales Manager at OneVision UK Ltd., explains the cooperation: “Rob Fogwill from AdFast put it best in 2003 when the initial development got under way: ‘We are the digital motorbike and you are the digital washing machine.’”

Nottingham Evening Post already profits from the OneVision Asura Pro AdFast Solution. Their workflow has been speed up and on top the degree of automation and the quality have been increased tremendously.

If you want to know more about OneVision and the OneVision software, please do not hesitate to contact your local sales team:

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