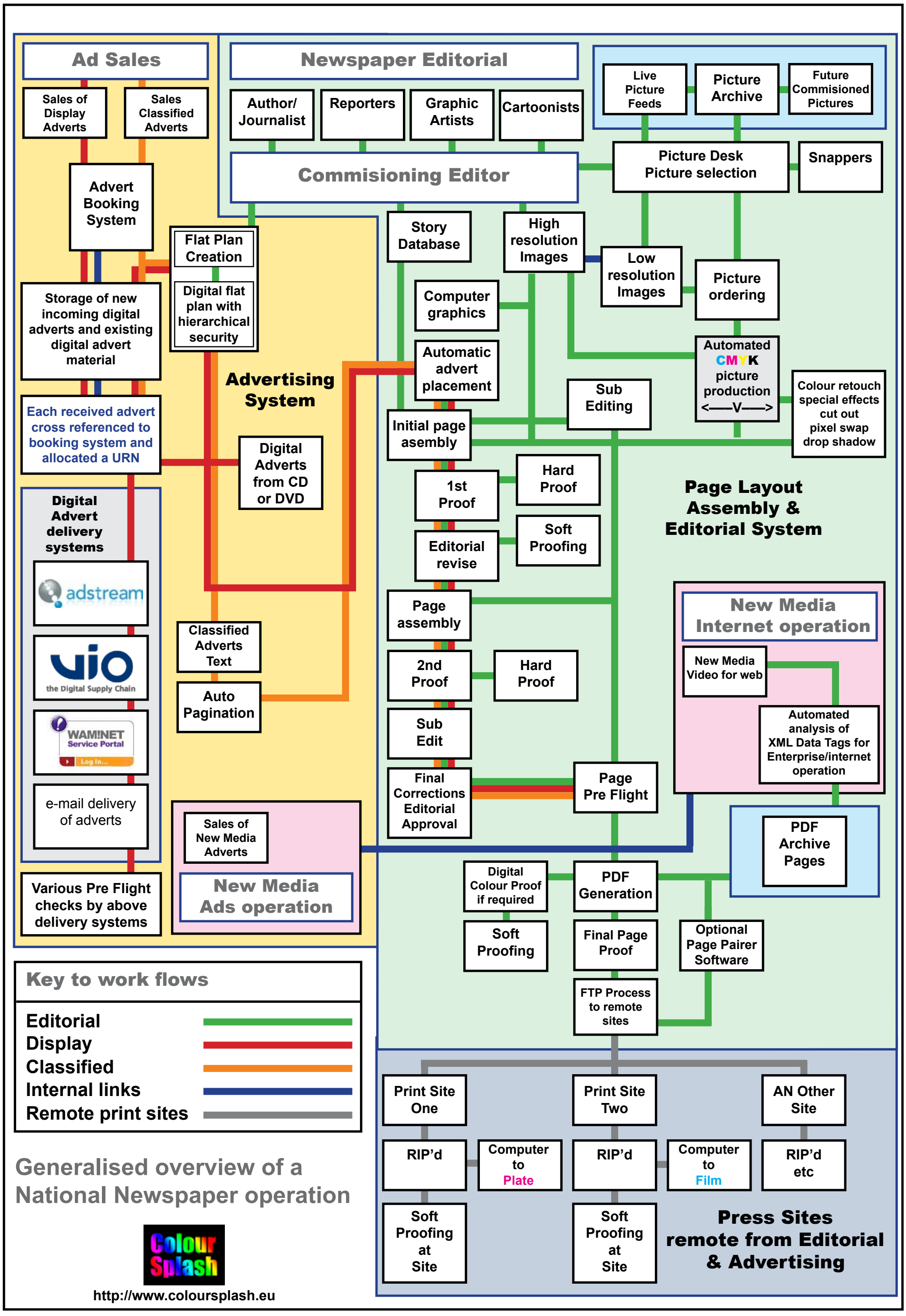
Ad Sales
Sales of Display Adverts
Sales Classified Adverts
Advert Booking System
Storage of new incoming digital adverts and existing digital advert material
Each received advert cross referenced to booking system and allocated a URN
Digital Advert delivery systems
adstream
vio the Digital Supply Chain
WAMINET Service Portal
e-mail delivery of adverts
Various Pre Flight checks by above delivery systems
Newspaper Editorial
Author/ Journalist
Reporters
Graphic Artists
Cartoonists
Commisioning Editor
Live Picture Feeds
Picture Archive
Future Commisioned Pictures
Picture Desk Picture selection
Snappers
Flat Plan Creation
Digital flat plan with hierarchical security
Advertising System
Digital Adverts from CD or DVD
Classified Adverts Text
Auto Pagination
Sales of New Media Adverts
New Media Ads operation
Story Database
High resolution Images
Low resolution Images
Picture ordering
Computer graphics
Automatic advert placement
Automated CMYK picture production <——V——>
Colour retouch special effects cut out pixel swap drop shadow
Sub Editing
Initial page asembly
1st Proof
Hard Proof
Editorial revise
Soft Proofing
Page Layout Assembly & Editorial System
Page assembly
2nd Proof
Hard Proof
Sub Edit
Final Corrections Editorial Approval
Page Pre Flight
New Media Internet operation
New Media Video for web
Automated analysis of XML Data Tags for Enterprise/internet operation
PDF Archive Pages
Digital Colour Proof if required
PDF Generation
Soft Proofing
Final Page Proof
Optional Page Pairer Software
FTP Process to remote sites
Print Site One
Print Site Two
AN Other Site
RIP'd
Computer to Plate
RIP'd
Computer to Film
RIP'd etc
Soft Proofing at Site
Soft Proofing at Site
Press Sites remote from Editorial & Advertising
Key to work flows
Editorial
Display
Classified
Internal links
Remote print sites
Generalised overview of a National Newspaper operation
Colour Splash
http://www.coloursplash.eu