

## *How do I setup and use electronic tearsheets?*

1. Set up a tearsheet code of 'E' for electronic tearsheets in the tearsheet code table.
2. The .pdf files for the tearsheets should be in the following directory:

*vdata/arv/etears*

The naming convention will depend on your pagination system. Minimally we need the Publication, Run Date, Section Ran, Page Ran. A sample .pdf name may be :

*PPP\_A\_EEEE\_MMDDYYYY\_SS\_ppp.pdf*

PPP = publication

A = zone

EEEE = edition

MMDDYYYY = month,day,year

SS = section the ad ran in

ppp = page the ad ran on

3. Each advertiser to be sent an electronic tearsheet needs to be set up with:
  - A. e-mail address
  - B. tearsheet code of 'E'
  - C. # of monthly tears = 1
4. You can also send additional e-tears to advertisers using the e-mail address found on the 'contacts / alt addr' screen in advertiser maintenance. On this screen you need to have:
  - A. e-mail address
  - B. print tearsheets label box needs to be checked
  - C. tearsheet code of 'E'
  - D. # of tearsheets = 1
5. You need to import into the Total Ad system, the sections and pages the ads ran on from your pagination system. This tells the tearsheet report which .pdf's go with which ads so they can be emailed to the correct advertisers.



6. Run the tearsheet report:
- if you select to print labels, they won't print for advertisers set up with tearsheet codes of 'E'
  - **Starting / Ending Publication Date:** you can run the electronic tearsheets for 1 publication date or a range of publication dates.
  - **Max # of .pdf's per E-mail:** select the number of .pdf's to be sent per e-mail. I wouldn't suggest using more than 5 .pdf's per email. The e-mail would be quite large and may take awhile to send and receive.
  - **Actually send the e-mails:** if you would like to run the report to see what would be sent without actually sending the e-tears, then say 'N' to 'actually send the e-mails'.
  - **PDF holiday date:** if the run date on the ad is different from the .pdf date, then you can enter a 'pdf holiday date' and that will be the date the report will use in naming the .pdf
  - **Send to / CC: E-mail:** if you would like to send or cc: all the emails to another email address, enter it here. You can then select if you want 'send to this email only' or 'cc: to this email'. Again, for testing purposes you could send all the emails to yourself by entering your email address here and selecting to send to email only.
  - **Reply to E-mail:** enter a 'reply to' e-mail address. If an e-mail is not successfully sent in the e-mail system, it will 'bounce' back to this e-mail address.
  - **E-mail Subject:** enter a 'subject' to be included in the e-mail being sent.
  - **E-mail Message:** enter a 'message' to be included in the e-mail being sent.
  - a list of all the e-mailed tearsheets will print at the end of the tearsheet report.
  - will automatically e-mail the tearsheet .pdf's to all the e-mail addresses for the advertisers that are set up with a tearcode of 'E' and fit the report criteria entered.
  - you may see either of the following message on the tearsheet report:

**\*\* e-mail not sent, no .pdf found \*\***

This means that the .pdf does not exist in the /vdata/arv/etears directory, therefore it can't be emailed. Check with whoever places the .pdf's in that directory to see why it is missing.

**\*\* Ad did not run, no .pdf to send \*\***

This means that either the ad didn't run in the paper, or the section/page were not imported correctly from the pagination system. The section and page that were imported for that ad is printed on the line above the .pdf file name on the report.

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## **Manually E-mail a PDF**

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In the upper right hand corner you will see a button that says:

*'Manually E-mail a PDF'*

From this screen you can enter an acct # which will display that accounts email address. Or you can enter any email address that you wish to send a pdf to. You then enter the PDF name you want to email. It defaults to the directory where your etears are located, you just have to add the rest of the PDF name. When you have entered all you info, click on the 'send e-mail' button. It will display a message when the email has been sent. Click on 'done' to exit that window.

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## **Values to be included in the email message area**

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You will see all the fields that can be included in the message area of the email, such as Ad #, Acct #, etc. It will default to include all of them in the message area. You can 'unclick' on them if you don't want certain information to be sent. This information will print for each PDF for that you email.

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## **Gang Ads**

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When entering gang ads into ad entry – make sure you link the individual 'billing only' ads to the main 'layout only' ad by placing the 'layout only' Ad # into the 'Gang Ad#' field on the ad layout screen for the individual 'billing only' ads. Then when you import section / page, it will update all the 'billing only' ads with the section / page they ran on.

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## **Double Truck Ads**

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If an ad is marked as 'Double Truck' on the ad entry layout screen, then 2 .pdf's will be emailed, one for each page.