

Procedure for Submitting Ad Requests:

1. Fill out the online assignment form at <http://www.metroadsondemand.com/> (login is the same as for MCC).

All AOD request forms must be submitted by 4 p.m. (local time) each business day in order to receive the first version of each (print) ad by 9 a.m. the following morning (ads submitted Friday will be delivered Monday; see below for all turnaround times).

Please make sure to upload all necessary advertiser logos and specialty images you want to appear in your ad directly to the Web site (you will be prompted when you click "Submit"), onto the AOD FTP site (information listed below) or to e-mail them.

2. View your ad proof.

Your ad will be e-mailed to you the following business morning as a low resolution PDF (print). View the PDF in Adobe Reader.

*Web Ads: Your e-mail will contain 2 links – click the first link to view your Web ad and the second is to view a PDF that you can use to indicate changes (see next step for making revisions).

3. Make revisions.

You can submit as many revisions as needed. Simply print out the PDF you receive and indicate any changes or edits, then fax back the printed page(s) to the Metro Design Team (see below for fax number).

Or, if you are using Acrobat Reader 7.0 or higher, you can use the "Notes" tool to put your comments directly on the PDF and e-mail it back to us. You will receive your revised (print) ad via e-mail within two hours (see below for all revision times).

4. Release the ad.

After your ad has been approved by you and your client, it's time to "Release," or finalize, it.

Reply back to the e-mail and add the word "RELEASE" to the beginning of the subject line, and we will e-mail you the final high resolution PDF that will be suitable for print. In order to avoid delay, do not remove the rest of the subject because that tells us what job you are releasing.

*Web Ads: When your Web ad is released, we will send you the actual file format requested (JPG, GIF or SWF) that you can post to your Web site.

Turnaround Times (ads submitted Friday will be delivered Monday)

For first versions:

Print - Next morning by 9:00 a.m.

Web - Next morning by 9:00 a.m.

Interactive/Special Effect Web Ad - up to 4 days (may vary depending on request)

For revisions:

Print Ads - 2 hours (until 10:30 p.m. Eastern Time)

Static Web Ad - 2 hours

Animated Web Ad - 4 hours

Video Ad - Next day

Interactive/Special Effect Web Ad - Next day

Links & other important information:

* Ad Request Form Link: www.metroadsondemand.com (Login will be the same as your MetroCreativeConnection (MCC) Password)

* E-mail address: design2@metro-email.com (goes directly to the design team; please add this to your "safe" sender list)

* Ad revision fax number: 917-591-8530

* Anytime you send us a fax, please send an e-mail to: design2@metro-email.com so that we know to expect the fax.

* FTP Site Host: <ftp.metroadsondemand.com> (User ID and password will be the same as your AOD/MCC login info; you must use an FTP client, not a Web browser, to upload content)

* Online tutorial: <http://www.screencast.com/t/AJ3oJrAwMik>

* Metro Client Services: 800-223-1600 (8:45 a.m. – 5:45 p.m. Eastern Time)

Once you have signed on to be part of *ADS On Demand*, you will receive a complete user guide, but the above gives you a good overview for how the process works.