The Online AdMaker *"How To"* Guide

HOMES&LAND
MAGAZINE ®

Also Includes:
Understanding Digital Cameras
And How To Submit Digital Images

Welcome to The Online Admaker *"How To"* Guide

Your User Name Is:_____

Your Password Is:_____

Placing an attractive professional-looking ad in Homes & Land Magazine is now easier than ever with our exclusive Online AdMaker program, a Web based program that allows you to easily submit your ad to Homes & Land Magazine.

Online AdMaker makes organizing content for your ad simple. You simply create an electronic "folder," then add photos and text for your listings.

Don't worry if you can't complete your ad in one sitting Online AdMaker is always available anywhere from your Web browser. You can leave when you need to, then log in again later to complete your ad.

Benefits

- Easy to use.
- Work anytime, anywhere; all you need is an Internet connection.
- Send your digital photos online.
- Online AdMaker will store your ad so you can work on it a little at a time, until you are ready to submit it to your Homes & Land Associate Publisher.

How to Use Online AdMaker:

1. Log in

- Go to admaker.homesandland.com.
- Enter your user name and password and click the *Sign On* button.
- Select the *OAM* tab or click the *Create your Ad via OAM* link located under the tabs on your welcome page.

2. Create a Folder

- Click on *Create a New Folder* and click the *Next* button.

- Enter a Folder Name (example: Your Company, Vol.____, Iss.____.)
- Select your Ad Size.
- Select the issue your ad will be running in.
- Enter any special instructions (example: "Change my background color to red," or "Use my office phone number 000-000-0000 in header.")
- Click Next to finish creating your new electronic folder.

- Online AdMaker will take you to the **Open Folder** page. From here, you can add and edit listings.

Leave Your Folder and Come Back Later

- To exit Online AdMaker, simply click the **Log Out** button in the upper right hand corner of your screen.
- To begin using Online AdMaker again, simply log in and select your OAM tab.
- To open your folder select your ad from the drop down list, then click **Next**. Or from the Online AdMaker tabs select the **Work on Folder** tab. Then select your folder and click the **Open Folder** button

3. Create New Listings

- From your **Open Folder** page. Some pages may look slightly different depending on the options provided to you by your Publisher.
- Click **Add a Position**.

- Select **New Property Listing**, click **Next**.

- If you are logged in as an Office: select an Agent.

- If you are logged in as an Agent: go to Property Information.
- Property Information: Enter this information to help consumers find your listings on HomesAndLand.com.

- If you would like to publish this listing to HomesAndLand.com. immediately, (before the magazine prints) click **Yes** for this option.

- Fill out caption information.

    a. **Photo Inset Text**: Text that overprints the photo. Example: JUST LISTED. Alternatively you can enter the Leadline and Caption or use Caption Writer to create one for you.

    b. **Leadline**: Capital letters 3–5 words to catch reader's attention.

    c. **Caption**: Provide the text as you would like it to appear in Homes & Land Magazine.

    d. **Caption Writer**: Online AdMaker makes it easy to create captions using Caption Writer. Click the Caption Writer button. Select any of the descriptive options you'd like to use then click Write. Caption Writer will create a leadline and caption using your selections and the information you entered in the Property Information fields. Click Write Again until you get a caption you like then click Save to transfer the caption text to your listing.

e. *Spell Checker*: OAM offers the convenient option to use Spell Checker before you Save. When adding or editing a property listing in OAM, you can spell check listing information entered in the *Photo Inset Text*, *Lead Line*, and *Caption* fields.

- *Position Notes*: Use this optional field to provide special instructions for this listing (i.e., make this photo extra large.)

- *Photo*: Select the method you will use to submit your photo. If you are uploading a photo, click "I will upload a photo or other image." Next, click the browse button, then select the photo you want to upload.

- **_HomeMail_***: Take advantage of our National Marketing tools. Enter the address as completely as possible.
- Click the **_Next_** button to save your listing.

***_HomeMail_**: We send a copy of the magazine to your advertised sellers so they can see what you are doing to market their property. We also include a letter that talks about you, your company, and we even tell the seller where to go on the Internet to see their home.

- You will be taken to the **_Open Folder_** page, your new listing will be displayed.

4. Pickup Listings from Previous Issues of Homes & Land

- From your **_Open Folder_** page, click the **_Pickup Positions_** button.

- Choose the **_Repeat a Listing_** option, then click **_Next_**.

- Choose a search method, then click **Next**.
    - a. Method 1 allows you to select a specific page.
    - b. Method 2 allows you to find listings by address.
    - c. Method 3 allows you to see all of your active listings.

- You'll be taken to a screen displaying your previous listings with a thumbnail image for easy identification.
- To select listings for pickup, click the check box next to the listings you want, then click **Next**.

- You'll be taken back to your **Open Folder** page.
- Once you've picked up your listing, you can change the price or other information. To make changes, click the **Edit** link next to the listing.

Time Saver Tip: Here's a quick way to add listings to your Online AdMaker folder. Using the Pickup Positions feature, select the Repeat a Listing option, then select your page from the most recent issue. From here, pickup all the listings you want to reuse. Once you've completed this step, you can edit them to make updates if needed. Then add your new listings, and finally sort your listings into the proper order. (See instructions for sorting on the next page.)

5. Sort Positions

- Use this feature to communicate the order your listings should follow on the printed page.

- From the **Open Folder** page, click the **Sort Positions** button.
- You can manually sort your listings using the drop down list to indicate position.
- Or, you can use the sort tools at the top of the page to automatically sort your listings in order of price, location, etc.
- Click **Save** to save your changes and return to the **Open Folder** page.

6. Submit your ad

- Once you've complete your ad, go to the **Open Folder** page, then click the **Proof and Submit** button. A proofing page will appear displaying complete information for all your listings.

- Carefully proof all your listings.
- Click the *Edit* link next to any listing to make final changes.
- When you are satisfied, click *Next*.

- A brief summary page will appear. Click the check box at the bottom of the page indicating that you are satisfied that your ad is complete. Then click *Next*.

(Remember, once your ad has been submitted, changes cannot be made. If you need to make a change to a submitted folder, contact your Associate Publisher.)

- That's it! Your ad is submitted to your Homes & Land Publisher! Your screen will display the folder you submitted. If you like you can print the page for your records.

Understanding Digital Cameras And How to Submit Digital Photos

If you are going to submit digital photo images for use in a high quality publication such as Homes & Land Magazine, please consider the following information when purchasing and using a digital camera.

Effective Pixels

Digital cameras capture light as millions of tiny pixels and are measured in "mega-pixels" (one mega pixel = one million pixels.) Effective pixels is a count of the mega-pixels that are actually used to take a picture. The higher this number, the finer the resolution, the better the quality. The cameras best suited for the type of images needed for Homes & Land magazines have the ability to capture 3 or more mega-pixels.

Resolution

Resolution is a term used to describe the quality of an image. It refers to the average number of pixels that exist in an inch of the image. As an example, an image that will only be used to display on screen, such as a Web site, is usually 72dpi (dots per inch). If your photo is going to be printed in Homes & Land Magazine, it must be at least 300dpi. Insufficient resolution is the most common problem with digital camera photos.Your digital camera probably has more than one resolution or "quality" setting to choose from. The least resolution setting will allow for maximum photos captured but the poorest quality image. Higher resolution settings allow for the fewest num-ber of photos but the highest photo reproduction quality.

See the section under "Images Uploaded for Online AdMaker" on page 14 for examples of how many pixels your photo must have, in order to print at a specific size. It is always better to choose a setting that captures too many pixels rather than not enough.

Memory or Storage Media

All digital cameras have some type of removable, reusable memory. The more memory storage (in mega bytes or MB) the camera has, the more pictures it can hold. Some cameras use standard floppy diskettes while others use memory sticks, Smart Media cards, compact flash cards or mini CD/R's or CD/RW. One advantage to the CD type memory, besides the fact that it holds 156MB, is that it can be taken out of your camera and plugged into any computer that has a standard CD or DVD drive to download your images with no other software needed.

Optical Zoom vs. Digital Zoom

Optical zoom offers clear sharp zoom-in for close up images. Digital zoom simulates the zoom-in image with a process called interpolation which adds nonexistent pixels to the image and results in a degraded image quality.

Color LCD

Most cameras include a built in color view screen that lets you frame your shots as well as see images you've already taken. Many cameras also have a traditional optical view finder which is a great way to save batteries (the LCD viewer eats batteries) or to shoot images in bright light where the LCD isn't as vivid.

USB Interface

Most cameras have USB interfaces and cables for transferring images to your computer. This is typically a slow way to transfer images. Some cameras come with a device to speed up that transfer such as an "Image Mate." This device allows you to put your memory card into it and then transfer images to your computer at a fraction of the time compared to a USB cable transfer. Some cameras have "docking stations" that allow you to set your camera into a device that transfers images quickly to your computer.

Rechargeable Batteries

Some cameras come with a rechargeable battery system. You may also be able to replace your cameras batteries with over the counter rechargeable batteries. Rechargeable batteries are more expensive than standard alkaline batteries but in the long run will save you money.

Images Uploaded To Online AdMaker

Important Note: If you are going to upload an image, it must be saved in a jpeg file format and must be at a size that is relative to the size the photo will be in the magazine (see examples on the following page). As magazine photo images get larger the size of the submitted photo image file must increase accordingly. Your photo will also need to be renamed. Your camera will automatically name your image in a numerical sequence, so when you download your photo to your computer, you must rename that photo to your name and listing address. As an example: "smith2709belmont." This will assure that your image is easily identified and dropped into the correct loca-tion in the magazine.

Examples of pixels needed for specific photo sizes:

Note: It is important that you consult your camera owner's manual to achieve the desired results listed below.

- If your photo is to print at 2" wide x 1" high, your image must be at least 640 x 480 pixels.
- If your photo is to print at 3" wide x 2" high, your image must be at least 1024 x 768 pixels.
- If your photo is to print at 5" wide x 4" high, your image must be at least 1600 x 1200 pixels.
- If your photo is to print at 7" wide x 5" high, your image must be at least 2272 x 1704 pixels.

Below is an example of how both a 300 dpi and a 72 dpi image compare when printed.

Acceptable

Image at 300 dpi or 640 x 480 pixels
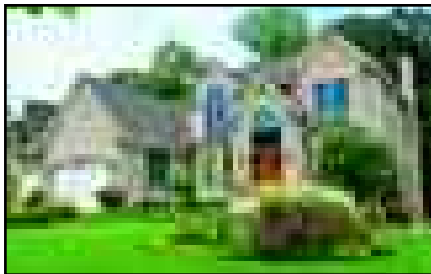
Unacceptable

Image at 72 dpi or 154 x 115 pixels

For more information about Online Admaker and its features

contact your local Homes & Land Publisher.

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