



The News-Press Media Group's family of products reaches **76% of Lee County adults** an average of 4.8 times over a week.

Source: 2010 Scarborough Custom Research/The News-Press Market Study



The News-Press AdTracker Online (ATOL) Quick Reference User's Guide

I. Log on

URL: <https://news-press.gannettproduction.com> (Note, do not use "www")

If you are not currently using ATOL, contact your sales representative to obtain your username and password. If you are a current user, you will need to add NP in front of your username to access ATOL beginning May 17, 2010. Once set up, you may change your password by clicking on "My Profile" in the upper right-hand corner. On the subsequent page, there are two fields toward the bottom to set a new password, which takes effect once "Update User" is clicked.

2. Submit ad materials (text, graphics, pdf):

- A.** To place an ad, work with your News-Press Media Group advertising representative. They will schedule the specific advertising dates, publications and ad sizes. You may also work with them to submit materials as you have in the past.
- B.** To use ATOL and submit materials electronically, once your ad has been scheduled, you will receive an email with a link to submit ad materials.
- C.** Log on and click "Submit Files" in the blue bar near the top of the page.
- D.** Follow instructions on the form. You can either "attach" file using the "browse" feature as you would on email or you can click a file, or folder of files, and drag it into the box on the form.
- E.** Once the materials are added, please check the box indicating all materials have been submitted and click "upload" to submit the form and files to The News-Press Media Group production process. If you do not receive a confirmation email, your ad has not entered the process. Please make certain you checked the box that all materials have been submitted.
 - If you choose to submit some, but not all files, you may still click "upload" to submit the form and files. However, work will not be completed on your ad until you have clicked the box that all materials have been submitted and uploaded the form and files.
 - If you have more than one ad in process, you will need to select the appropriate ad from the list. If you have future ads scheduled, you will not receive an automated email until 7 days prior to ad copy deadline. You can wait until you receive an email to submit materials, or you can upload materials to your file for future use.