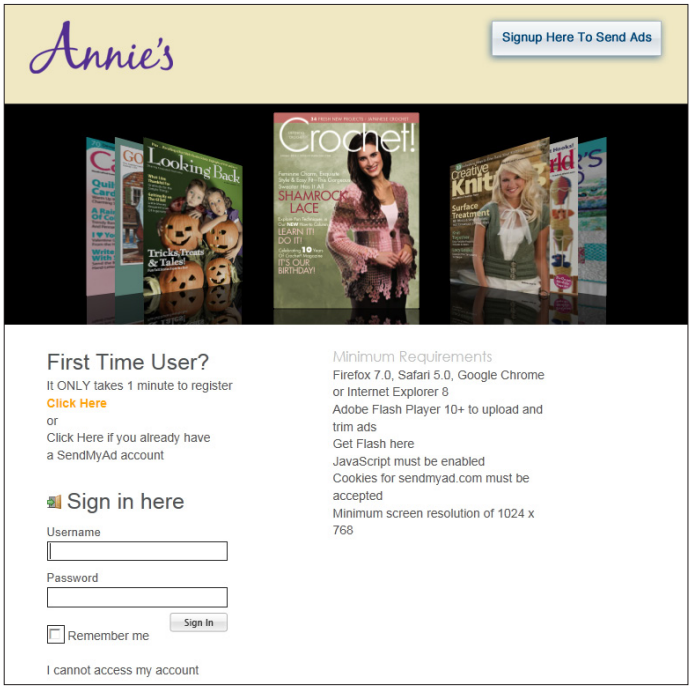
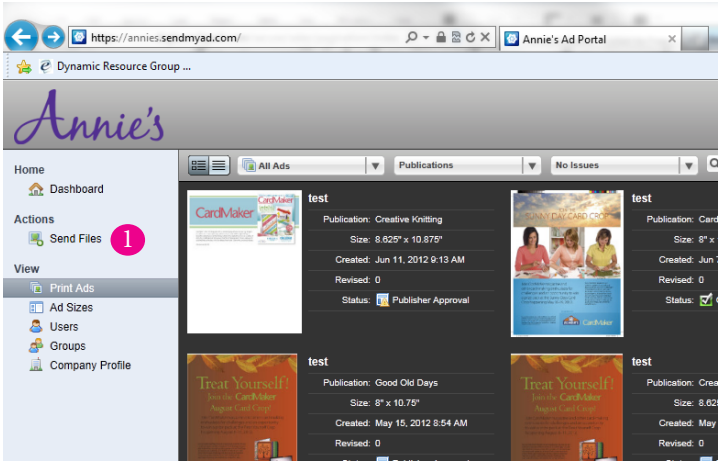
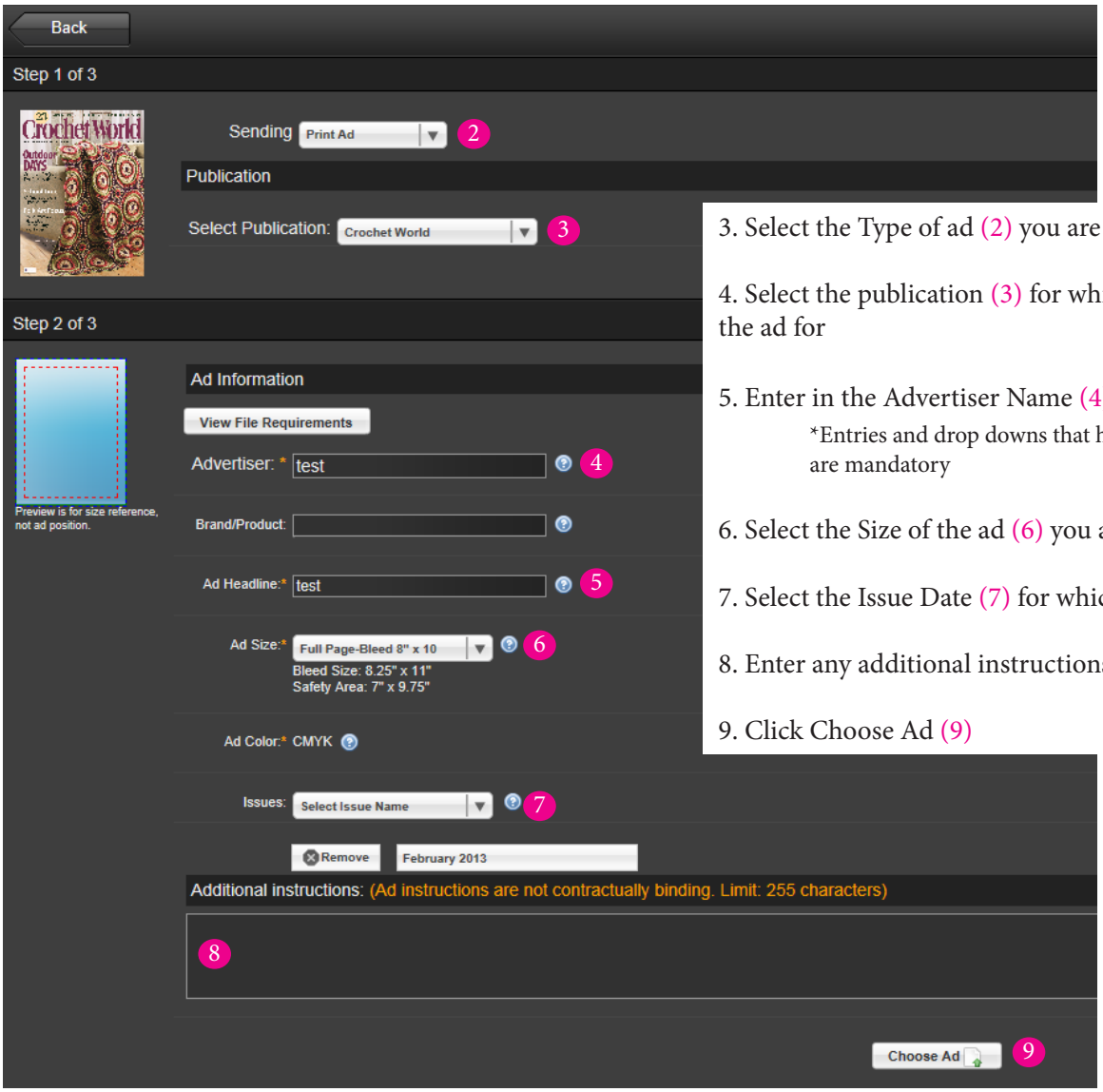
Annie's SendMyAd User Guide



1. Log in to your Send My Ad account here: https://annies.sendmyad.com/
   - If you are a new user, click on the Click Here link under "First Time User?" and follow the prompts to set up a new account
   - If you have an existing account, log in here: https://annies.sendmyad.com/



2. Click Send Files (1) from the left side of the screen



3. Select the Type of ad (2) you are sending

4. Select the publication (3) for which you are uploading the ad for

5. Enter in the Advertiser Name (4) and Ad Headline (5)

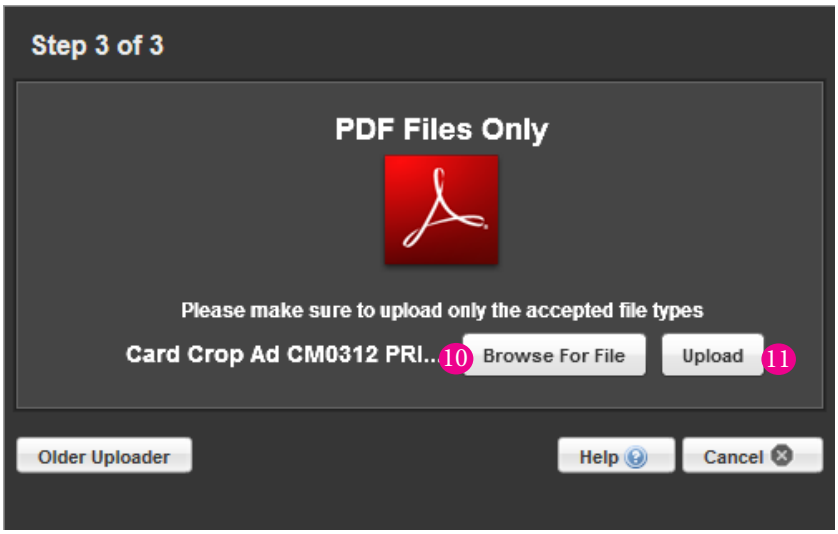
*Entries and drop downs that have an asterisk beside them are mandatory

6. Select the Size of the ad (6) you are uploading

7. Select the Issue Date (7) for which you are uploading

8. Enter any additional instructions (8) for the ad

9. Click Choose Ad (9)



10. Select Browse For File (10)

11. Find the file you want to upload, then click upload (11)

12. Your ad is placed on the template (12)

13. Details about your ad can be found on the left hand side of the screen (13) (If your ad doesn't have warnings/errors, skip to step 15)

14. A list of Errors your ad has can be found on the right hand side of the screen

- if an x in a red circle (14) appears at the right, you must fix the ad before being able to submit it
- use the Suggested Action (15) to fix the issues with the ad
- The Reposition Ad button (16) allows you to move and re-size the ad as needed; the Auto Center button (17) centers the ad according to the template; the Resize Ad (18) button allows you to change the size of the ad you are uploading or submit a new file
- Additional warnings can be found by scrolling down the right side of the screen. These warnings won't prevent you from submitting the ad, but are potential problems the ad has and might benefit if they were fixed.

a. click the More Info button (19) for additional help in fixing the problems with the ad (continued to next page)

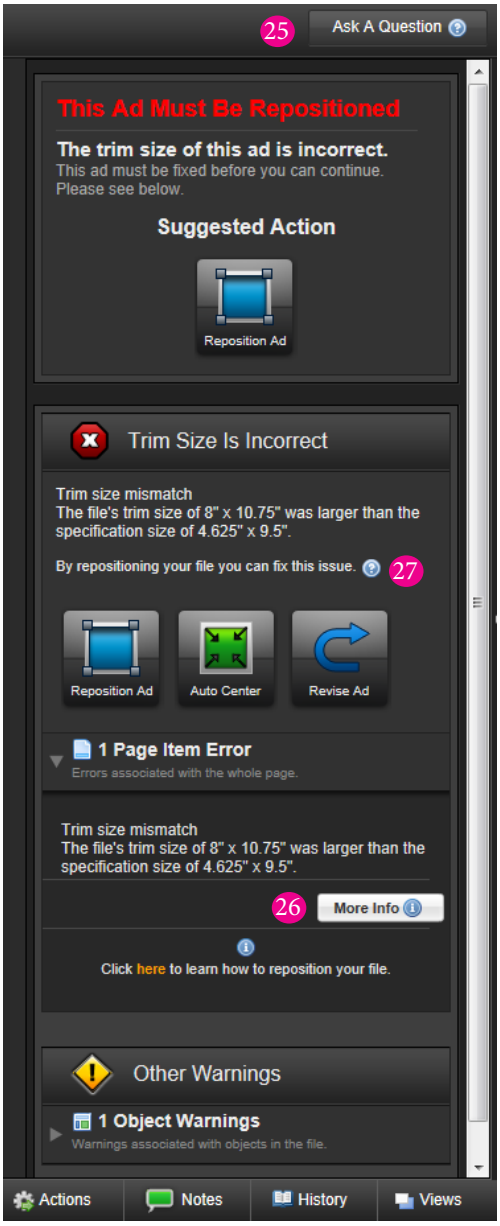
(continued from previous page) Once you are satisfied with the way the ad looks and it has no errors, submit the ad by clicking Approve Ad. (20) If you are not satisfied and would like to start over, click Reject Ad (21)

*Running the same ad in multiple publications and/or issues? Send the ad to those publications in one quick step by clicking Send to Other Pubs (22)

16. After approving the ad, you can:
- go back to the home page by clicking Back to ads list (23)
- upload another ad by clicking Send an Ad (24)

17. Once the ad has been approved and submitted to Annie's, it will be reviewed.
- Once reviewed, the ad will be approved and an email sent to you noting the ads approval.
- If there are any problems with the ad, Annie's will notify you and try to resolve them.

18. The approval email will include a link to the proof. Review the proof; if it meets your requirements, send an email to Stephanie_Goebbert@annies-publishing.com approving the proof. It if needs adjustments, email Stephanie_Goebbert@annies-publishing.com with details of the necessary changes. If the proof is not approved within three days, it will be assumed that the ad is approved and will run as-is.



Helpful Tips

a. If you have questions, click Ask A Question (25) or More Info (26) to get guidance.

b. Click the question mark (27) to find out more about the warning on an ad.

c. It is normal if it takes several minutes for the Send My Ad system to process and upload an ad.

d. Don't use your browser's back and forward buttons. Instead use the Back button that is provided on the Send My Ad pages.