ZoomLink Training Manual

Go to www.zoomlinknsw.com.au and login.

There are four summary tabs available for use in ZoomLink:

1. Active Schedules
2. Orders by Publication
3. Digital Media & Media Briefings
4. Quoted Schedules

1. Active Schedules

Any schedule that is active (a campaign you have confirmed an order against) will on the 'Active Schedule' tab. You can drill down on this schedule by clicking onto the campaign name. If you click on the money bag icon, you will be taken to the 'current campaign' for the full schedule and review any advertising monies spent.

An (!) against the Schedule name indicates there is a task that needs to be auctioned if a particular media / booking is to meet the deadline.

You can create new campaigns from the Active Schedules screen or via Orders by Publication.

2. Orders By Publication

Orders by Publication allows you to view media bookings across all Publications you regularly book into. It is in this screen that you will manage the majority of your media bookings.

To view bookings for a particular publication and date, simply choose the relevant options from the dropdown lists and they will appear. Any active schedules that do not have a booking in that publication or on that publication date, will appear under Campaigns with no ads. You can place a booking request using the Order Ad link parallel to the campaign name at any time. To create a booking simply click on Quick Ad.

3. Digital Media + Media Briefings

The order track screen will help manage and place requests for online job boards, out of home products, radio request one off media or a quote from ZO. The screen will automatically load any incomplete tasks for you to review / edit.

Note this tab is for everything non newspaper advertising related.

4. Quoted Schedules

Any order that is created in ZoomLink where no order is confirmed (this is not a completed booking, just an intent to place a booking) will remain in the Quoted Schedules page. You can refer to the schedules at any time by selecting the tab, or search directly for the Schedule on the Active Schedules page using the search field.

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Creating a New Campaign

Creating a
New Campaign

Fill in the details as follows and
click on [Create New Campaign]

Once Campaign is created you will
automatically land on the Orders/
Quotes Screen

Creating a Booking
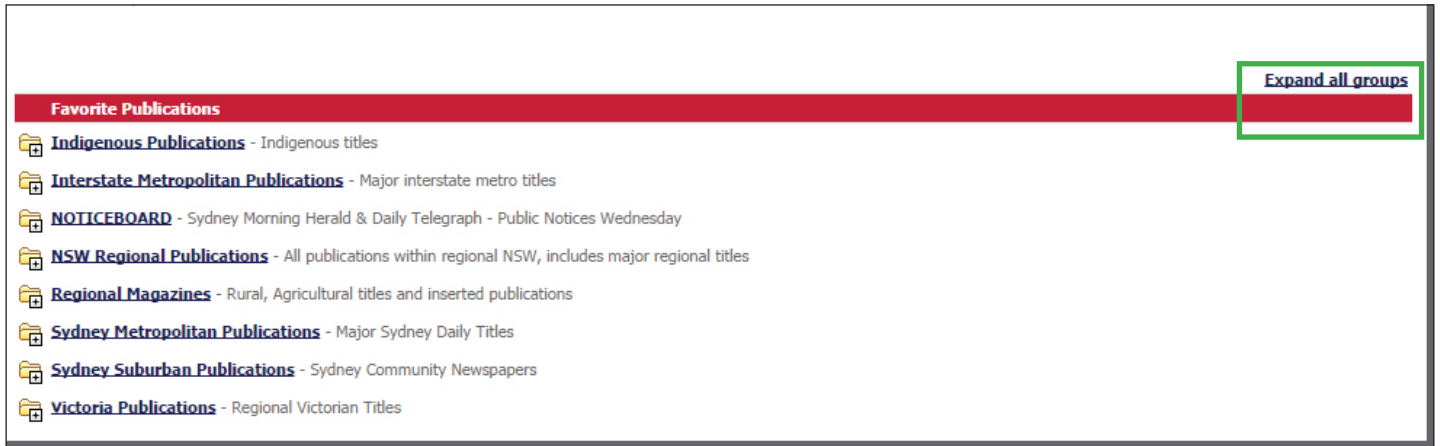
Select Advertising

and click on the specific publication you require.
Use the plus sign to expand on the individual folder
or to see all click expand all groups

Ordering an ad

Advertising

*Koori Mail (Wednesday) (Wednesday)

Appearance
- Week 1
- Week 2
- Week 3
- Week 4
- Week 5

Use Shift+Click or Control+Click to select more than one appearance

Select the amount of the weeks you would like to book

Ads Category Filter Keywords
- FULL Colour
- Mono
- SPOT Colour

Show All

Use Shift+Click or Control+Click to select more than one category

Ad Size
- ◉ Mono Variable Height x 2 Column (72) $31.24
- ◯ Mono Variable Height x 3 Column (109) $46.86
- ◯ Mono Variable Height x 4 Column (146) $62.48
- ◯ Mono Variable Height x 5 Column (183) $78.10
- ◯ Mono Variable Height x 7 Column (260) $109.34

Ad Size This is the size of the advertisement you wish to place, in most cases it will be a base col/cm size with a variable height.

CM   1

Artwork
- ◉ (Production) ZO Studio Design
- ◯ (Upload) I will upload my own Artwork

Artwork: There are two artwork types,

1. Production (ZO to design)
2. Upload own artwork. Remember if you are uploading your own artwork you need to make sure it is the complete high res PDF and correct size.

Booking Message (optional)

Show Totals

Add to Quote

By selecting (Add to Quote) you have indicated your intent to make a booking, however you are still required to Confirm Booking (next stage)

Booking Message This can be used to add any special requests you may have for the booking to your Zenith Optimedia Account Manager.

PLEASE NOTE:

cm/col (not set sizes)ads the total media price can not be calculated until you create the artwork.

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Confirm Your Order

Confirm Order

Your ad will now sit as a 'Current Quote' and is required to be confirmed.

(If you require other ads/publications please repeat last steps)

Review Order

Review the required date, if all is ok 'Place Order Now'

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Proofing/Approving your artwork

Once Order is Placed/Confirmed you will be taken straight to your Tasks & Resources tab.

This is when you are required to upload your text / word document. Please select 'New Upload' File Resource.

Upload the documents to the pop up (as shown below) include text for the ZenithOptimedia team to reference when creating your ad.

Proofing/Approving your artwork

(Production) ZO Studio Design

Once your order is confirmed with the Artwork Option of (Production) ZO Studio Design the order is sent through to the ZenithOptimedia Team for creation.

You will receive an email stating your artwork is ready for approval with a link that will take you straight to the proofing screen in ZoomLink.

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Proofing/Approving your artwork

When you are ready to approve the artwork press Approve For Print.

You will be prompted to double check the final price for that specific item.

To approve for print tick the acceptance box and click Approve.

Proofing/Approving your artwork

(Upload) I will upload my own Artwork

For Upload Own Artwork:

Once your order is confirmed with the Artwork Option of Upload Own Artwork click on the link that says Upload Artwork

Next step is to upload the FINAL PDF – please make sure this is the right size otherwise the upload will fail.

Click on Upload and select the specific file.

Once your file has been uploaded the following successful pop up will appear.

Click ok to view the PDF in the proofing screen (ready for approval)

Follow the same approval steps as studio set artwork, client approve and confirm with the acceptance tick.

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