

ZoomLink Training Manual

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

ZenithOptimedia
The ROI Agency

ZoomLink

NSW GOVERNMENT | Strategic Communications

Welcome to the NSW Government Online Advertising Booking System, ZoomLink.

This is the new way to place public notice and recruitment advertisements. The system replaces the manual Advertising Booking Form.

A reference number will be generated automatically for your booking. This number will also appear on your invoice.

We welcome your feedback of the system. Email us at placeads@dpc.nsw.gov.au or contact your advertising officer below.

ZoomLink User Login

Username

Password

LOGIN

Please contact your advertising officer for your login details if required.

[ZoomLink Guide](#) | [FAQ](#) | [Advertising Information & Helpdesk](#) | [SpeedSEND](#)

George Savvas 02 9228 3477 george.savvas@dpc.nsw.gov.au	Georgina Aswad 02 9228 3497 georgina.aswad@dpc.nsw.gov.au	Tanya Kulakovska 02 9228 3471 tanya.kulakovska@dpc.nsw.gov.au	Oanh Oanh Hoang 02 9228 5074 oanhoanh.hoang@dpc.nsw.gov.au
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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

ZoomLink for NSW Government

Welcome SC Testing (Admin) - SC Testing Account

Main Menu | Users | Reference Material | Change Password | Log off

New Campaign Administration

Strategic Communications Contact Details

Active Schedules Orders By Publication Digital Media + Media Briefings Quoted Schedules

Active Schedules

Show Permanent & Active Campaigns Search New Campaign

Search for:

Urgent Tasks Future Tasks Quotes & Orders

Campaign	Length	Start Date	End Date	Contact	Images	Copy
Test by Maz [4525124]	2 Wks	29/08/2014	05/09/2014	SC Testing		
Test #2 [4525211]	2 Wks	20/08/2014	30/08/2014	SC Testing		
OO TEST [4525492]	1 Wks	19/08/2014	19/08/2014	SC Testing		
supersav [4525521]	1 Wks	23/08/2014	23/08/2014	SC Testing		
Test [4530162]	2 Wks	28/08/2014	03/09/2014	SC Testing		
TESTING 123 [4525120]	2 Wks	23/08/2014	29/08/2014	SC Testing		

1. Active Schedules

Any schedule that is active (a campaign you have confirmed an order against) will be on the 'Active Schedule' tab. You can drill down on this schedule by clicking on 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.

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Active Schedules Orders By Publication Digital Media + Media Briefings Quoted Schedules

Orders By Publication

Publication *3 Star Buy Employment (Saturday)

Publication Date *3 Star Buy Employment (Saturday)

Additional Functions

Campaigns with a

Campaigns with n

Publication Date Sat 13/09/2014

Booking Deadline Thu 11/09/2014 12:00 PM

Material Deadline Thu 11/09/2014 4:00 PM

Email me when the artwork is ready

Quick Ad

TIP: Anywhere you see the design link (Edit/Approve Artwork) in Zoomlink – clicking on it will direct you to the proofing page where you can edit and approve your artwork.

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.

ZoomLink for NSW Government Welcome SC Testing (Admin) - SC Testing Account
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New Campaign Administration ▾

Strategic Communications **Contact Details**

Active Schedules Orders By Publication **Digital Media + Media Briefings** Quoted Schedules

Campaign:

Products: All ▾

Status: Uncompleted ▾

Date Range: This Week & Next Week ▾

Quick Order

Online Marketing Out Of Home Radio Request Special Media Request

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.

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New Campaign Administration ▾

Strategic Communications **Contact Details**

Active Schedules Orders By Publication Digital Media + Media Briefings **Quoted Schedules**

Quoted Schedules

Search for:

Budgets / Quotes	Start Date	Agent	Resources
X [4522203] Quote 11435905	Delete	SC Testing	
TESTING 123 [4525119] Quote 11443743	Delete	SC Testing	
TESTING 123 [4525120] Quote 11444208	23/08/2014 Delete	SC Testing	
Test by Maz [4525124] Quote 11443867	29/08/2014 Delete	SC Testing	
supersav [4525513] Quote 11444727	Delete	SC Testing	
supersav [4525521]	23/08/2014	SC Testing	

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.

Creating a New Campaign

Welcome SC Testing (Admin) - SC Testing Account
Main Menu | Users | Reference Material | Change Password | Log off

New Campaign Administration

Strategic Communications Contact Details

Active Schedules

Show: Permanent & Active Campaigns Search: [] New Campaign

Search for: []

Urgent Tasks Future Tasks Quotes & Orders

Campaign	Length	Start Date	End Date	Contact	Images	Copy
Test by Maz [4525124]	2 Wks	29/08/2014	05/09/2014	SC Testing		
Test #2 [4525211]	2 Wks	20/08/2014	30/08/2014	SC Testing		
OO TEST [4525492]	1 Wks	19/08/2014	19/08/2014	SC Testing		
supersav [4525521]	1 Wks	23/08/2014	23/08/2014	SC Testing		
Test [4530162]	2 Wks	28/08/2014	03/09/2014	SC Testing		
TESTING 123 [4525120]	2 Wks	23/08/2014	29/08/2014	SC Testing		

Creating a New Campaign

New Campaign

Options

Create a New Campaign
 Create a New Order on an Existing Campaign

Booking Contact

Booking Contact Name: SC Testing
 Alternate Booking Contact: None

Department Details

Government Advertising Account Number * SC TESTING CODE - 1234
 REQUIRED Please tick to confirm that this advertising campaign has all required NSW Government approvals Yes

Advertising Specifications

Title of Advertisement * []
 Category Code (10, 20, 30) * Please Select

Purchase Order and/or Cost Centre Details

I am required to provide a Purchase Order Please Select
 Purchase Order Number []
 Cost Centre Number []
 ZO Job Number: []

Fill in the details as follows and click on

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

Test [4530162] - Active Campaign

Agent: SC Testing (Ph: No Number, Email: stephanieg@wda.net)

Tasks & Resources Current Campaign Editorial / Submissions **Orders / Quotes**

Test [4530162] (0 items)

Select Category

Advertising

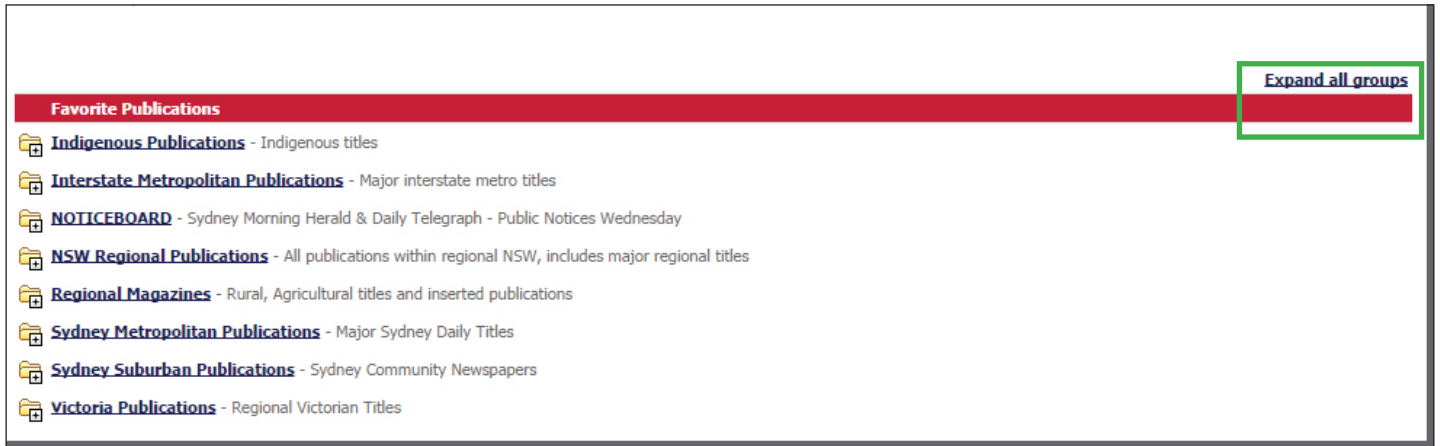
Online Marketing

Out Of Home

Radio Request

Special Media Request

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

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

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

Ad Size	Price
<input checked="" type="radio"/> Mono Variable Height x 2 Column (72)	\$31.24
<input type="radio"/> Mono Variable Height x 3 Column (109)	\$46.86
<input type="radio"/> Mono Variable Height x 4 Column (146)	\$62.48
<input type="radio"/> Mono Variable Height x 5 Column (183)	\$78.10
<input type="radio"/> Mono Variable Height x 7 Column (260)	\$109.34

CM

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

Booking Message (optional)

Select the amount of the weeks you would like to book

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.

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.

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.

Confirm Your Order

Testing
Agent: SC Testing (Ph: No Number, Email: stephanieg@wda.net)

Resources | Current Campaign | Editorial / Submissions | **Orders / Quotes**

Testing (1 items, \$95.70)

Select Category

Advertising

Online Marketing

Out Of Home

Radio Request

Special Media Request

Current Quote

Advertising	
Wk # Koori Mail (Wednesday): Mono	95.70
1 Variable Height x 3 Column (109)	
1.0 cm	
Online Marketing	
Out Of Home	
Radio Request	
Special Media Request	
Total	95.70

Current Campaign (Ordered Items)

Advertising
Online Marketing
Out Of Home
Radio Request
Special Media Request
Total

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)

Testing
Agent: SC Testing (Ph: No Number, Email: stephanieg@wda.net)

Resources | Current Campaign | Editorial / Submissions | **Orders / Quotes**

Review your order: Testing

Product	Required Date	Instructions	Cost
Start of weekly advertising	17/09/2014 (Wed)		\$95.70

Total (incl. GST) \$95.70

Generate order confirmation PDF

Campaign total: \$0.00
Order Total: \$95.70
Total Contributions required: \$95.70

Review Order

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

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.

The screenshot shows the ZoomLink interface for an active campaign titled "Notice of Panel Meeting [4570997]". The top navigation bar includes the ZoomLink logo, NSW Government branding, and user information: "Welcome Lisa Foley (Admin) - **Training Account". Navigation links include "Main Menu", "Reference Material", "Change Password", and "Log off". The main content area has tabs for "Tasks & Resources" (highlighted), "Current Campaign", and "Orders / Quotes". Under "Tasks & Resources", there are sections for "Urgent Tasks" (no tasks), "Images and Illustrations" (with an "Upload Image" button), "Copy Text" (with a "Manage Copy Text" button), and "File Resource" (with a "New Upload" button highlighted by a green box). On the right, there are "Campaign Options" (Edit Campaign Details, Take Off Market) and "Campaign Notes" (Add Note).

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

The screenshot shows a "Upload Campaign Resource Files" pop-up window with a red header and a "Close" button. Below the header, it states "Max size is 10MB. Valid file types: eps, psd, doc, docx, xls, xlsx, txt, csv, pdf, jpg, jpeg, png." There are five rows, each with a "Name:" label, a text input field, a "Choose File" button, and the text "No file chosen". The first row's input field and "Choose File" button are highlighted with a green box. At the bottom right, there is a "Start Upload" button, also highlighted with a green box.

Proofing/Approving your artwork

(Production) ZO Studio Design

ZoomLink for NSW Government Welcome Lisa Chan (Admin) - DOP - Planning Strategies, Housing & Infrastructure [Main Menu](#) | [Users](#) | [Reference Material](#) | [Change Password](#) | [Log off](#)

Amendment to the Liverpool Growth Centre Precincts DCP [4531121] - Active Campaign

Tasks & Resources | [Current Campaign](#) | [Orders / Quotes](#)

Community Update

Amendment to the Liverpool Growth Centre Precincts DCP

The East Leppington Precinct within Liverpool Local Government Area has been rezoned under State Environmental Planning Policy (Sydney Region Growth Centres) 2006. The Department of Planning & Environment has amended the Liverpool Growth Centre Precincts Development Control Plan (DCP) to support the rezoning.

The amended DCP comes into effect today and follows publication of the State Environmental Planning Policy (Sydney Region Growth Centres) Amendment (East Leppington Precinct) 2013.

The DCP sets out standards and requirements for development in the Growth Centre precincts where precinct planning has been completed.

A copy of the DCP can be obtained from Liverpool City Council or via

Proofing Back

Proofing:
*Liverpool Leader EGN (Wednesday)
(27/08/2014)

Campaign	Status
Amendment to the Liverpool Growth Centre Precincts DCP [4531121]	Proof Sent

Currently Proofing

Campaign Amendment to the Liverpool Growth Centre Precincts DCP [4531121]

Item 1x *Liverpool Leader EGN (Wednesday): Mono: M4x2

Date 27/08/2014

Art Status Proof Sent

Approval Deadline 26/08/2014 2:00 PM

Options

[Email Proof](#) [Message Designer](#)

[Separate Window](#) [View Activity Log](#)

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.

ProofMsg - Google Chrome


zoomlinknsw.com.au/CtCampaignTrack/ProofMsg.aspx?Orde

***Liverpool Leader EGN (Wednesday): Mono: M4x2 (27/08/2014)**

Enter an optional message to the designer here:

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.

Proofing/Approving your artwork

ZoomLink for NSW Government  Welcome Lisa Chan (Admin) - DOP - Planning Strategies, Housing & Infrastructure
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Amendment to the Liverpool Growth Centre Precincts DCP [4531121] - Active Campaign

Tasks & Resources | **Current Campaign** | **Orders / Quotes**

Community Update

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The DCP sets out standards and requirements for development in the Growth Centre precincts where precinct planning has been completed.

A copy of the DCP can be obtained from Liverpool City Council or via

Proofing Back

Installation Date: 27/08/2014

Confirm Artwork Approval

Campaign: Amendment to the Liverpool Growth Centre Precincts DCP [4531121]

Item: 1x *Liverpool Leader EGN (Wednesday); Mono: M4x2

Item Cost

Media:	\$287.23
Makeup:	\$28.50
Media Management Fee:	\$11.05
TOTAL (inc GST):	\$326.78

I accept the total cost of **\$326.78** for this item.

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

ZoomLink for NSW Government

Amendment to the Liverpool Growth Centre Precincts DCP [4531121] - Active Campaign

Product	Order #	Date	Status	Task	Price
*Liverpool Leader EGN (Wednesday): Mono: M2x2	11455592	27/08/2014	Proof Sent	Approve Artwork	
*South West Advertiser EGN (Wednesday): Mono: T41 (Upload)	11455554	24/09/2014	Proof Sent	View/Approve Artwork	\$187.89
*Adelaide Advertiser EGN (Friday): Mono: M2x2 (Upload)	11460743	26/09/2014	Not Designed	Upload Artwork	\$538.68
*Adelaide Advertiser EGN (Friday): Full Colour: M2x2	11455576	03/10/2014	Proof Sent	Approve Artwork	\$710.42

* = Expenditure incurred to date: \$326.78
Balance: \$1436.99
Campaign Total: \$1763.27

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

ZoomLink for NSW Government

Amendment to the Liverpool Growth Centre Precincts DCP [4531121] - Active Campaign

No preview available

Proofing

Proofing: *Adelaide Advertiser EGN (Friday) (31/10/2014)

Campaign: Amendment to the Liverpool Growth Centre Precincts DCP [4531121] Status: Not Designed

Upload Artwork

Choose File | No file chosen

Start Upload

Currently Proofing

Amendment to the Liverpool Growth Centre Precincts DCP [4531121]

Item: *Adelaide Advertiser EGN (Friday): Mono: M2x2 (Upload)

Date: 31/10/2014

Art Status: Not Designed

Approval: 29/10/2014 12:00 PM

Deadline:

Options: Email Proof, Separate Window, View Activity Log

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.

The page at zoomlinknsw.com.au says:

Upload Successful - Click OK to Continue

OK

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)

ZoomLink for NSW Government

Amendment to the Liverpool Growth Centre Precincts DCP [4531121] - Active Campaign

Proofing

Proofing: *Adelaide Advertiser EGN (Friday) (31/10/2014)

Campaign: Amendment to the Liverpool Growth Centre Precincts DCP [4531121] Status: Uploaded

Upload Artwork

Choose File | No file chosen

Start Upload

Currently Proofing

Amendment to the Liverpool Growth Centre Precincts DCP [4531121]

Item: *Adelaide Advertiser EGN (Friday): Mono: M2x2 (Upload)

Date: 31/10/2014

Art Status: Artwork Uploaded

Approval: 29/10/2014 12:00 PM

Deadline:

Options: Email Proof, Separate Window, View Activity Log, Change Template

Approve For Print

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

ZoomLink for NSW Government

Amendment to the Liverpool Growth Centre Precincts DCP [4531121] - Active Campaign

Proofing

Installation Date: 31/10/2014

Confirm Artwork Approval

Campaign: Amendment to the Liverpool Growth Centre Precincts DCP [4531121]

Item: *Adelaide Advertiser EGN (Friday): Mono: M2x2 (Upload)

Item Cost

Media: \$492.93

Upload Artwork: \$28.50

Media Management Fee: \$17.25

Total: \$538.68

I accept the total cost of \$538.68 for this item.

Approve Cancel