



**websend**  
DIGITAL  
VALIDATED MEDIA DELIVERY SYSTEM

Websend is a cutting-edge, cost-effective, browser-based Digital Courier Service enabling you, the user, to send or receive PDF-X/1a compliant material.

All PDF material uploaded to our server is checked against the relevant Newspaper / Magazine / Printer specifications.

Our system is compatible with both Mac and PC; no software needs to be installed. The only requirement is internet access, with good connectivity.

Please click on the link below to see the list of printers, newspapers & magazines that you can deliver to via Websend.

<http://www.wsd.co.za/websend/mike/list-printers.php>  
<http://www.wsd.co.za/websend/mike/list-magazines.php>  
<http://www.wsd.co.za/websend/mike/list-newspapers.php>

As a Sender, Websend ensures that once your PDF's reach their specified destination, they will have no problems. As a Receiver, you are guaranteed Error-free, technically correct PDF material, which will meet all your Pre-flight requirements, **Free of charge**.

We are a Pay-As-You-Go service. You do not have to sign any contract with us whatsoever and there is absolutely no imposed period.

We have Adobe certified technicians on call, 24/7, at no extra cost.

There is an annual Registration Fee of R300.00.  
Thereafter you will only be charged PDF Sent.  
Our costs are as follows:

**National advert delivery**

Cost for delivering adverts	=	R105.00 per PDF
Ink weight Conversions	=	R95.00 each
Newspaper Conversions	=	R125.00 each
Delivery to Printers	=	R90.00 for the first 10mgs R1 per mg After
Failed adverts	=	No charge

**International advert delivery**

Cost for delivering adverts	=	R150.00 per PDF
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Websend's entire process is automated.

Uploaded files get Pre-flighted on our Server, and give you the option to Send straight through to the intended destination (if they pass the Pre-flight), and give you a Detailed Error Report if there are any problems.

Our Support staff is always available to assist you in reading the Error reports and will advise you on how to correct the problems. Magazine, Newspapers and Printers countrywide are equipped to receive jobs via Websend.



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Being fully trackable, you are able to monitor the status of all PDF's delivered through our system.

The status of any PDF is updated real-time, which means you know the moment it is received, accepted or rejected.

Email notifications are sent when a PDF is delivered, and when a PDF fails or is rejected.

Upon delivery, a detailed email notification with a preview of the advert/print job is sent to the following people notifying them that PDF's have arrived.

**At the Publication:** Studio, DTP Staff, Advertising Co-ordinators,  
Traffic Co-ordinators, Sales Executives.

**At the Buying House:** The Media Buyer / Planner / Traffic Co-ordinator

**At the Ad Agency:** Client Services, Account Managers, and Account Executives

**At the Printer:** All Production Staff, Sales Executives,  
Traffic Co-ordinators

Notifications are completely free. There is no limit to the amount of people that can be notified for each ad or print job, eliminating the potential problem of people not knowing when the ads or print work have arrived. You just let us know who you want notified and for which ads or print jobs.

**Press Conversions:** Through the simple ticking of checkbox, the PDF file is converted according to a specific printer's profile and is then made available for final approval.

You can run Websend on more than one machine. In fact you can run it from anywhere, provided you have decent internet connectivity (ADSL recommended) and a username and password.

It literally takes five minutes to set up Websend. All that is required is to contact our call centre who will then supply you with a username and password to allow you to immediately start using Websend.

We also assist new client's with PDF Training, Settings etc, also at no charge.

With our automatic archive facility you will never have to re-send missing material. Once a PDF has been delivered through our system, the receiver can log in and download it as many times as needed, at no cost to the sender or receiver & all files are kept for a full year.



In addition, Websend has integrated with Independent's Newspapers advert booking system.

Independent Newspapers are requesting that all their advertisers send through their advert material with the advert booking number which is generated at the booking stage.

All Websend's clients do not have to worry about inserting the advert numbers on their job tickets as our software will automatically pick up this number and insert it on your behalf.

This is just another value added service that Websend is offering our clients.

With a growing number of top-class ad agencies, repro houses, printers and in-house design studios on board, and virtually all publications country-wide registered, you should be asking yourself, "Why am I not using Websend?"

For more information, please contact:

Websend Digital  
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