Ad Finder

Ad Finder is an application that displays the names of missing ads for any given edition of your publication. It compares an ad run list to what is actually on a server or Macintosh hard drive, and reports the missing ads in an editable, printable, saveable window.

All that is required for Ad Finder to work is a tab-delimited text file and a little information about where you store your data.

The main window (see figure 1), allows the user to choose which folder will be searched and which run list will be used to search with. This window is customizable in the preferences window.

The runlist window is sortable by either field. Simply click on the word "Runlist" to sort by runlist file name or click on the word "Day" to sort by day of the week. You can click the "Refresh" button at any time in order to update the list of available runlist files.

When you initially start Ad Finder, it will report that there are no preferences available. Go to the Edit menu and choose Preferences (or use the command k shortcut) to display the preferences window (see back page). This window may be intimidating at first, because there are a lot of fields. However, it's quite simple to use.

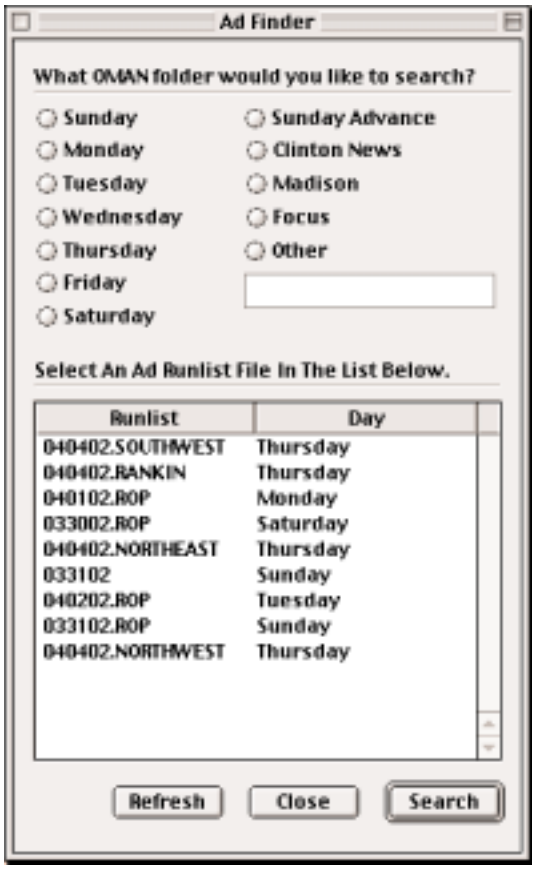

Figure 1

Paths

The first item group is used to set the paths to the ad folders and to the ad run list files.

The ad base path is the root folder where all of your ad folders are located. This assumes that you have a common folder where all of your ads are located and that folder contains folders for individual days or publications.

Ad Finder will not search nested folders within these daily or publication folders, however, that option may be available at a later date.

The ad runlist path is the location where your tab-delimited ad runlist files will be located. Ad Finder requires the following file layout:

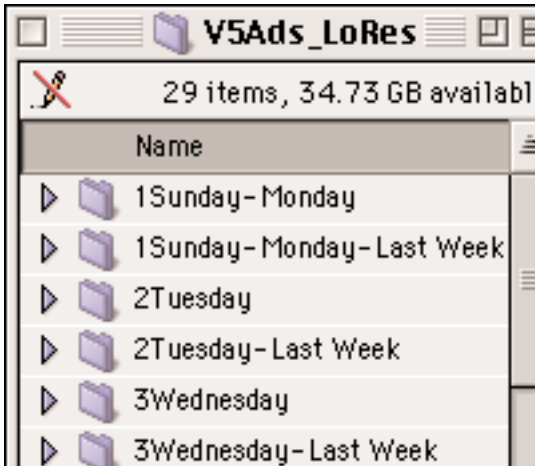

Figure 2

Field 1: Name of ad to be placed in pagination system.
Field 2: Page ad will be placed on.
Field 3: Name of advertiser.
An example file is included with this documentation.

Search Window Setup

The second group of preferences is used to customize the search window.

You may choose what labels will be assigned to the radio buttons that represent the destination folders, and you can customize what those folders will actually be named on the server.

For instance, in the example in figure 1, the first radio button is labled “Sunday”, but the actual folder name on the server is named “1-Sunday-Monday”. The folder structure on the server was initally set up so that they would display in day of week order, not alphabetical order when sorted by name. So the administrator prefixed the folder names with a number to facilitate the sorting and displaying of these folder names. But you don’t have to duplicate that on the Ad Finder search window. You can create any label you like in any position you desire.

Another example: The second search folder item in the search window is labeled “Monday”, however that item points to the same folder as in item 1 – “1Sunday-Monday”. That is because the 1Sunday-Monday folder for this publication contains ads for both Sunday’s and Monday’s issues.

By default, these items are blank. You will need to fill in both a label and a folder name for each of the 11 possible folders. A 12th folder item is provided for custom names your users can assign on the fly by clicking the “Other” radio button.

Windows

It is possible to control how Ad Finder acts when the search is complete by selection the options in the “Windows” group of the preferences window.

Show Missing Ads - Displays an editable, printable, saveable window of the ads that are not on the server. The window will contain a time stamp of when the search was run, a path to the folder searched, and the name of the ad runlist used to conduct the search.

Show Editable Ad Runlist - Displays an editable, printable, saveable window of the ads contained in the ad runlist.

Show Sortable Ad Rulist - Displays a window that will allow you to sort the contents of the ad runlist either by ad name or page number the ad will appear on. This window is not printable or saveable.

Prompt For Save - This option allows you to control whether you recieve a prompt to save the contents of the editable windows when you close them. If you want your users to save the search results every time, it would be a good idea to check this box. The users can save the window contents even if this box is not checked, however, they will not be warned that it has not been saved when they close the window. If you plan to perform many searches throughout the day, and don’t plan on saving the contents of the searches, leaving the option unchecked will speed the search process.

Text

The missing ads window and the editable ad runlist window each contain a small header and a list

below the header.

It is possible for you to customize what font is used to display the header and the list in each of those windows.

The header font and text font edit fields in the text group of the preferences window allow you to choose which font(s) will be used. You can use the same font for both or you can choose different fonts for each element.

An example of this is that you may want the header information to print nice and neat but you want the list information to line up on the screen to make it easier to distinguish fields. For this, you may want to select a nice display font like Arial for the header, and Monaco for the list.

If you do not select a font, the system default font will be used for both of these items. On Macs, that is likely to be Charcoal or Chicago.

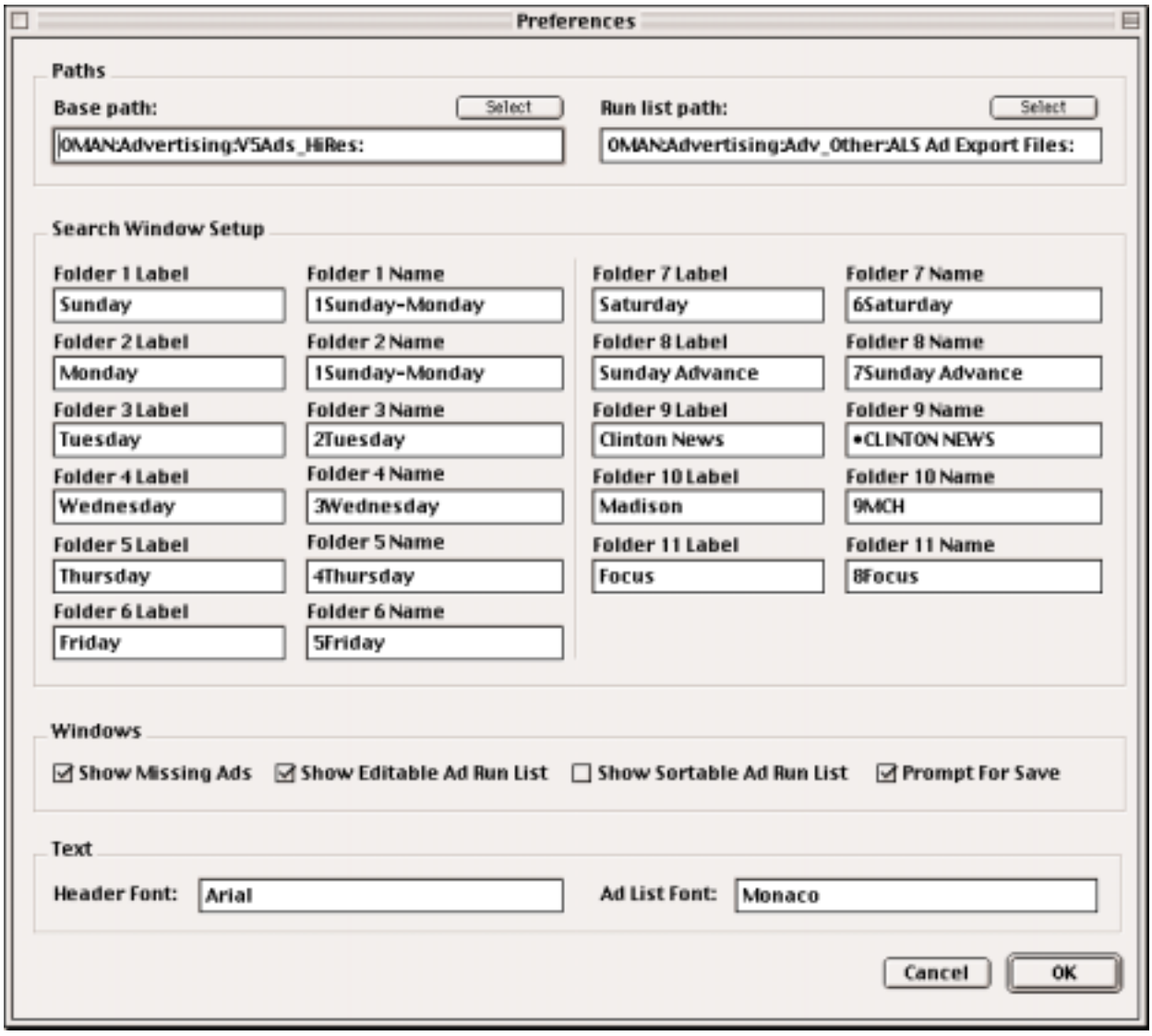

Figure3