

Adstream Print Solutions

MediaLink

Bridging the gaps in the media bookings workflow

Adstream's MediaLink ensures everyone from publishers and agencies involved in booking, creating and delivering ads can share vital media information on key milestones of media fulfillment.

Users of MediaLink can create and distribute job tickets to QuickPrint Pro and QuickPrint Web users, keeping everyone informed with ad sizes, run dates and booking references – all from a simple online workspace.

The MediaLink solution generates .xml tickets for use in QuickPrint Pro and QuickPrint Web, reducing data entry time and enabling the creative studio to generate and pre-flight materials within the same workflow.

From the creation of bookings to the distribution of your final material, MediaLink also offers an interface to ad-booking or production systems via an API, which allows you to manage and track the status of each booking, at any stage of its life cycle.

Recommended For

» Agencies, Production Houses and Publishers

What Our Clients Say

“ The team at McCanns (...) have used MediaLink and have found this system to be an extremely valuable resource for both the production and studio departments *Jayne Hawkins, Production Manager, McCann Europe.* ”

Key Features

- » Access to 39,000 publications, 50 countries in Adstream's Global Publishers Network database
- » Push out orders to users via email; users then deliver ads against orders
- » Visibility of each booking delivered
- » Generate industry standard GWG XMP/XML ad-ticket job files; Job list window.

Key Benefits

- » Share key media information in a structured, organised and simple way
- » Reduce administration time with fast creation of job tickets
- » Automation of booking management thanks to Adstream's global specifications database
- » Save production time through links-to-web portal and QuickPrint desktop systems

MediaLink. Linking the workflow of the print community.

Why Adstream Adstream is the world's leading provider of advertising technology solutions that connect brands, media owners, agencies and production companies by streamlining their business process throughout the advertising cycle, enabling higher efficiency, transparency and profitability. Our team, based in 20+ international offices, serves more than 5,000 clients in 90 countries, worldwide.

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