

Penna AdLine+

USER GUIDE 2023



Penna

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Welcome

This guide will provide you with full instructions on how to use our online ordering system – Penna AdLine+ and how this tool will assist you with your day-to-day advertising requirements and more.

Penna AdLine+ is our password protected web-based system that is provided free of charge to our clients and can be accessed 24/7 through www.pennaadline.com

Penna AdLine+ allows you as the client to access all of Penna's services so that you are making an informed decision as to the best solution for your needs. The tool allows you to request quotes, ask for advice and submit, track and approve your orders, with automated email alerts at each stage of the process so to keep you informed of the progress of your orders.

Placing an order simply involves accessing the site via a personalised log-in and password and then entering your requirements into pre-determined boxes (job/advertisement title, location, salary, reference number and so on).

Multiple contacts can submit advertising requests through Penna AdLine+ at any time of the day (or night for that matter) using the online 'ready to place' order form. The sophistication of the tool allows you to state whether you would like your order collated as part of a print composite should any other part of your organisation submit a request with the same insertion date and media title. It also has the added functionality of allowing you to select alternative approvers should you know you may be away from the office.

With the added functionality of our asset library you can view previous print advertisements online and select your required templates or logos for your digital requests where uploaded.

The solution enables clients to provide Penna with complete information in the correct format and re-keying is kept to the absolute minimum. The advertisement production process is speeded up, with no increased risk of error and/or omission; indeed, the built-in 'prompts' ensure improved accuracy and consistency.

The online proofing tool allows you to drop a pin and mark up your amends instantly, so no need to key the detail into an email anymore!

Penna AdLine+ improves efficiency but in no way replaces the human element of the service; the AdLine+ system just makes communication more effective and efficient.

Your Team at Penna will be able to provide full support on the system during working hours please email your account co-ordinator or donna.warren@penna.com

Thank you, from all at Penna.

Getting Started

The URL for Penna AdLine+ is nice and simple: www.pennaadline.com

All emails sent from the system are addressed from "AdLine+". **Please do not respond to any AdLine+ emails without copying in your Account Co-ordinator as this is an automated email service and will not be picked up. Preferably please send back to just your Account Coordinator.**

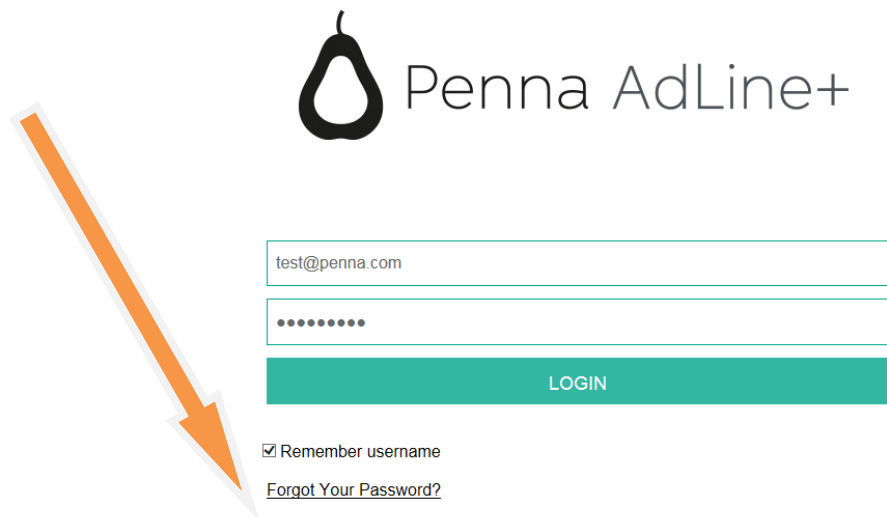
You should have received two emails to get you started:

1. The first email will contain your username which is your email address.
2. The second email will be a system generated password. You will be asked to log into Penna AdLine+ and change this immediately to a password of your preference. Remember passwords are case sensitive.

Once you enter your username you can request this to be saved so that you do not have to re-type this every time you log into the system.

If you cannot locate your user name or password please email donna.warren@penna.com

If you cannot remember your password at anytime you can request a new password by clicking on "Forgot Your Password?" as indicated below under the 'sign in' button.



The image shows the Penna AdLine+ login interface. At the top, there is a logo consisting of a black pear shape and the text "Penna AdLine+". Below the logo are two input fields: the first contains the text "test@penna.com" and the second contains a series of dots representing a password. A large orange arrow points from the bottom left towards the "Forgot Your Password?" link. Below the input fields is a green "LOGIN" button. Underneath the button, there is a checked checkbox labeled "Remember username" and a link labeled "Forgot Your Password?".

Helpline: 0121 788 6699

You will then need to key in your email address and request password reset by clicking on the green button.



PASSWORD RESET

Please confirm your username/email address below.

When you click on the button below you will receive an email with a link that will allow you to reset your Adline password.

REQUEST PASSWORD RESET

Helpline: 0121 788 6699

An email will then be sent to your preferred email address confirming that you have requested a new password. You'll be instructed to follow the email link to reset your password.



SET NEW PASSWORD

SAVE NEW PASSWORD

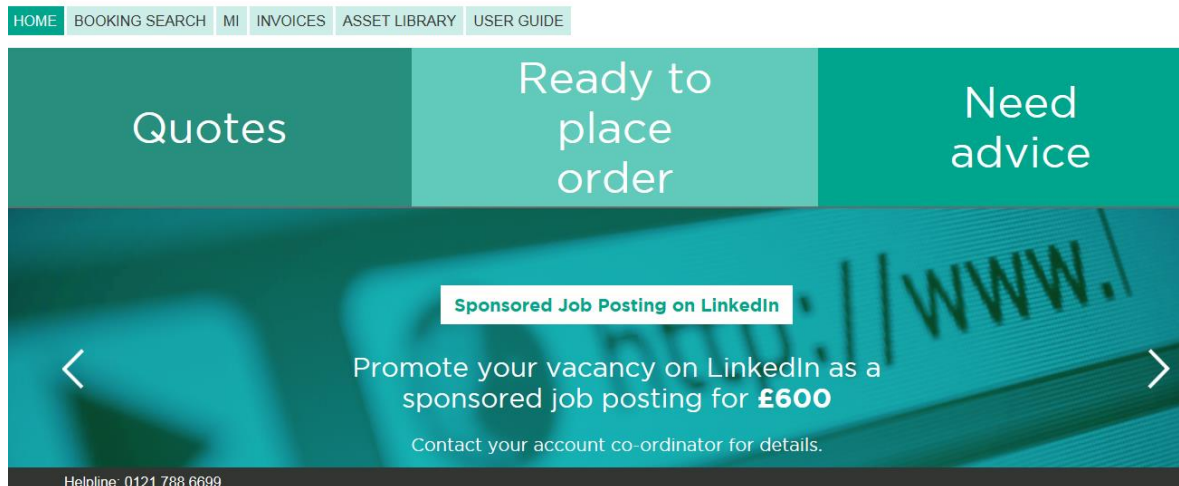
Helpline: 0121 788 6699

Home Page

Once you have logged into the system you will be directed to the ho



Client Logo Here



me page. This will be branded with your corporate logo top right.

You have the **three** following options from here:

1. **Quotes** – if you simply want to find out the cost of certain media please enter your request here. You must know which media you want a quote for at this stage.
2. **Ready to place order** - this is where you know what you'd like to request from Penna and you simply complete the order form and submit accordingly. Any copywriting requests come through here also.
3. **Need advice** – when you require additional advice tap into our advice service. This could be for hard to fill roles or roles where there are a number of openings or even if you want to just talk to us about a fresh approach or see what other services we have to offer to support your overall recruitment needs.

Current Offers

Remember to look out for information on trending media options or current deals at the landing home page.

Navigation – Home Page continued

Booking Search – you can search on the progress of your order here and see all information relating to it as well as proofs of your advertisements, copy and media quotes.

MI – standard Management Information will be stored here for easy access. Make sure you are set-up to receive MI contact your Account Co-ordinator.

Invoices – you can view your invoices from this option but only those that have not been paid so still outstanding on our ledger.


Asset Library – this will be a full library of any logos and templates we hold for your organisation and any previous print templated advertisements which have been requested through Penna AdLine+.

User Guide - A full copy of the user guide is uploaded here.

Quotes

This is where you can request a quote if you already know the media you want to use. Click on “Quote” and this will take you to the request quote form.

Logged in as Sarah Kate (Test Client) Log out

 Penna AdLine+ Client Logo Here

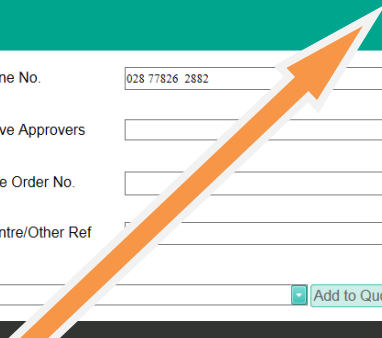
HOME | BOOKING SEARCH | MI | INVOICES | ASSET LIBRARY | USER GUIDE

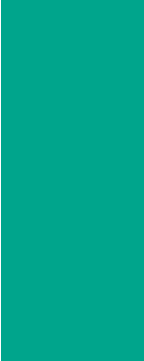
Request Quote Clear Form

Your Name	<input type="text" value="Test Client"/>	Telephone No.	<input type="text" value="028 77826 2882"/>
Department	<input type="text"/>	Alternative Approvers	<input type="text"/>
Job / Notice Title	<input type="text"/>	Purchase Order No.	<input type="text"/>
Job No	<input type="text" value="*AUTO*"/>	Cost Centre/Other Ref	<input type="text"/>

Please select the media you would like a quote on Add to Quote

Helpline: 0121 788 6699





If you have previously saved data in the order form you will need to click on the clear button (top right) to clear the order form. Then proceed to complete the fields of the form.

Your Name – please enter your complete name so that we know who to contact should we need to call and discuss your request with you. This field is mandatory.

Your Phone Number – please enter your telephone number so that your Team at Penna can contact you should they need to. This field is mandatory.

Under Department – we have uploaded the relevant Departments/Directorates according to your set-up request. Please pick the appropriate Department/Directorate where there are options. Click on the drop down for all options. **Please note that this also determines invoicing contacts and it is the responsibility of the client to select the correct Department.**

Alternative Approvers – this function allows you to select another person in your organisation to be copied into the email trails should you know you will be away or unavailable they then have authorisation to approve your requests on your behalf. Again these will be pre-populated in line with your set-up.

Job/Notice Title – please enter the full title of the advertisement here (i.e. the job or notice title). This field is mandatory.

Purchase Order/Cost Centre Other References – it is important that you provide us with your full PO as you need it to appear on your invoice. We appreciate that you may not have the PO at this stage so you can enter TBC and update the order at a later stage.

Penna will not book any media space until a valid PO is provided. If you require any other reference on your invoice i.e. job reference and/or cost code please state this here. If you need more space you can also enter this information in the “Special Instructions” field at the bottom of the page.

Ignore the **job number** as this will be generated by the system once the request is sent through to Penna.

Request Quote

Clear Form 

Your Name	<input type="text" value="Test Client"/>	Telephone No.	<input type="text" value="028 77826 2882"/>
Department	<input type="text" value="Department Name"/>	Alternative Approvers	<input type="text" value="Sonia Tanda"/>
Job / Notice Title	<input type="text" value="IT Analyst"/>	Purchase Order No.	<input type="text" value="TBC"/>
Job No	<input type="text" value="*AUTO*"/>	Cost Centre/Other Ref	<input type="text" value="11245"/>

Please select the media you would like a quote on

Desired start date for advertising

Please note for Print advertising we can only provide an estimate based on the copy provided.
If you would like a more accurate cost please contact us directly.

Special Instructions

Helpline: 0121 788 6699

Please select the media you would like us to quote on from the drop down list and click on the green **"Add to Quote"** button.

Key in the first few letters of the media you require so to see the titles available. Some online titles are stated under www. If you cannot locate your preferred media or there are a number of options under the media you require please contact your Account Co-ordinator for advice.

Where your preferred media is not available Penna will ask you to submit your order under a different media title and then we will set the media up on the system so when the quote is returned the media will be updated correctly for you. **You must however state in special instructions the correct media required.**

Request Quote

Clear Form 

Your Name	<input type="text" value="Test Client"/>	Telephone No.	<input type="text" value="028 77826 2882"/>
Department	<input type="text" value="Department Name"/>	Alternative Approvers	<input type="text" value="Sonia Tanda"/>
Job / Notice Title	<input type="text" value="IT Analyst"/>	Purchase Order No.	<input type="text" value="1BC"/>
Job No	<input type="text" value="*AUTO*"/>	Cost Centre/Other Ref	<input type="text" value="11245"/>

Please select the media you would like a quote on

Desired start date for advertising

Please note for Print advertising we can only provide an estimate based on the copy provided.
If you would like a more accurate cost please contact us directly.

Special Instructions

Helpline: 0121 788 6699

Next you will need to select a **“Desired start date for advertising”** from the dropdown calendar and input any **special instructions** for the team in the box below this. This could be to alert them that you’d like a quote for a button or a banner or simply a standard listing.

You’ll now be asked to upload your advertisement copy and any supporting files from your local directory. There is no restriction on the amount of files you can upload. This field is not mandatory to receive a quote.

Once your file has been uploaded you will then see your file name below. You can delete if you have uploaded the incorrect file and reload.

Job No Cost Centre/Other Ref

Please select the media you would like a quote on

Desired start date for advertising

Please note for Print advertising we can only provide an estimate based on the copy provided.
If you would like a more accurate cost please contact us directly.

Special Instructions

Type in special instructions here....

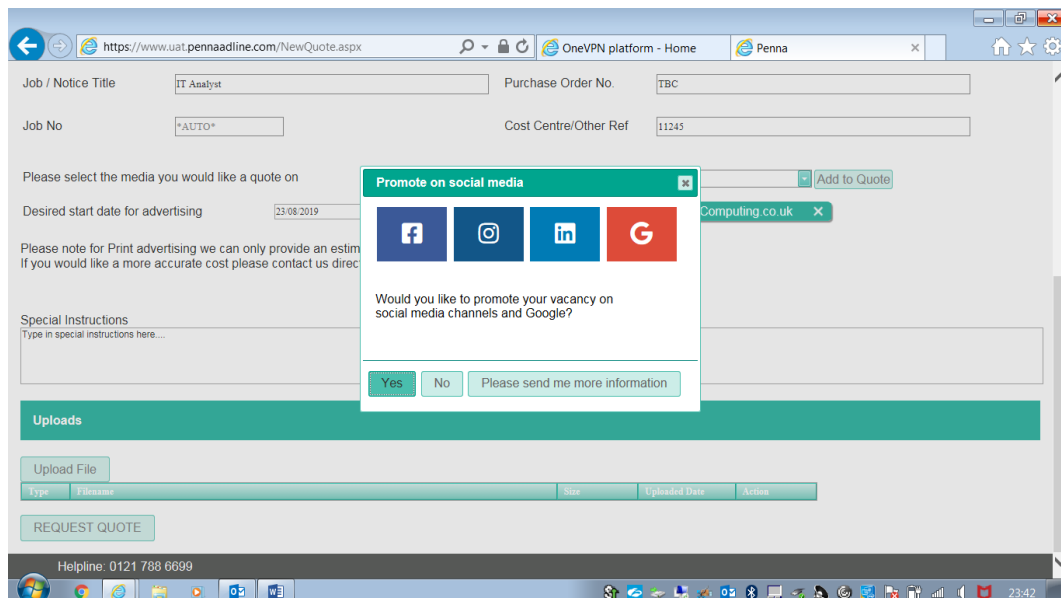
Uploads

Upload File

Type	Filename	Size	Uploaded Date	Action
	Test Copy.doc	43 KB	05/08/2019 23:38	<input type="button" value="Delete"/>

Helpline: 0121 788 6699


You then click on the **“REQUEST QUOTE”** button to proceed. At this point if you are submitting a recruitment request you will be prompted as to whether you would like to promote your vacancy on any social media channels? Simply click **“Yes”** or **“No”** accordingly. Your Account Co-ordinator will then know whether to include this in your quote or not. You will be asked if you wish to proceed, if you do, click on yes and this will send an email to your Account Co-ordinator.



Once the system has sent your request you will receive an email alert and also the below confirmation on screen. **Only when you receive an email acknowledgement from Penna AdLine+**

can you be sure that we have fully received your order. So please contact your Account Coordinator if not received. See example 1 under email alerts.

Logged in as Sarah Kate (Test Client) Log out

 Client Logo Here

HOME | BOOKING SEARCH | MI | INVOICES | ASSET LIBRARY | USER GUIDE

Thank you for requesting a quote via Penna AdLine.

Your new Job no. is **510054**.


Your quote is now being processed.

To check the status of your quote please click [here](#)

Helpline: 0121 788 6699

Any quotes submitted will show as (Quote Requested) under **"Publicatoins"** on the BOOKING SEARCH SCREEN.

Logged in as Sarah Kate (Test Client)



HOME | **BOOKING SEARCH** | MI | INVOICES | ASSET LIBRARY | U

Booking Search

Job No.

Insertion Date Range: All Last 60 Days Betw

Job No	Department	Order Ref	Ref 2	Publication
510056	Department Name	TBC	445345	(Copywriting Adline)
510055	Department Name	TBC	33434	People Management (Recruitment)
510054	Department Name	TBC	11745	(Quote Requested)

Helpline: 0121 788 6699

Ready to place order

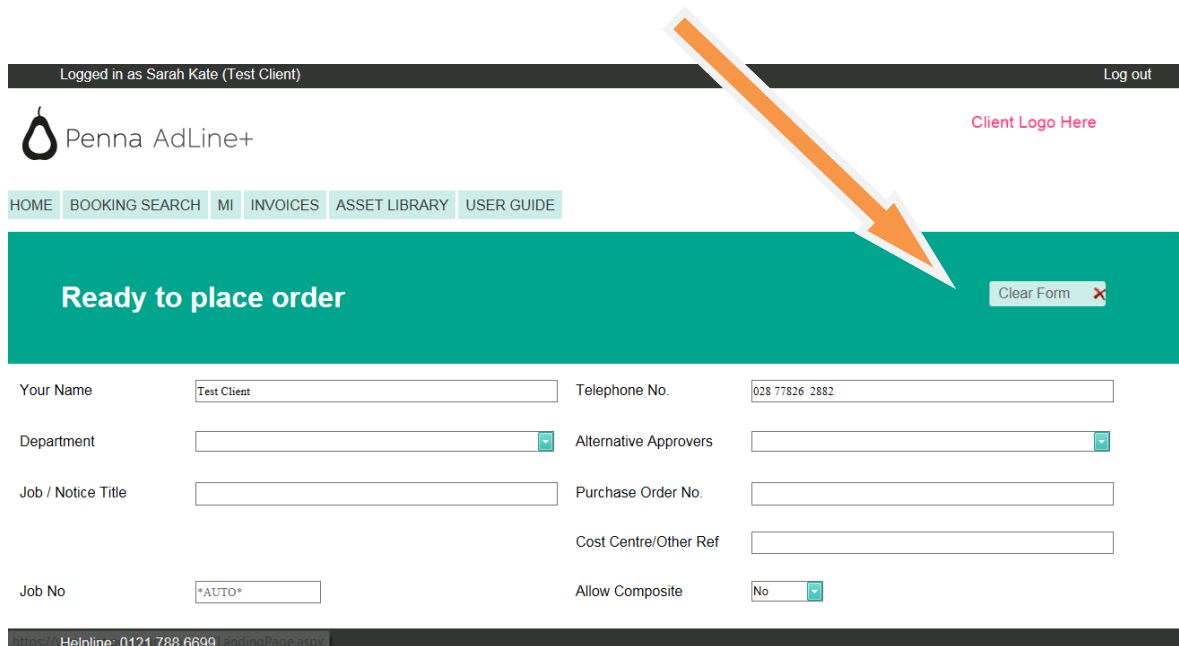
This is where you upload your order whether for recruitment or public notice requests.

Please note that one order should be submitted per campaign. An order can consist of more than one media request.


From the home page click on **“Ready to place order”**

This will take you to the below order form.

If you have previously saved data in the order form you will need to click on the clear button (top right) to clear the order form.



Logged in as Sarah Kate (Test Client) Log out

 Penna AdLine+ Client Logo Here

HOME BOOKING SEARCH MI INVOICES ASSET LIBRARY USER GUIDE

Ready to place order Clear Form ✕

Your Name	<input type="text" value="Test Client"/>	Telephone No.	<input type="text" value="028 77826 2882"/>
Department	<input type="text"/>	Alternative Approvers	<input type="text"/>
Job / Notice Title	<input type="text"/>	Purchase Order No.	<input type="text"/>
		Cost Centre/Other Ref	<input type="text"/>
Job No	<input type="text" value="*AUTO*"/>	Allow Composite	<input type="text" value="No"/>

<https://penna.com/HelpLine/01217886699/landingPage.aspx>

You can then populate the main fields of the online form.

Your Name – please enter your complete name so that we know who to contact should we need to call and discuss your request with you. This field is mandatory.

Your Phone Number – please enter your telephone number so that your Team at Penna can contact you should they need to. This field is mandatory.

Under Department – we have uploaded the relevant Departments/Directorates according to your set-up request. Please pick the appropriate Department/Directorate where there are options. Click on the drop down for all options. **Please note that this also determines invoicing contacts and it is the responsibility of the client to select the correct Department.**

Alternative Approvers – this function allows you to select another person in your organisation to be copied into the email trails should you know you will be away or unavailable they then have authorisation to approve your requests on your behalf. Again these will be pre-populated in line with your set-up.

The screenshot shows a web browser window with the URL <https://www.uat.pennaadline.com/ReadyToPlaceOrder.aspx>. The user is logged in as Sarah Kate (Test Client). The page title is "Ready to place order" and includes a "Clear Form" button. The form fields are as follows:

Your Name	Test Client	Telephone No.	028 77826 2882
Department	Department Name	Alternative Approvers	<input type="checkbox"/> Anastasia Kozlova (pwc.com) <input type="checkbox"/> Jonathan Hart <input type="checkbox"/> Azfar Live <input type="checkbox"/> Richard McGavigan <input type="checkbox"/> Sonia Tanda <input type="checkbox"/> Donna Test
Job / Notice Title		Purchase Order No.	
Job No	*AUTO*	Cost Centre/Other Ref	
		Allow Composite	

Job/Notice Title – please enter the full title of the advertisement here (i.e. the job or notice title). This field is mandatory.

Purchase Order/Cost Centre Other References – it is important that you provide us with your full PO as you need it to appear on your invoice. We appreciate that you may not have the PO at this stage so you can enter TBC and update the order at a later stage.

Penna will not book any media space until a valid PO is provided. If you require any other reference on your invoice i.e. job reference and/or cost code please state this here. If you need more space you can also enter this information in the “Special Instructions” field at the bottom of the page.

Ignore the **job number** as this will be generated by the system once the request is sent through to Penna.

Your Name: Telephone No.:

Department: Alternative Approvers:

Job / Notice Title: Purchase Order No.:

Job No: Cost Centre/Other Ref:

Allow Composite:

Other Services

Copywriting:

Uploads

Upload File

Type	Filename	Size	Uploaded Date	Action

Helpline: 0121 788 6699

Allow **composite** field for a standard solus booking this will be “No”. We will guide you through submitting a composite request later on in this guide.

We have also built in the option to request Copywriting services from Penna. We will refer to these in full again later on in the guide.

Onto the next section – **Uploads**

You’ll now be asked to upload your advertisement copy and any supporting files from your local directory. There is no restriction on the amount of files you can upload.

Once your file has been uploaded you will then see your file name below. You can delete if you have uploaded the incorrect file and reload.

Copywriting:

Uploads

Upload File

Type	Filename	Size	Uploaded Date	Action
	Test Copy.doc	43 KB	06/08/2019 00:09	Delete

Media

Media Title: Insertion Date:

Colour/Style: Rush Job?:

Special Instructions:

ASSET LIBRARY ADD TO ORDER

Helpline: 0121 788 6699

Under the **Media** section

Starting with **Media Title** – please select the media you require for this order. Key in the first few letters of the media you require so to see the titles available. Some online titles are stated under www. If you cannot locate your preferred media or there are a number of options under the media you require please contact your Account Co-ordinator for advice.

Where your preferred media is not available Penna will ask you to submit your order under a different media title and then we will set the media up on the system so when the proof is returned the media will be updated to the correct media for you. You must however state in special instructions the correct media required.

Under **Colour/Style** field you then need to select the correct format to meet your request for the media title you have just selected. If you are unsure of the technical terminology please hover over each style for a description. **For standard black and white advertisement requests please select “B&W”.**

You are then requested to select an **Insertion Date** or start date if online. Simply click on the calendar.

The **Rush Job** option is another new function of the system and offers you the option to rush a job through Penna in 4 working hours as opposed to your standard SLA. So this is 4 hours from submission of your order to first proof. **Please note that this does carry an additional fee which will be confirmed to the right of the box if ticked. You will be charged this if you have committed to ticking the box.**

If this is an online option the rush job does not mean that your request will appear online within 4 hours it simply means that it will be pushed to the front of our workflow. The usual SLA for the media to place an ad online still applies.

Media

Media Title: People Management(Recruitment) | Insertion Date: 23/08/2019

Colour/Style: B&W | Rush Job? | Fee: £35.00

Your order will be returned within 4 hours and applies to this media booking

Special Instructions: [Empty text box]

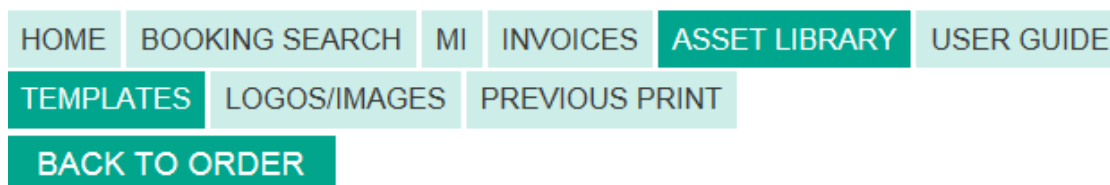
In the **Special Instructions** box you can pass on any additional information to Penna which you would normally send in an email.

Where we have uploaded your logos and templates you then have the option to upload the required template or logo from the **Asset Library**.

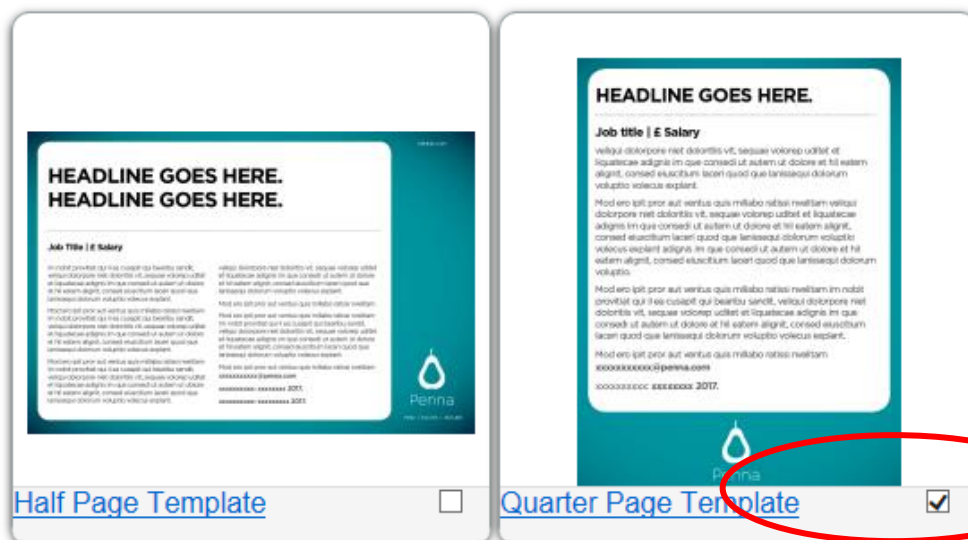
Click on the **green** Asset Library button. This takes you to the full library.

Where we have uploaded your logos and templates you can view them in full from the new Asset Library.

Starting with templates you will see any print templates which we hold for you and which will have been agreed at the time of your account set-up and on-boarding process.



Search



1 Showing 1-2 of 2

<https://Helpline: 0121 788 6699/LandingPage.aspx>

You then need to select the relevant template you wish us to set your order in. If your template is not showing please contact your Account Co-ordinator. If there is a template which is close please select and note any changes in the **“Special Instructions”** box later on in the new order form.

Select the correct template by ticking the small box – bottom right of the template name.

You may also have a suite of logos or images you wish to use and we can upload these and store them here for you.

You can select a mixture of templates and logos or previous advertisements. When selecting previous advertisements, please be clear in your instructions that you just want to re-run the advertisement in full.

Previous advertisements will be able to be viewed. This will apply for any new orders submitted through AdLine+ as of the 27th April. Previous advertisement can easily be searched for by date range, media advertised in or Penna's unique order number.

So once you have selected the asset(s) you wish us to use for this order please click on the **green** back to order button.

Media

Media Title: People Management(Recruitment) Insertion Date: 23/08/2019

Colour/Style: B&W Rush Job? Fee: £35.00

Your order will be returned within 4 hours and applies to this media booking

Special Instructions

REMOVE

ASSET LIBRARY ADD TO ORDER

Helpline: 0121 788 6699

You can now view what you have selected and remove if incorrect. **If you forget to select a template from the library you will be reminded with a prompt.**

Your order will be returned within 4 hours and applies to this media booking

Special Instructions

* Please select a previous advert or template from the asset library

ASSET LIBRARY ADD TO ORDER

Helpline: 0121 788 6699

You are now ready to add all the information to the order by clicking on the green **“ADD TO ORDER”** button. Your saved insertions will be noted below and again editable should you have incorrectly added them.

Media

Media Title Insertion Date

ColourStyle Rush Job?

Special Instructions

ASSET LIBRARY ADD TO ORDER

Saved Insertions

Media	Insertion Date	Rush Job	
People Management(Recruitment)	23 08 2019	<input checked="" type="checkbox"/>	Amend Delete

SUBMIT

Helpline: 0121 788 6699

You can then add more media as required by repeating the same steps. When you are happy with your media selection then click on the **“SUBMIT”** button. A message will appear to prompt you to the fact that you will be liable for the costs of this order so far so are you sure you wish to submit. You will have the option to approve the final costs later on in the process.

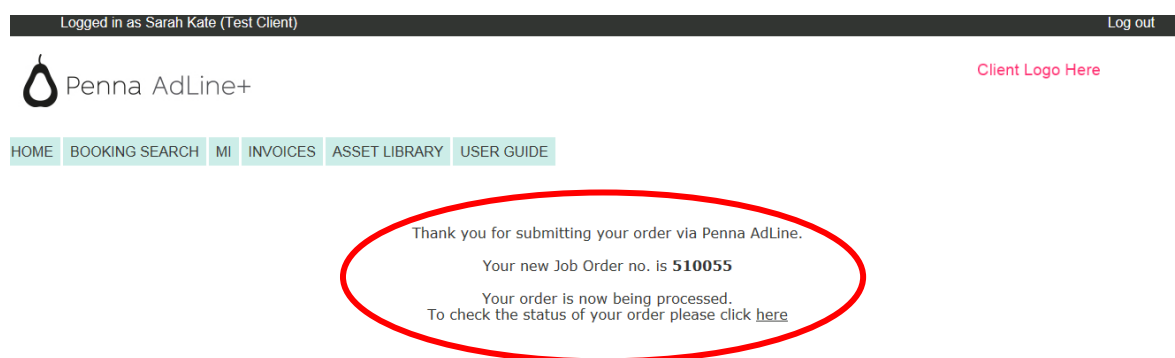
At this point if you are submitting a a recruitment request you will be prompted as to whether you would like to promote your vacancy on any social media channels?

The screenshot shows the web application interface with a dialog box titled "Promote on social media". The dialog box contains icons for Facebook, Instagram, LinkedIn, and Google+. Below the icons, it asks: "Would you like to promote your vacancy on social media channels and Google?". At the bottom of the dialog, there are three buttons: "Yes", "No", and "Please send me more information".

The background shows the "Media" form with fields for "Media Title", "ColourStyle", and "Special Instructions", and a "Saved Insertions" table. The browser address bar shows "https://www.uat.pennaadline.com/ReadyToPlaceOrder.aspx".

Simply click **“Yes”** or **“No”** accordingly. Your Account Co-ordinator will then know whether to include this in your quote or not. You will be asked if you wish to proceed, if you do, click on yes and this will send an email to your Account Co-ordinator.

A message will appear thanking you for your order and providing you with our unique job number. Please make a note of this should you need to refer to your order.



The screenshot shows the Penna AdLine+ web application interface. At the top, a dark grey bar contains the text "Logged in as Sarah Kate (Test Client)" on the left and "Log out" on the right. Below this, the Penna AdLine+ logo is on the left, and "Client Logo Here" is on the right. A horizontal navigation bar contains the following menu items: HOME, BOOKING SEARCH, MI, INVOICES, ASSET LIBRARY, and USER GUIDE. In the center of the page, a red oval highlights a confirmation message:


Thank you for submitting your order via Penna AdLine.
Your new Job Order no. is **510055**
Your order is now being processed.
To check the status of your order please click [here](#)

You will also receive an email alert within 2-hours confirming that your order has been received/acknowledged. **Only when you receive an email acknowledgement from Penna AdLine+ can you be sure that we have fully received your order. So please contact your Account Coordinator if not received.** See example 2 under email alerts.

Need advice

When you require additional advice tap into our advice service. This could be for hard to fill roles or roles where there are a number of openings or even if you want to just talk to us about a fresh approach or see what other services we have to offer to support your overall recruitment needs.

Logged in as Sarah Kate (Test Client) Log out

 Client Logo Here

HOME | BOOKING SEARCH | MI | INVOICES | ASSET LIBRARY | USER GUIDE

Need advice Clear Form

Your Name Telephone No.

Department Job Title

Have you tried to recruit for this role(s) before? Yes No

If yes, what routes to market have you already used?

Sourcing Exec/interim Search Your own career site

Helpline: 0121 788 6699

Simply complete as much information as you can on the online form. None of the fields are mandatory but the more information we have at this stage the better. You are asked to suggest a convenient date and time for a member of the Penna Team to contact you for a briefing call.

Sourcing	<input type="checkbox"/>	Exec/interim Search	<input type="checkbox"/>	Your own career site	<input checked="" type="checkbox"/>
Internal	<input type="checkbox"/>	Social Media	<input checked="" type="checkbox"/>	Online job boards	<input type="checkbox"/>
Local Press	<input type="checkbox"/>	Radio	<input type="checkbox"/>	Outdoor	<input type="checkbox"/>
				Other	<input type="checkbox"/>

Further Details

Please provide details of any other mediums

Salary details

When will be a good time to arrange a briefing call?

Date

Time

Is this a hard to fill role? Yes No

If you have a job spec or previous copy then please upload this also. There is an additional notes section for any other information you feel is important for us to know at this stage.

Once ready click on the **“SUBMIT”** button.

Upload Person Spec/Job Description

Upload File

Type	Filename	Size	Uploaded Date	Action
------	----------	------	---------------	--------


Notes

SUBMIT

Helpline: 0121 788 6699

You will receive a message thanking you for your request and you will also receive an email alert within 2-hours confirming that your order has been received/acknowledged. **Only when you receive an email acknowledgement from Penna AdLine+ can you be sure that we have fully received your request. So please contact your Account Coordinator if not received. See example 3 under email alerts.**

Logged in as Sarah Kate (Test Client) Log out

 Penna AdLine+ Client Logo Here

HOME | BOOKING SEARCH | MI | INVOICES | ASSET LIBRARY | USER GUIDE

Thank you for requesting advice via Penna AdLine.

Your request is now being processed.
A member of the team will get back to you shortly.


Helpline: 0121 788 6699

Sending through your order requests with copywriting

The ready to place order section also allows you to send your recruitment copy writing requests independently or with the required media.

Ensuring first of all that the same fields in the **Ready to place order** section have been completed, as if a standard order, you then tick the **Copywriting box**.

This will display a fee related to the commercials in your contract and you are then directed to enter details of your copywriting request in the white box.



Job No

Cost Centre/Other Ref

Allow Composite

Other Services

Copywriting Fee

By ticking this box you are requesting Penna to write the copy for the order on your behalf, please enter details below and/or attach any documents.

1. How would you summarise the role in one sentence?
2. What is the single most compelling reason for someone to apply for this role?
3. What are the 3-5 key requirements from the JD/Person Spec?

Supporting Notes

Uploads

Helpline: 0121 788 6699

Please update in the box provided any additional supporting notes.

Other Services

Copywriting Fee

By ticking this box you are requesting Penna to write the copy for the order on your behalf, please enter details below and/or attach any documents.


1. How would you summarise the role in one sentence?
2. What is the single most compelling reason for someone to apply for this role?
3. What are the 3-5 key requirements from the JD/Person Spec?

Supporting Notes

Please write copy for the attached role. Keep to 2 hours of copywriting only please.

Uploads

Upload File

Type	Filename	Size	Uploaded Date	Action
	Text Copy.doc	43 KB	06/08/2019 01:05	Delete

Helpline: 0121 788 6699

You then need to upload any relevant files relating to the copywriting requirement i.e. job spec (this is mandatory) and update all relevant media details, templates/logos as per a standard order. **If you just want copy written at this stage simply send through copywriting only without selecting any media.**

When you are happy with your media selection then click on the **“SUBMIT”** button.

A message will appear to prompt you to the fact that you will be liable for the costs of this order so far so are you sure you wish to submit.

If you are happy to continue please click on **“Yes”** or **“No”**.

A message will appear thanking you for your order and providing you with Penna’s unique job number. Please make a note of this should you need to refer to your order.

You will also receive an email alert within 2-hours confirming that your order has been received/acknowledged. **Only when you receive an email acknowledgement from Penna AdLine+ can you be sure that we have fully received your order. So please contact your Account Coordinator if not received.**

Any copywriting requests will show as (Copywriting AdLine) under **“Publicatoins”** on the BOOKING SEARCH SCREEN.

Logged in as Sarah Kate (Test Client)



HOME **BOOKING SEARCH** MI INVOICES ASSET LIBRARY U

Booking Search

Job No. Search

Insertion Date Range: All Last 60 Days Between

Job No	Department	Order Ref	Ref 2	Publication
510056	Department Name	TBC	445345	(Copywriting Adline)
510055	Department Name	TBC	33434	People Management (Recruitment)
510054	Department Name	TBC	11245	(Quote Requested)

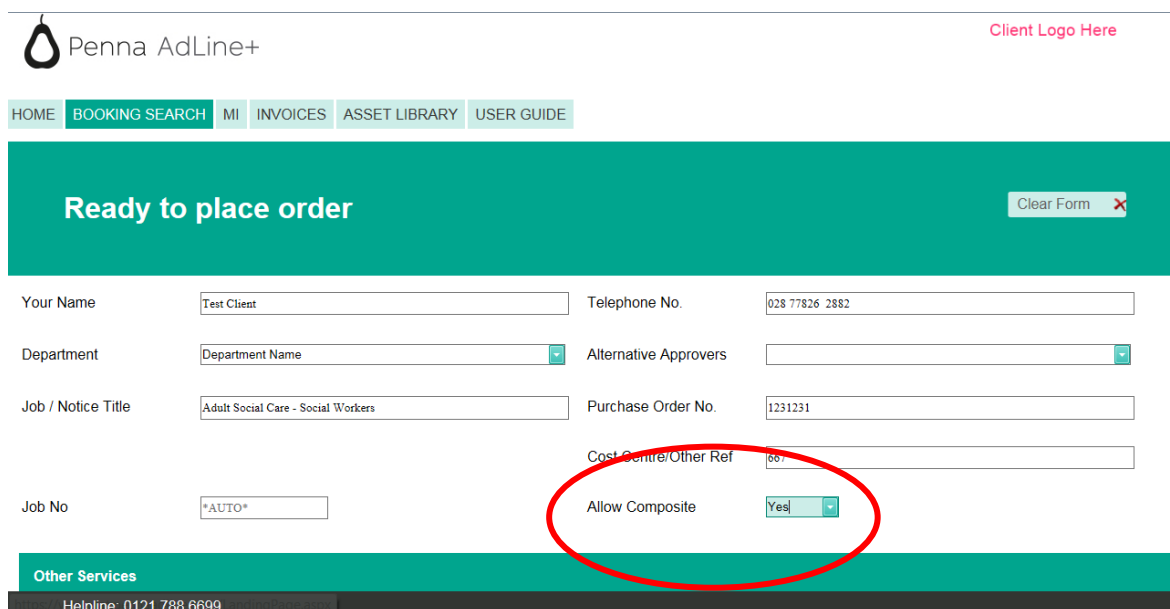
Helpline: 0121 788 6699

Ready to place order - composites

Where you have more than one role or notice to appear in the same print advertisement on the same day you can combine these to make one composite advertisement.

As part of sending a standard order you need to inform Penna that you give authorisation for your order to form part of a composite should another part of your organisation have an order for the same media on the same day.

By clicking on **“Allow Composite”** as **“Yes”** this gives instruction to Penna to composite. **Penna will not composite an advertisement where “No” has been selected by the client.**



Penna AdLine+ Client Logo Here

HOME **BOOKING SEARCH** MI INVOICES ASSET LIBRARY USER GUIDE

Ready to place order Clear Form ✕

Your Name	<input type="text" value="Test Client"/>	Telephone No.	<input type="text" value="028 77826 2882"/>
Department	<input type="text" value="Department Name"/>	Alternative Approvers	<input type="text"/>
Job / Notice Title	<input type="text" value="Adult Social Care - Social Workers"/>	Purchase Order No.	<input type="text" value="1231231"/>
		Cost Centre/Other Ref	<input type="text" value="667"/>
Job No	<input type="text" value="*AUTO*"/>	Allow Composite	<input type="text" value="Yes"/>

Other Services
Helpline: 0121 788 6699

You complete the rest of the order form the same apart from uploading any Assets as Penna will control this on your behalf. If you accidentally select this you will receive a message confirming that Assets are not used when allow composite is selected. You will be notified with an email alert headed **“your job is now part of a composite”** stating that the original job number we confirmed has been cancelled and a new job number will be given. Please see email example 5.

Approving your media orders

When your order has been collated, set in your corporate template if a media placement, costs checked and a series of quality control checks have been conducted, you will receive an email alert from “Penna AdLine+” informing you that your advertisement is now ready for approval. See example ?? under Email alerts.

On receipt of your email alert headed **“Your job is ready for approval”** you can access the **“details”** page of your order by clicking on the link in the email. Alternatively you can search through the booking search function which is covered later in this guide.

The status of the booking is always noted in the grey box. So for this example it states **“with client for approval.”**

Logged in as Test Client (Test Client)

Penna AdLine+

HOME NEW ORDER BOOKING SEARCH **BOOKING** MI INVOICES ASSET LIBRARY USER GUIDE

WITH CLIENT FOR APPROVAL

Purchase Order No:	PO 8876554	Media Published Rate:	£4,032.00
Job number:	800052 Test Title	Media Client charge (after any discounts):	£4,032.00
Your order reference:	PO 8876554	Production charge:	£120.00
Media title:	Financial Times	Additional charge:	£5.00
Insertion Date:	30 Apr 2015	TOTAL COST:	£4,157.00
Classification:	SV		
Colour/Style:	B&W		
Size:	12 X 4		
Depth:	12	Approval Deadline:	28 Apr 2015 13:00
Width:	4		

DOWNLOADS

APPROVE REJECT COPY AMENDS REJECT OTHER REASON KILL

Reason for rejection

© Penna 2015

Please note that the **“Approval Deadline”** is stated above the Download button and must be adhered to for Penna to meet the media’s deadlines.

The details page contains all of the information relating to your booking which you need to review and sign off. The total cost is the amount that you will be invoiced excluding VAT.

It is the responsibility of the client to approve their proof and all associated costs. If approval is not received Penna will not proceed with the order.

To view the proof of your advertisement you need to open the pdf file as highlighted in green. Please note that where the media have set your advertisement or where you have ordered a semi-display/lineage advertisement or online listings there will not be a proof available to view. You will simply need to approve the costs and media details.

Having reviewed all of the details of the order you can then click on the blue **“Downloads”** button which will allow you to open, save or print your proof through adobe acrobat reader.

The screenshot shows the Penna AdLine+ interface. At the top, it says "Logged in as Test Client (Test Client)". The main navigation bar includes "HOME", "NEW ORDER", "BOOKING SEARCH", "BOOKING", "MI", "INVOICES", "ASSET LIBRARY", and "USER GUIDE". The "BOOKING" tab is active. Below the navigation bar, there is a section titled "WITH CLIENT FOR APPROVAL". This section contains order details:

Purchase Order No:	PO 8876554	Media Published Rate:	£4,032.00
Job number:	800052 Test Title	Media Client charge (after any discounts):	£4,032.00
Your order reference:	PO 8876554	Production charge:	£120.00
Media title:	Financial Times	Additional charge:	£5.00
Insertion Date:	30 Apr 2015	TOTAL COST:	£4,157.00
Classification:	SV	Approval Deadline:	28 Apr 2015 13:00
Colour/Style:	B&W		
Size:	12 X 4		
Depth:	12		
Width:	4		

Below the order details, there are four buttons: "APPROVE" (green), "REJECT COPY AMENDS" (grey), "REJECT OTHER REASON" (grey), and "KILL" (grey). A modal window titled "Downloads" is open, showing a green "Downloads" button with a PDF icon, a green "PROOF" button, and a green "Cancel" button. A red circle highlights the "Downloads" modal window and the "APPROVE" button.

If you are ready to approve all the details and the proof please simply click on the green **“Approve”** button.

Please note that you are signing off all details as listed including insertion dates and media for each insertion. By approving these costs you are giving Penna the authorisation to proceed with the booking and you are then liable for the media costs and any associated production costs as shown in the details. Where you have an order appearing in the same media for consecutive weeks you are signing off the cost per insertion and will need to approve these separately. All costs exclude VAT.

If your approval process has been set-up to provide a Purchase Order on your invoices you will be prompted at this point to provide a valid PO before you can approve your order. **Penna will not progress the order or book media space until the PO is entered correctly.**

You'll see the grey status bar change to the next status of **"From Client Approved"** and there is an audit log of who has approved the job. You will receive an email as in example 9 under email alerts stating that you have approved your order.

You can still download the proof even when approved.

Logged in as Test Client (Test Client)

Penna AdLine+

HOME NEW ORDER BOOKING SEARCH **BOOKING** MI INVOICES ASSET LIBRARY USER GUIDE

FROM CLIENT APPROVED

Purchase Order No:	<input type="text" value="PO 8876554"/>	Media Published Rate:	£4,032.00
Job number:	800052 Test Title	Media Client charge (after any discounts):	£4,032.00
Your order reference:	PO 8876554	Production charge:	£120.00
Media title:	Financial Times	Additional charge:	£5.00
Insertion Date:	30 Apr 2015	TOTAL COST:	£4,157.00
Classification:	SV		
Colour/Style:	B&W		
Size:	12 X 4		
Depth:	12	Approval Deadline:	28 Apr 2015 13:00
Width:	4		

Approved by Test Client 21-Apr-2015 10:44

DOWNLOADS

KILL

Your Account Co-ordinator will then proceed to book the media space and send the artwork accordingly.

The next status in the process will be **6 – Awaiting delivery to media** and then once delivery is successful the status will update to **7 – Sent to media/complete**. This will be updated on Penna AdLine+ by your Account Co-ordinator once they have booked the space with the media and sent the approved artwork but you will not receive another email alert at this stage. Finally if you are a voucher client and once you have received your e-voucher the status will move to **8-E-vouched/Completed**.

Rejecting orders – copy amends

If you are not happy with your proof and need to make some amends please click on **“Reject Copy Amends”**. This will open up our new proofing tool for which you will see a message whilst the asset is being loaded.



HOME NEW ORDER BOOKING SEARCH **BOOKING** MI INVOICES ASSET LIBRARY USER GUIDE

WITH CLIENT FOR APPROVAL

Purchase Order No:	<input type="text" value="PO 88765533"/>	Media Published Rate:	£2,088.75
Job number:	800054 Test Title	Media Client charge (after any discounts):	£2,088.75
Your order reference:	PO 88765533	Production charge:	£100.00
Media title:	Evesham Journal	Additional charge:	£0.00
Insertion Date:	08 May 2015	TOTAL COST:	£2,188.75
Classification:	SV		
Colour/Style:	Enhanced List		
Size:	15 X 5		
Depth:	15	Approval Deadline:	28 Apr 2015 10:00
Width:	5		

DOWNLOADS

APPROVE

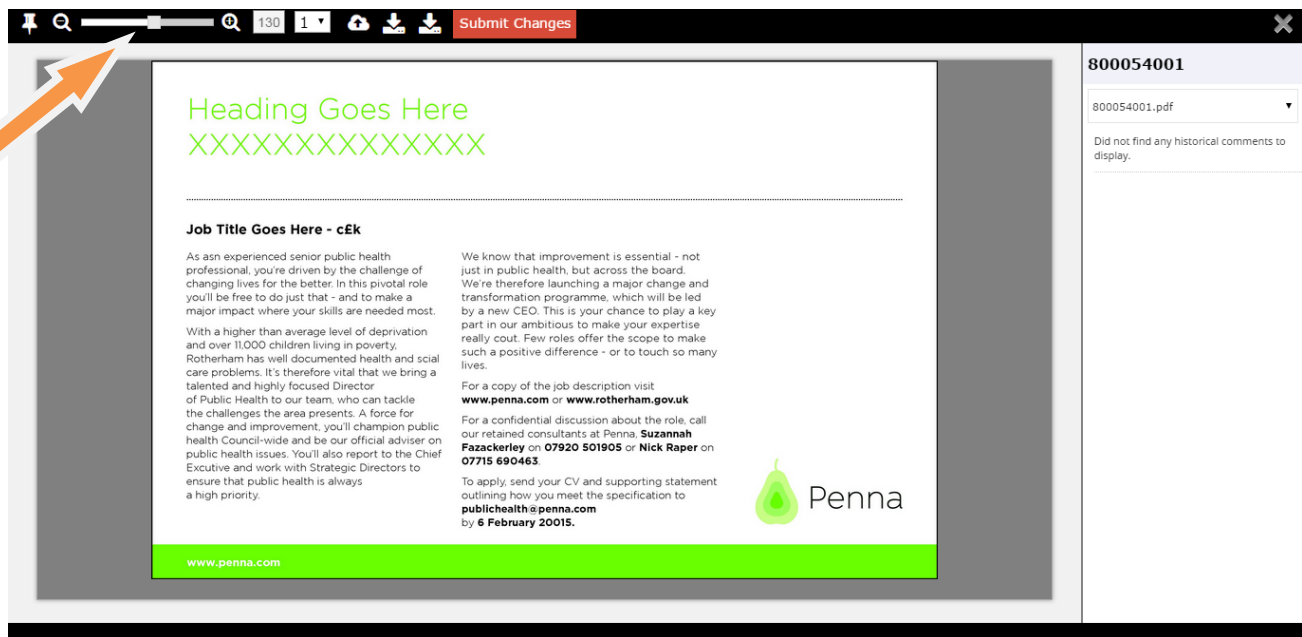
REJECT COPY AMENDS

REJECT OTHER REASON

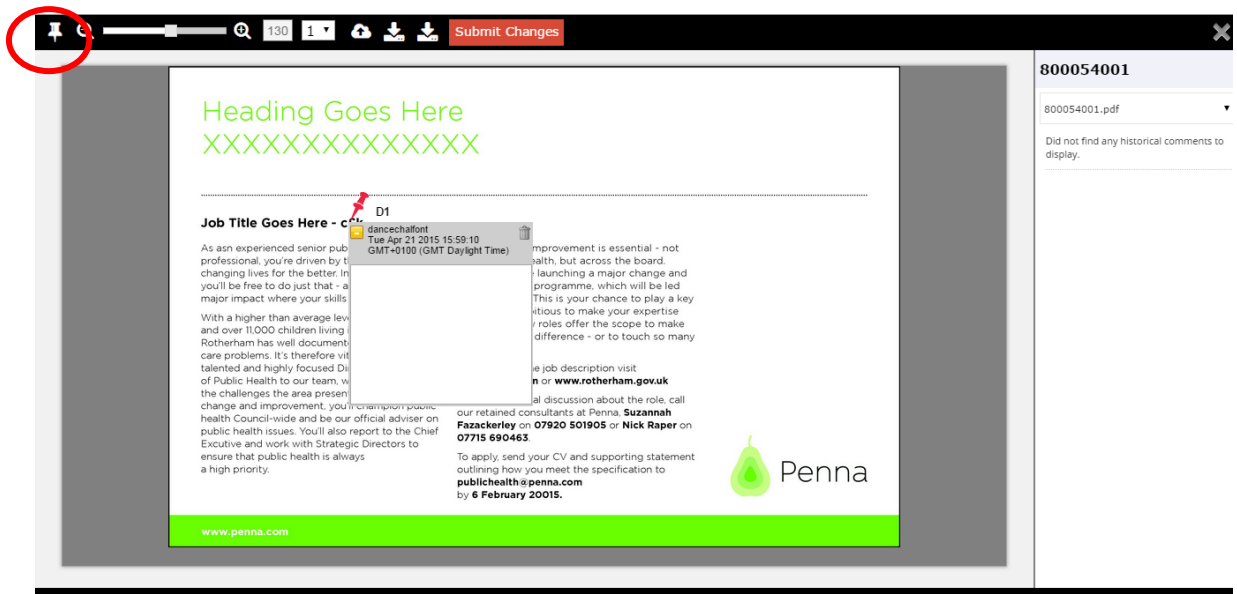
KILL

Reason for rejection

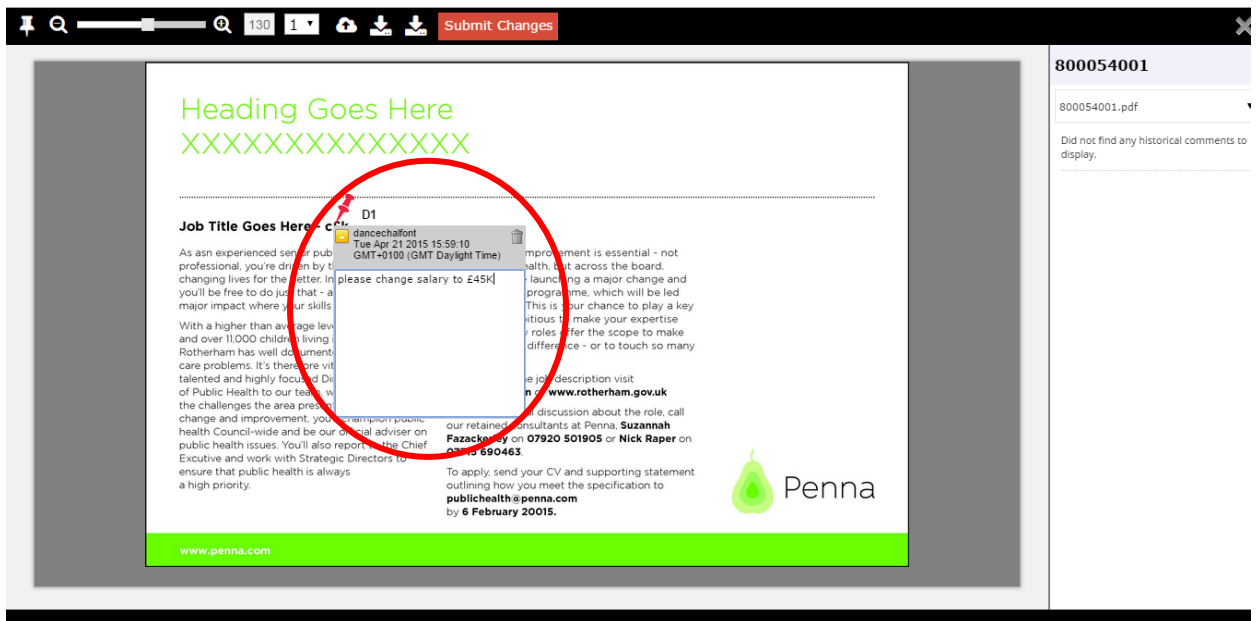
By using the zooming function, top left of the tool bar; you can adjust the proof to the required size to view.



To request an amend you simply click on the “Push Pin” top left of the screen and then drop it by clicking into the position where you would like to note the change.

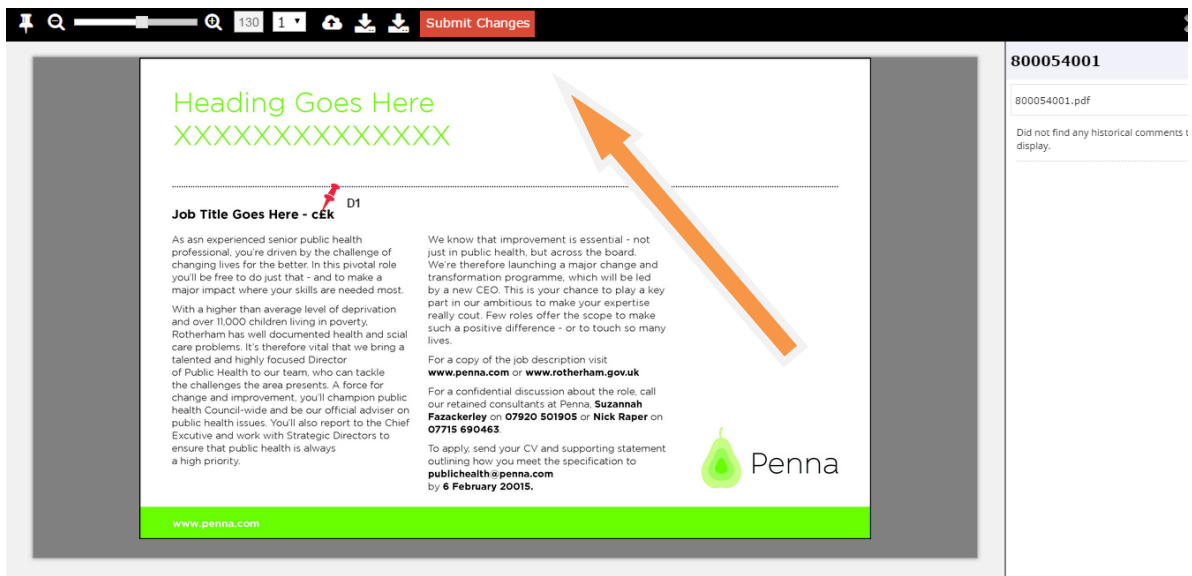


A text box will open and you can then start to narrate your change. In this instance for this recruitment advertisement we are adding in a salary of £45K.

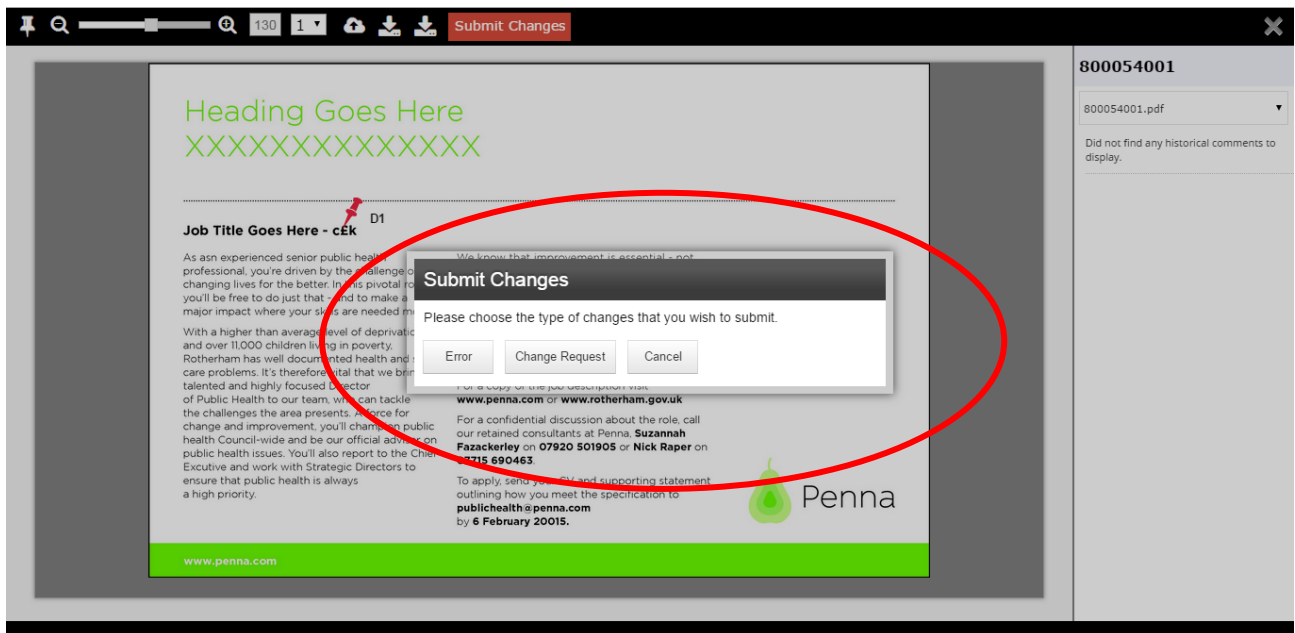


You close the box by clicking the yellow minimize button, top left of the box. You can easily re-open and delete if incorrect, moving on to make as many changes as required. A red pin will mark where changes have been requested.

When ready to submit, click on the “Submit Changes” button which is the large button in the middle of the tool bar at the top of the tool.



You will then be asked to submit changes by the type of change made; please always click on whichever is relevant. In this instance this is a change request and not an error.



The final message you see confirms that your change has been submitted successfully. You can close this message box and you will be taken back to the details page of the order.



You will see that the status has changed to **client in proofing tool** until you close down the details page. The status will then update to **“From Client with Amends”**. **You will not be able to make any further amends to your order until the proof comes back from Penna for approval.**

CLIENT IN PROOFING TOOL

Purchase Order No:	<input type="text" value="PO 88765533"/>		
Job number:	800054 Test Title	Media Published Rate:	£2,088.75
Your order reference:	PO 88765533	Media Client charge (after any discounts):	£2,088.75
Media title:	Evesham Journal	Production charge:	£100.00
Insertion Date:	08 May 2015	Additional charge:	£0.00
Classification:	SV	TOTAL COST:	£2,188.75
Colour/Style:	Enhanced List		
Size:	15 X 5		
Depth:	15	Approval Deadline:	28 Apr 2015 10:00
Width:	5		

DOWNLOADS

APPROVE
PROOFING TOOL
REJECT
KILL

Reason for rejection

© Penna 2015

You will receive an email alert confirming that you have rejected your order. Please see example 5 under email alerts. Your amends will be processed and you will receive a further email alert informing you that your job is ready for approval.

Rejecting an order – other reason

Should you need to communicate any other changes to your order you can do so via the “**Reject Other Reason**” button. So this could be that you want to change the media, the size, the entire copy etc.

WITH CLIENT FOR APPROVAL

Purchase Order No:	<input type="text" value="PO 88765533"/>		
Job number:	800054 Test Title	Media Published Rate:	£2,088.75
Your order reference:	PO 88765533	Media Client charge (after any discounts):	£2,088.75
Media title:	Evesham Journal	Production charge:	£100.00
Insertion Date:	08 May 2015	Additional charge:	£0.00
Classification:	SV	TOTAL COST:	£2,188.75
Colour/Style:	Enhanced List		
Size:	15 X 5		
Depth:	15	Approval Deadline:	28 Apr 2015 10:00
Width:	5		

DOWNLOADS

APPROVE
REJECT COPY AMEND
REJECT OTHER REASON
KILL

Reason for rejection

Please enter your comments in the reason for **rejection box** and then click on the **“Reject Other Reason”** button. You must complete the rejection process in this order.

If you click on the reject button first of all you will see an error message.

WITH CLIENT FOR APPROVAL

Purchase Order No:	<input type="text" value="TBC"/>		
Job number:	800055 Test Title	Media Published Rate:	£1,584.0
Your order reference:	TBC	Media Client charge (after any discounts):	£1,584.0
Media title:	Northern Standard	Production charge:	£0.0
Insertion Date:	08 May 2015	Additional charge:	£68.0
Classification:	SV	TOTAL COST:	£1,652.0
Colour/Style:	B&W		
Size:	11 X 12		
Depth:	11	Approval Deadline:	29 Apr 2015 00:0
Width:	12		

APPROVE

REJECT COPY AMENDS

REJECT OTHER REASON

Reason for rejection

* A reason for rejection is required

You will see that the status of your order has changed to **“From Client with Amends”**.

You will receive an email alert confirming that you have rejected your order. Please see example 5 under email alerts.

Your Account Co-ordinator will receive an email with the details of why you have rejected your order. They will amend accordingly and then send a further proof with details for your final sign off. You will receive another email alerting you to log onto the system and approve or again reject if necessary. If you are happy with the revised proof you will approve as detailed in the section titled – **“Approval”**.

Approving – media research or copywriting

The approval process is a little different for our **“Other Services”**. You will receive an email alert as you would for a standard media order but this will be headed **“Media Research or Copywriting Complete”**. Please see example 7 under email alerts. Your Media Research/Copywriting will be attached to the order to review.

Again you are directed to the details page by clicking on the link in the email alert where you will see the following screen.

Logged in as Test Client (Test Client)

Penna AdLine+

HOME NEW ORDER BOOKINGSEARCH **BOOKING** MI INVOICES ASSET LIBRARY USER GUIDE

WITH CLIENT FOR APPROVAL - (Research Adline)

Order Ref [DOWNLOAD](#)

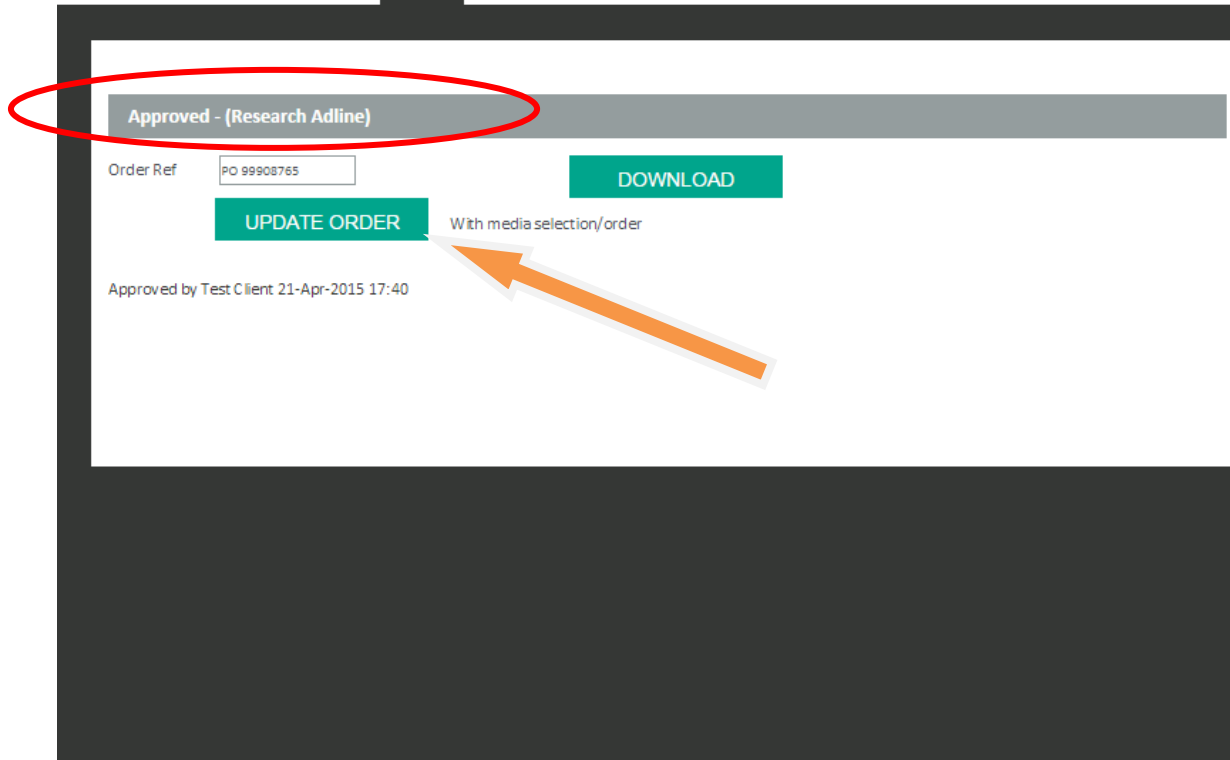
APPROVE	Copy or media research - no further action
REJECT	Changes to copy (please see detail below) or alternative media/research required
KILL	No longer required

Reason for rejection

© Penna 2015

The status of the request is clearly marked at the top of the page in the grey box – so **“With Client for Approval”** - (Research AdLine+ or Copywriting). This indicates that you have requested media research (or copywriting) and it is now with you for approval or rejection.

If you are happy to proceed click on the green **“Approve”** and the status will change to **“Approved – (Research AdLine+ or Copywriting)”**. Obviously if you want to reject for any reason please do so entering a reason as to why you want to reject the order.



You will now be invoiced for the media research or copywriting accordingly.

Should you wish to progress your order you can at this stage **“update”** the order with the relevant media as recommended by Penna. This does not have to be done immediately you can re-visit the order at any time to update.

Click on **“Update Order”** button and this takes you back to the original order. From here you can add the relevant media as you would for a standard order and continue to submit.

Your Account Co-ordinator will receive the update and action accordingly.

New Order

Your Name

Department

Job / Notice Title

Job No

Telephone No


Alternative Approvers

Purchase Order No

Allow Composite

Uploads

UPLOAD

Type	Filename	Size	Uploaded Date	Action
	TEST MEDIA RESEARCH.docx	9 KB	21/04/2015 16:56	Delete

Media

Media Title

Colour/Style

Special Instructions

Insertion Date

Rush Job?

ASSET LIBRARY

ADD TO ORDER

Saved Insertions

Media	Insertion Date	Rush Job

Rejecting – copywriting or media research order

As with any of our “Other Services” you can download the copy or media research from the “Download” button at any stage once it has been sent to you for approval.

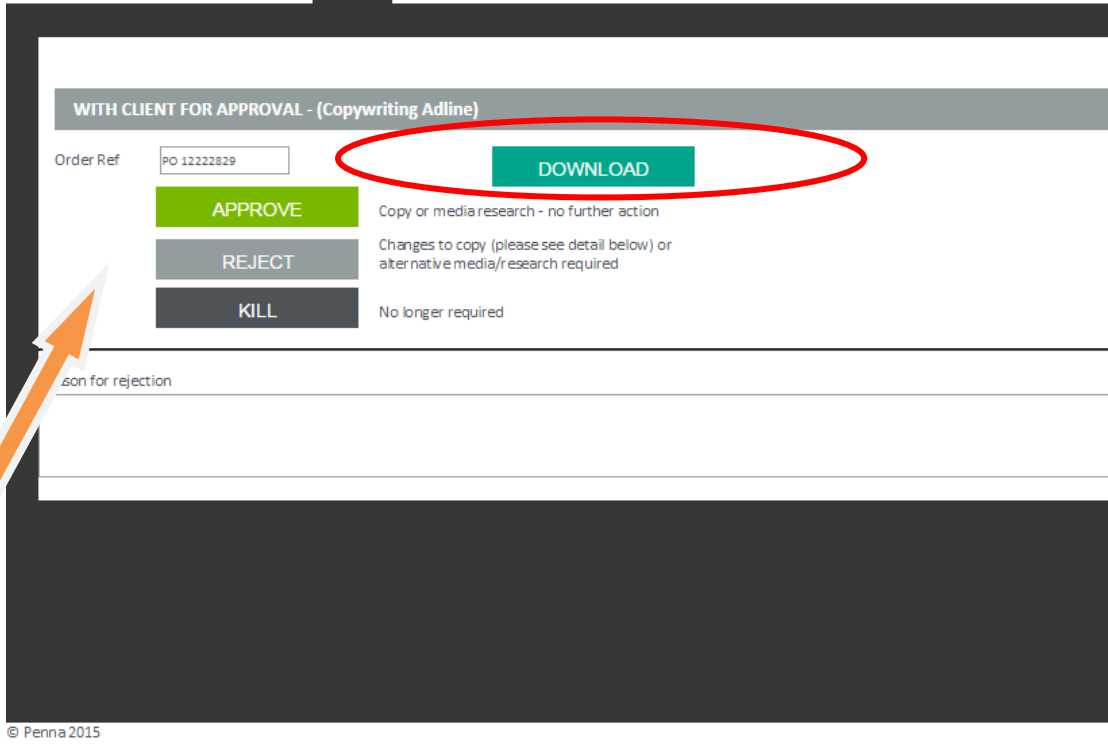
WITH CLIENT FOR APPROVAL - (Copywriting Adline)

Order Ref **DOWNLOAD**

APPROVE	Copy or media research - no further action
REJECT	Changes to copy (please see detail below) or alternative media/r research required
KILL	No longer required

Reason for rejection

© Penna 2015



You always have three options at this point. **Approve, Reject or completely Kill the job.**

If you want to make changes to the copy or require additional media research, please enter your comments in the reason for rejection box and then click on the **“Reject”** button.

The status will then update to **“From client with Amends – (Copywriting AdLine+ or Media Research)”**. Your AC will receive the update and action accordingly.

WITH CLIENT FOR APPROVAL - (Copywriting Adline)

Order Ref

PO 12222829

DOWNLOAD

APPROVE

Copy or media research - no further action

REJECT

Changes to copy (please see detail below) or alternative media/research required

KILL

No longer required

Reason for rejection

Please can you make more punchy and less copy heavy.

* A reason for rejection is required

Killing a job

Should you need to completely cancel your request at any stage up to **“Approved”** you can do so by locating your order from the **“Booking Search”** page and clicking on **“Details”**.

From here you will see the dark grey **“Kill”** button. If you click on this you will be presented with a warning message asking you if you are sure you want to kill this booking. **You may incur production costs if your advertisement has already been set by our production team and/or full media costs if booked already. If you are happy to continue please click on Kill.** On receipt of the **“Kill”** instruction your Account Co-ordinator will contact you to confirm what costs you have incurred.

FROM CLIENT APPROVED

Purchase Order No:	<input type="text" value="PO 8876554"/>		
Job number:	800052 Test Title	Media Published Rate:	£4,032.00
Your order reference:	PO 8876554	Media Client charge (after any discounts):	£4,032.00
Media title:	Financial Times	Production charge:	£120.00
Insertion Date:	30 Apr 2015	Additional charge:	£5.00
Classification:	SV	TOTAL COST:	£4,157.00
Colour/Style:	B&W		
Size:	12 X 4		
Depth:	12	Approval Deadline:	28 Apr 2015 13:00
Width:	4		

DOWNLOADS

Approved by Test Client 21-Apr-2015 10:44

KILL

The status of the order will change to **“Killed by Client”**. You will receive an email alert confirming this action as shown in example 8 under email alerts.

You can only **“Kill”** a job up to status **6 - Awaiting Delivery to Media**.

KILLED BY CLIENT

Purchase Order No:	<input type="text" value="PO 88876554"/>		
Job number:	800049 Test Title	Media Published Rate:	£0.00
Your order reference:	PO 88876554	Media Client charge (after any discounts):	£0.00
Media title:	Banbury Cake	Production charge:	£0.00
Insertion Date:	14 May 2015	Additional charge:	£35.00
Classification:		TOTAL COST:	£35.00
Colour/Style:	B&W		
Size:			
Depth:	DAM	Approval Deadline:	
Width:			

Killed by Test Client 20-Apr-2015 13:10

Composites

Where you have more than one notice to appear in the same print advertisement on the same day Penna will combine these so to make one composite notice.

Where you have requested that your order can be part of a composite advertisement as you selected **“Yes”** on your order form, Penna will review your request in line with other requests submitted for that week from other users in your organisation (as stipulated in the on-boarding process) for the same media on the same day and if we can composite we will start the process.

You will be notified with an email alert headed **“your job is now part of a composite”** stating that the original job number we confirmed has been cancelled and a new job number will be given.

From: Penna AdLine
Sent: 17 April 2015 13:56
Subject: Your job is now part of a composite - 800035 - Composite 30-Apr-15

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Media Title & Date: Aberdeen Citizen 30/04/2015
Title: Composite 30-Apr-15
Bookings on job(s):

800032 Job Title 1

800033 Job Title 2

800034 Job Title 3 |

are now part of a composite on **Job 800035.**

When a proof is ready and uploaded to AdLine+ you will only see your split of the cost of the composite under the “**Details**” of your part of the booking so you will only be required to approve your part.

You will receive further an email alert as shown in example 4 under email alerts. This will be headed “**your job is ready for approval - composite**”. There will be a prompt in the email to check on AdLine+ for a breakdown of the cost for this part of the composite.

The approval process is the same, however if another user rejects their part of the advertisement you will be notified with an additional email alert.

In this alert, as shown below, you will be informed who has approved or rejected their part.

- **Job Rejected – Composite**

From: Penna AdLine+ [<mailto:pennaAdLine+@Penna.com>]
Sent: 21 April 2015 13:17
Subject: Rejected by client - 800035 - Composite

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Insertion Comp test Split 2 in Aberdeen Citizen for 30 Apr 15
has been **REJECTED** by client **Client 1**

Our Job 800035

Title	Ref	Contact	Status
Comp test title 2	453453453453	Client 1	5 - FROM CLIENT APPROVED
Comp test title 1	No PO	Client 2	(not yet responded)
Comp test title 3	No Po	Client 3	(not yet responded)

The rejection process with a composite only allows you to note your amends via the comments box and not via the proofing tool. Please remember to complete the **“Reason for rejection”** field and then click on the **“Reject”** button. Your amends will be progressed accordingly and then a further email will be sent to you heading **“Proof for your approval”**.

If there are significant changes made to other parts of the composite which impact on the cost of your split or changes to the format of the advertisement you will be asked to review and approve again. You will be sent a further email alert requesting this action.



WITH CLIENT FOR APPROVAL

Purchase Order No:
Job number: 800079 Composite 01-May-15 Media Published Rate: £0.00
Your order reference: Media Client charge (after any discounts): £0.00
Media title: Ballymena Guardian Production charge: £0.00
Insertion Date: 01 May 2015 Additional charge: £0.00
Classification: SV TOTAL COST: £0.00
Colour/Style: B&W
Size:
Depth: Approval Deadline: 29 Apr 2015 00:00
Width:

DOWNLOADS

APPROVE

REJECT

Reason for rejection

Booking search

You can track your order at any stage of the process by using the **“Booking Search”** function.

Simply search by any of the **“Search by”** criteria. You can search by Penna’s unique job number or a job title/headline of a notice to name a few.

To make it easy for you to locate your order you can also search by a defined date range or to keep it simple the last 60 Days.



HOME **BOOKING SEARCH** MI INVOICES ASSET LIBRARY USER GUIDE

Booking Search

Job No. Search

Search by

Job No. All Last 60 Days Between Only awaiting ap

Order Ref

Department

Job Title / Headline

Originator of order

Publication

Colour / Size / Type

Ref 2	Publication	Colour/Size	Insertion Date	Headline
445345	(Copywriting Adline)		06/08/2019	HR Manag
33434	People Management (Recruitment)		23/08/2019	HR Manag
510054	Department Name TBC	11245 (Quote Requested)	05/08/2019	IT Analyst
510053	Department Name 89989	1123 (Quote Requested)	05/08/2019	Test social

Helpline: 0121 788 6699

There are 12 different column headings and specifically you can view the status of your booking under **“Production status”**. There are 8 statuses in the process and the production status section on page 50 provides you with an in-depth overview of each status. We feel however that they are self-explanatory.

You can sort the booking’s page as you would with an excel spreadsheet by clicking on the column headings.

For each order you can click on the “Details” button and view all information relating to that order/media booking. You can then approve, reject or cancel the job depending which stage of the process your order is at.



Penna AdLine+

[Client Logo Here](#)

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Booking Search

Job No.

Insertion Date Range: All Last 60 Days Between Only awaiting approval?

Rows Per Page 15 30 45

Job No	Department Name	Order Ref	Ref 2	Publication	Colour/Size	Insertion Date	Headline	Production Status	Originator	Account Handler	Action
510056	Department Name	TBC	445345	(Copywriting Adline)		06/08/2019	HR Manager	1 - NEW ORDER SUBMITTED	Sarah Kate	Sarah Davis	Details
510055	Department Name	TBC	33434	People Management (Recruitment)		23/08/2019	HR Manager	1 - NEW ORDER SUBMITTED	Sarah Kate	Sarah Davis	Details
510054	Department Name	TBC	11245	(Quote Requested)		05/08/2019	IT Analyst	1 - QUOTE REQUESTED	Sarah Kate	Sarah Davis	Details

You will also be able to download any assets which have been uploaded to the booking so for example here this is a client who requires our voucher service and can therefore download a copy of the e-voucher.

Any copywriting or quote requests will show as below under “Publication” on the booking search screen.

Logged in as Sarah Kate (Test Client)



HOME BOOKING SEARCH MI INVOICES ASSET LIBRARY U

Booking Search

Job No. Search

Insertion Date Range: All Last 60 Days Between

Job No	Department Name	Order Ref	Ref 2	Publication
510056	Department Name	TBC	445345	(Copywriting Adline)
510055	Department Name	TBC	33434	People Management (Recruitment)
510054	Department Name	TBC	11245	(Quote Requested)

Helpline: 0121 788 6699

Invoices

This part of the system allows you to view any invoices which are outstanding for payment. Each invoice is also uploaded to the booking search screen under “**Details**” once billed and sits within the “**Download**” function.

You can easily search by “**Invoice Number** “. Also you have the functionality to select a specified date range.



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Invoices

523990 x

Date Range: All Last 60 Days Between

Rows Per Page 15 30 45

Job No	Type	Number	Date Raised	Date Due	Amount
[Empty table body]					



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Invoices

381682

Date Range: All Last 60 Days Between

Job No	Type	Number	Date Raised
[Empty table body]			

Production Statuses

There are a **number of production statuses** on AdLine+ all of which are self explanatory and will give you total view of where your order is within the advertising process.

1 – New Order Request or Quote Requested – Penna has received your order request through AdLine+. This could be for media or copywriting or both, or simply a quote only.

2 – Processing Order – Your Account Co-ordinator will be processing your order for you, conducting media research, having copy written if required and getting the advertisement set in your house template where a print advertisement request.

3 – With Client for Approval – Your order has been sent back to you with costs and a proof for your comments/approval.

3.1 – Client in Proofing Tool – If you leave the proofing tool you will see this status until your refresh. When you close the order and go back in to the booking the status will update.

4 – From Client with Amends – You have sent your order back to Penna with amends.

4 – Rejected by Penna – Where you have advised Penna that you do not require us to progress your order any further – cancellation of an order. Penna has to control this process and will reject on AdLine+. We will require notification from you in a separate email for our trails.

4 – Cancelled by Client – You can alternatively kill your order. Penna will communicate any charges incurred up to the point the job was killed. You can only kill the job if you have reached status 6 and not beyond.

5 – Client Approved – You have approved your order. Penna will only proceed with the booking of the space once this approval has been received. **It is the responsibility of the Client to approve their booking on AdLine+ otherwise space will not be booked and your advertisement will not appear.**

6 – Awaiting Delivery to Media – Your media order has been booked as approved and Penna are sending the approved artwork to the media.

7 – Sent to Media Complete – Your advertisement artwork has been sent to the media.

8 - Evouched/Complete or Emailed Link/Complete - If you are a Public Notice client you will receive an e-voucher in line with your contract/SLA this is usually within 7 working days, however in most cases this arrives within 48 hours of insertion date. The e-voucher will be emailed to the originator of the order and also a copy will be uploaded to AdLine+ under the “Details” Page.

Where you have requested online media a url/link will be provided so that you can view your advertisement in real time.

Entering Purchase Orders

Purchase Order/References – it is important that you provide us with your full PO as you need it to appear on your invoice. If you do not have your PO at the new order form stage, please enter “TBC” and continue.

You will then have the opportunity to return to the details page for each order and update your PO at any stage of the process however, Penna must receive your PO before they continue with the booking of the media space so there is a risk that your advertisement will not be published if the PO is not provided in time.


To update your PO on Penna AdLine+, log into the system and via **Booking Search**, search for your order.

Click on the **“Details”** button far right of your order line.

This will retrieve your order.

You will then open the details page and you will see a box named “Purchase Order”. It is here that you key in your full PO, then press **“Close”**. This will save your PO and you will then see it on the booking search screen under the “Purchase Order” column. (Third column from the left).

Logged in as Sarah Kate (Test Client) Log out

 Penna AdLine+ Client Logo Here

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WITH CLIENT FOR APPROVAL ORIGINAL ORDER

Purchase Order No:	<input type="text"/>		
Job number:	510008 Admin Officer	Sec Rate:	£560.00
Your order reference:	5658383546	Media Published Rate:	£560.00
Media title:	www.Monster.co.uk	Media Client charge (after any discounts):	£50.00
Start Date:	05 Sep 2019	Production charge:	£0.00
Duration:	3 Days	Additional charge:	£0.00
Classification:	Recruitment Online	TOTAL COST:	£50.00
Online Collateral:	Button		
Pixels:	114 x 56		
Approval Deadline:	19 Aug 2019		
Approvers:	Sonia Tanda		

Management Information


Double click on the "MI" tab on the main menu.

This part of the system allows Penna to upload your standard management information we wish to share with you and your users.

Where agreed your monthly management information will appear here to be downloaded in whichever format has been approved either Excel or a PDF.

The reports are system generated roughly around the 6th of every month.

Logged in as Sarah Kate (Test Client) Log out

 Penna AdLine+ Client Logo Here

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MI

File Name	Size	Created	Type

[1](#)

The Asset Library

Where we have uploaded your logos and templates you can view them in full from the new Asset Library.

Double click on the template you wish to view and this will enlarge on screen.

Top left of the template in the green tool bar you have the option to **“SAVE”** which will allow you to open or save as you wish. This is particularly useful if you need to forward on to other contacts in your organisation. This is the same principle for both Templates and Previous Print advertisements.

Logged in as Sarah Kate (Test Client) Log out

Penna AdLine+ Client Logo Here

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TEMPLATES | LOGOS/IMAGES | PREVIOUS PRINT

Search

SAVE

HEADLINE GOES HERE.

Job title | £ Salary

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Half Page Template Quarter Page Template

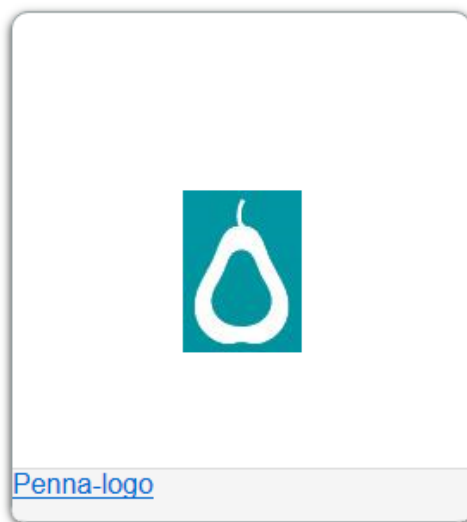
Helpline: 0121 788 6699

You may also have a suite of logos or images you wish to use and we can upload these and store them here for you.

Logged in as Sarah Kate (Test Client)



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- LOGOS/IMAGES
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Helpline: 0121 788 6699

Using the "Search" box previous advertisements can easily be searched for by one of the following: **date range, the media advertised in or by Penna's unique order number.**

We are working on the next phase of development so that we can provide a screen shot of any online advertisements... watch this space!

E-mail alerts

EMAIL ALERTS – Acknowledgement

Each stage of the process is supported with an email alert addressed from Penna AdLine+. Please do not respond to any AdLine+ emails without copying in your Account Co-ordinator as this is an automated email service and will not be picked up.

You will also receive an email alert within 2-hours confirming that your order has been received/acknowledged. Only when you receive an email acknowledgement from Penna AdLine+ can you be sure that we have fully received your order. So please contact your Account Coordinator if not received.

If you have selected an “Alternative Approver” they will also be copied into all of the email alerts for the job in question.

The subject line of each email keeps you informed as to the status of your order, the Penna unique job number and also the job/notice title.

EMAIL ALERTS – Client Approval

Once your order has been processed whether media research, copywriting or media placement you will receive an email alert from “Penna AdLine+” informing you that your order is now ready for approval.

This email will contain all the information relating to your order such as the media, insertion date and total cost including all production fees but excluding VAT.

Where a file is uploaded to the system this will also be sent as an attachment to the email so you can forward this onto an end authoriser to review easily.

You will be instructed to approve or reject by clicking on the link in the email which will take you straight to the details page on Penna AdLine+.

E-mail alerts are sent to users at the following stages of the process. The below demonstrates the content of each email.

Over page is a sample of our email alerts.

EXAMPLE 1 - ACKNOWLEDGEMENT

From: Penna AdLine+

Sent: 14 April 2015 15:11

Subject: Your job has been acknowledged by Penna - 800025

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Your Job titled: Test Job

Purchase Order No.: 67388883999

Our Job No.: 800025

Client: Test Client

Department: Statutory Notices

Insertions

Media Title:	Barking & Dagenham Recorder
Insertion Date:	01 May 15
Colour/Style:	B&W
Template Name:	EA_T2.jpg
Logo Name:	
Previous Job:	
Allow Composites:	No

EXAMPLE 2 – JOB IS NOW PART OF A COMPOSITE

From: Penna AdLine+
Sent: 23 April 2015 10:21
Subject: Your job is now part of a composite - 800079 - Composite 01-May-15

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Media Title & Date: Ballymena Guardian 01/05/2015
Title: Composite 01-May-15
Bookings on job(s):

800076 Test Title 1

800075 Test Title 2

are now part of a composite on **Job 800079**.

EXAMPLE 3 – SOLUS APPROVAL

From: Penna AdLine+
Sent: 17 April 2015 12:32
Subject: Your job is ready for approval - 800017

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Your Job/Notice Titled: Test
Media: Basildon Recorder
Purchase Order No.: 1190199
Insertion Date: 01 May 15
Total Cost: £51.90
Job Number: 800017

is ready for approval. Please note that you need to sign off all the details as shown to include the total cost for each insertion. By approving these costs you are giving Penna the authorisation to proceed with the booking and you are then liable for the full media costs and associated production costs. Where you have an order appearing in the same paper for consecutive weeks you will need to sign off each cost separately. ALL COSTS EXCLUDE VAT.

Any other message from the AC which is relevant to the order will be placed here.

You can approve or reject the advert by clicking [here](#).

EXAMPLE 4 – COMPOSITE APPROVAL

From: Penna AdLine+
Sent: 15 April 2015 12:24
Subject: Your job is ready for approval - 800020 - Composite 01-May-15

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Your Job/Notice Titled: Composite 01-May-15
Media: Aldershot News Group
Purchase Order No.: Composite
Insertion Date: 01 May 15
Total Cost: (Please check on AdLine+ for a breakdown of the cost for this part of the composite)
Job Number: 800020

is ready for approval. Please note that you need to sign off all the details as shown to include the total cost for each insertion. By approving these costs you are giving Penna the authorisation to proceed with the booking and you are then liable for the full media costs and associated production costs. Where you have an order appearing in the same paper for consecutive weeks you will need to sign off each cost separately. ALL COSTS EXCLUDE VAT.

You can approve or reject the advert by clicking [here](#).

EXAMPLE 5 – SOLUS REJECTION

From: Penna AdLine+
Sent: 05 February 2015 13:06
Subject: Job 400145 - NPS - Rejected by client

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Insertion nps in Aberdeen Evening Express for 05 Feb 15
has been **REJECTED** by client

Our Job 400145

EXAMPLE 6 – COMPOSITE REJECTION/AMENDS

From: Penna AdLine+ [<mailto:pennaAdLine+@Penna.com>]
Sent: 21 April 2015 13:17
Subject: Rejected by client - 800035 - Composite

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Insertion Comp test Split 2 in Aberdeen Citizen for 30 Apr 15
has been **REJECTED** by client **Client 1**

Our Job 800035

Title	Ref	Contact	Status
Comp test title 2	453453453453	Client 1	4 - FROM CLIENT WITH AMENDS
Comp test title 1	No PO	Client 2	(not yet responded)
Comp test title 3	No Po	Client 3	(not yet responded)

EXAMPLE 7 – MEDIA RESEARCH COMPLETE

From: Penna AdLine+
Sent: 02 February 2015 17:54
Subject: Media Research complete

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Your Job/Notice Titled: Test
Your Ref: TBC
Total Cost: £123.45
Job Number: 400140

Please find attached your media research. If you require no further service on this order you will be invoiced accordingly. However if wish to progress your order please approve your media research and update your order request with media selection accordingly.
Please click [here](#) to approve or reject.

EXAMPLE 8 – KILLED BY CLIENT

From: Penna AdLine+
Sent: 17 April 2015 13:50
Subject: KILLED by client - 800031

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Job **KILLED** by Test Client
Client: Test Client
Media: Aberdeen Citizen
Insertion Date: 27 Apr 15
Job/Notice Titled: Test Job Title
Ref: 998398343
Job Number: 800031

Please note that this job has now been KILLED and Penna will not take any further action on this order. If your advertisement has already been typeset you will be charged for production accordingly. If you have approved the order and Penna has booked the media space you may incur a media charge or cancellation fee.

EXAMPLE 9 – APPROVED SOLUS

From: Penna AdLine+
Sent: 15 April 2015 14:57
Subject: Job approved - 800025 – Test Title

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT RESPOND TO THIS EMAIL AS YOU WILL NOT RECEIVE A RESPONSE UNLESS YOU ALSO COPY IN YOUR ACCOUNT CO-ORDINATOR.

Your Job/Notice Titled: Test Title
Media: Barking & Dagenham Recorder
Purchase Order No.: 90099889
Job Number: 800025
Insertion Date: 01 May 15
Total Cost: **£830.43**
has been approved by **Azfar Ahmed**.

EXAMPLE 10 – EVOUCHED

From: Vouchering
Sent: 07 April 2015 11:00
To: ClientAdLine+
Subject: Your job has been e-vouchered by Penna - - M1 Junction 7

Your Notice Titled: M1 Junction 7
Media: Herts & Essex Observer Group
Your Ref: GPC18887181

has been e-vouched by Penna.

You can download your e-voucher by clicking [here](#).

EXAMPLE 11 – APPROACHING DEADLINE

Where we have not received a rejection or approval on your order 2 hours prior to the “Approval Deadline” you will receive the bellow email alert:

Logging out of the system

Please ensure that you log out of the system correctly by clicking the “Log Out” button top right of any page. You will then be presented with the below message as confirmation that you have logged out successfully. **The system has a 20 minute time out function so please make sure any forms are completed within this time otherwise data may be lost.**



You have logged out successfully

LOGIN

Helpline: 0121 788 6699



Request for access to Penna AdLine+ for a new user

Notification of all new users should be sent through your Account Co-ordinator.

Please provide the user name, a full email address and a contact number.

Our SLA to set a **new user up is 48 hours.**

A confirmation email is sent to the user to complete the process:

“Good morning Helen,

You are now set-up with access to Penna AdLine+ for which you should receive two emails, the first with your username and the second with a password. You are required to change your password when you first log on to the system. If you have any problems accessing Penna AdLine+, please do contact me.

Kind regards

Donna”.

Please note that it is the responsibility of the Client to inform Penna when a user leaves the organisation. Penna will then deactivate their account.