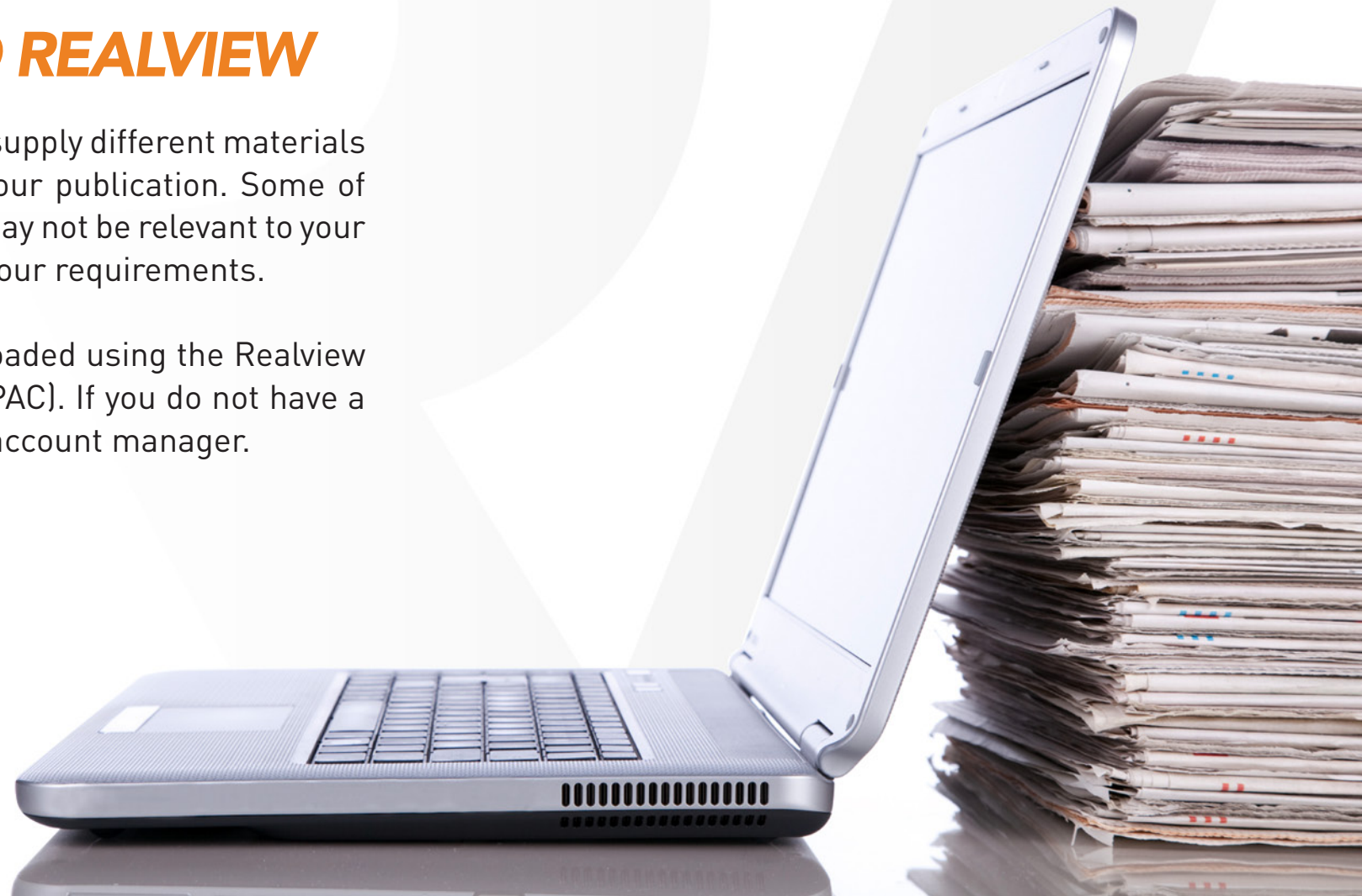




WELCOME TO REALVIEW

This guide outlines how to supply different materials for the digital version of your publication. Some of the specifications in here may not be relevant to your publication depending on your requirements.

All material should be uploaded using the Realview Publisher Access Centre (PAC). If you do not have a login, please contact your account manager.



the process

Once you have chosen Realview for your digital publication, you will be sent an order form by your account manager. Some of the information will be pre-populated, but you will need to fill in the rest, sign the form and send it back. The details are on the form itself.

Once we receive the form, an account will be set up in the Realview Publisher Access Centre (PAC) and you will receive your login details via email. PAC is our browser based portal where you manage all aspects of your publications. This is where you upload your print ready PDF files for example.

Your account manager will then go through all of the different options that are available and collect information from you about how you want your viewer and publication configured. If you do not have all the answers right now, do not worry as you can easily change it later.



the process

To help you in the initial process, you will be assigned a production manager; this person will take you step by step through the process that is described here, from receiving your files to making sure that your viewer goes through our quality assurance program before launch.

When setting up your digital publication for the first time, there are a few steps:

- You need to decide on a web address or URL. If this is a subdomain of your own URL, you will need to point the URL to the Realview servers. **click here** ➤ to see the section in this publication on how to do this. You will need to provide the URL you want to us so we can add it to your viewer. If you wish to use a Realview domain then we can setup the domain for you.
- You may want a different look and feel for your viewer. If you are branding your viewer with a logo or a different colour, then you will need to supply the logos and colours to us. To view our instructions **click here** ➤
- Set up a Google Analytics account. This is free and easy to setup. To view our instructions **click here** ➤
- Upload your files to Realview using PAC. Your production manager would have talked to you about how to upload your files. To view our instructions **click here** ➤



the process

After you have uploaded your files, the following steps are performed by Realview:

- Our conversion team converts and proofs each page as well as checking the hyperlinks.
- Realview production then adds interactivity such as extra hyperlinks, image galleries and videos you may have requested.
- Our technical team prepares your viewer and any specific branding or functionality that you have requested and assigns the URL.
- Realview QA performs quality assurance on the publication including testing on different browsers and devices.
- You will receive an email with the URL from your account or production manager so you can test the publication for yourself.
- Once you are happy with the final publication, viewer and interactivity, you can make it 'live' for your customers to view.



supplying PDF files

The PDF file format is quite complex, but some simple guidelines will help with the supply of PDF files:

- All fonts should be embedded in the PDF document
- No bleed beyond the actual size of publication
- All pages should be the same size and format
- Your online publication should be provided in PDF format at print quality resolution (300dpi)
- If you choose to have a download PDF button on your viewer, you will need to supply a low resolution (72 dpi) PDF booklet of your publication
- Fonts should not be flattened or created as image
- Crop box to be left on
- Should not have the banner advert or toolbar on the pages

PDF files can be supplied as individual page per file, all pages in a single file or a combination. Just make sure that Realview will be able to tell what order the pages are to appear.

Text must be present in the PDF file otherwise the following may be affected:

- Hyperlinks may not be picked up
- Search within the viewer may not work
- Search engines such as Google will not index the publications
- Text quality may be affected

Also note, that depending on production, editorial may be in the PDF file as text, but some advertisements may be supplied as images only. This will result in the text in the editorial searchable but not the text in the advertisements.

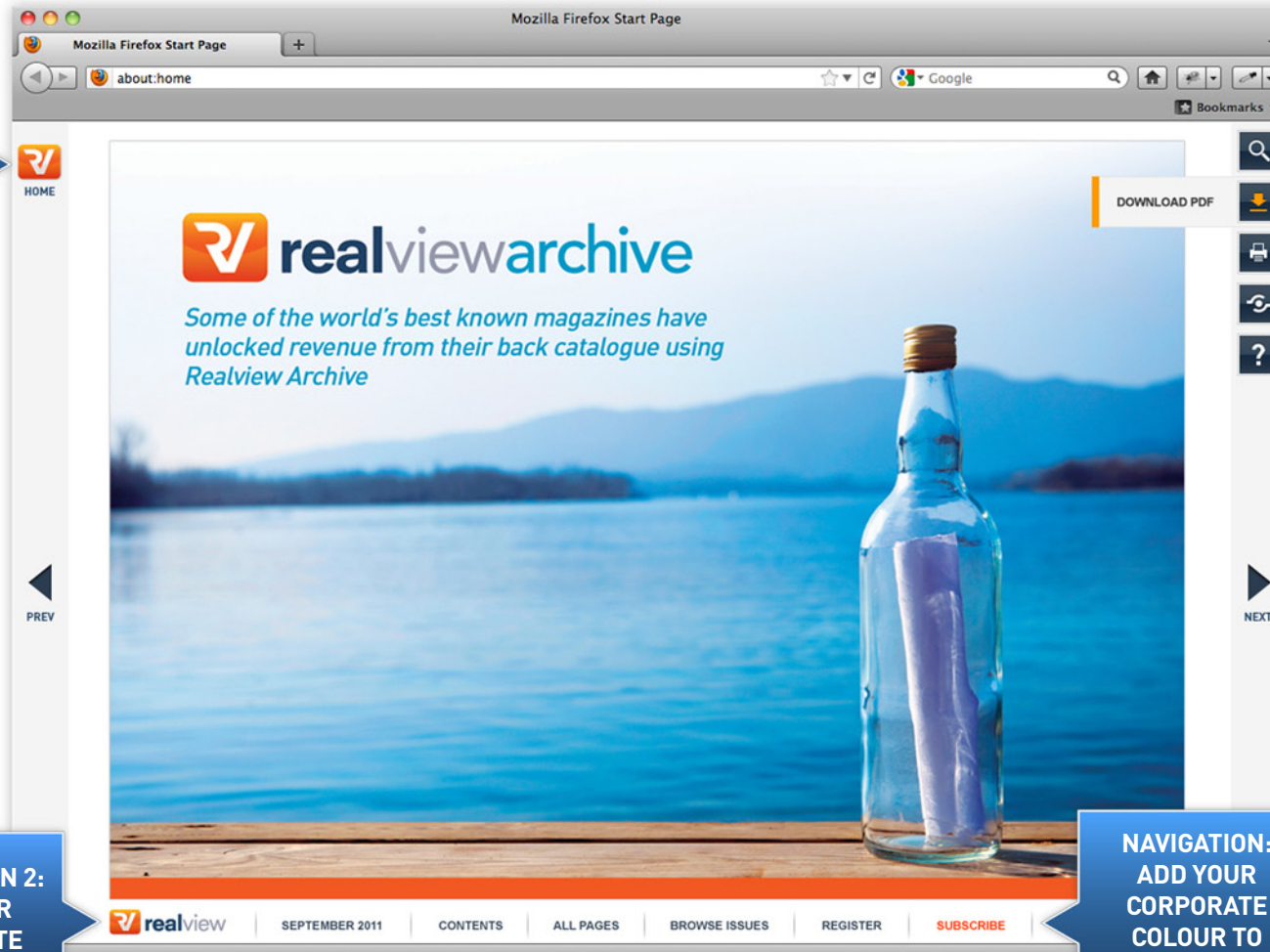
PDF files should be the final files. Every re-upload of a page will be charged. Realview does not function as a proofing service.

Hyperlinks within the PDF will be transferred into the online publication provided they are created as annotations within the PDF file.

DO NOT LEAVE BLANK SPACES ON YOUR PDF PAGE WHERE RICH MEDIA WILL BE INSERTED.

supplying your corporate identity for viewer branding

LOGO OPTION 1:
ADD YOUR
CORPORATE
LOGO HERE



ADD YOUR
CORPORATE
COLOUR TO THE
MOUSE OVER
STATES

BUTTONS:
YOU CAN
REMOVE ANY OF
THESE BUTTONS
FROM YOUR
VIEWER

LOGO OPTION 2:
ADD YOUR
CORPORATE
LOGO HERE

NAVIGATION:
ADD YOUR
CORPORATE
COLOUR TO
HIGHLIGHT THE
SELECTED TAB

your corporate identity and viewer branding

LOGO

Logos should be supplied as EPS format so Realview can re-size as needed for the different branding options. If you do not have an EPS, please supply:

- GIF or PNG with a transparent background
- No more than 52 pixels high

With your logo, please also specify:

- Alt yellow hover tag text
- Hyperlink for click through

CORPORATE COLOUR

Please supply your corporate colours as RGB or a 6 digit hex code colour. I.E -

R: 232 G: 79 B: 36 **or** #E84F24

BACKGROUND

The viewer can have a background colour or image, but there are a few things to note.

A solid colour is the easiest background. If an image is required,

remember that the viewer will be different sizes on different screens. The best backgrounds are:

- An image that can be tiled to create a background pattern
- An image that still looks good after it has been stretched to fill the available space.

Even an image that is 1024x768 and not stretched will not be visible behind the publication on screens with a higher resolution.

You will not really see background images on iPad and other tablet devices.

Images for the background must be supplied in either:

- JPEG or GIF

The background colour is to be supplied as RGB or a 6 digit hex code colour. I.E -

R: 173 G: 35 B: 228 **or** #AD23E4

NOTE BACKGROUND GRADIENTS DO NOT RENDER SMOOTHLY.

your corporate identity and viewer branding

LOADING LOGO

The logo displayed whilst the page is loading is replaceable. This logo should be as small as possible (in file size) so that it does not impact the loading of the rest of the viewer and publication. The logo can be animated provided it is supplied to the following specification:

- No larger than 484x130 pixels
- No bigger than 50k in file size
- Supplied as GIF, JPEG or PNG or animated GIF

Note that flash is not acceptable for the loading logo.



search engine optimisation

If your publication contains text, it will automatically be submitted to search engines for indexing. Extra information can be added to increase the relevance of the search.

SEO TITLE TAGS

The title and description of the publication that will be submitted to the search engines. For example:

```
<meta name="Description" content="iPad Magazines, Magazines on the iPad, digital magazines, Online digital publishing service"/>
```

SEO META TAGS

A list of keywords and phrases about the content of the publication that will be submitted to the search engines to increase relevance. These should be supplied as text, with a comma and space in between each word or phrase.

```
<meta name="keywords" content="realview, realview technologies, ipad magazines, ipad digital magazine, magazine, e-magazine, emagazine, digital magazine"/>
```



video

In order for your video to work on all platforms, you will need to supply it as mp4. A good alternative if you do not have the source video is YouTube.

If you do not have mp4 or do not want to host the video with YouTube we accept the following formats that will be subject to a conversion fee:

- AVI (.avi)
- MPEG (.mpg, .mpeg, .vob)
- Windows Media (.wmv, .asf)
- Real Media (.rmvb, .rm)
- QuickTime (.mov, .qt, .mp4, .m4v, .dv)
- Mobile Video (.3gp2, .3gpp, .3gp, .3g2)

If you do not want the video converted and cannot supply the mp4 format, then the video may not play on all devices.

Videos should be less than 5mb in size and be in a streaming format. It is recommended that your video should be less than 5 minutes.

The preferred method of supply is through PAC. We also accept video on CD/DVD, along with any other forms of electronic delivery. Supply of video on tape will attract a conversion fee.

When supplying your videos, you need to tell us how you want the video to be placed - which page and where and what options:

- On page - covering an image for example - or -
- With a play button - that the pops up a window with the video in it
- Auto play - or - the reader needs to press play explicitly
- Can not change the aspect ratio
- Personalised video - we can arrange a video shoot for you

audio

All audio files should be supplied in MP3 format. Please supply the page number and location the audio is to be placed.

For each audio please specify the playing option:

- Click to play
- Click to pop-up and play - or -
- Auto play on page turn

hyperlinks

The Realview viewer supports a range of different hyperlinks. By default, provided that there is text in the PDF files supplied then the following will be hyperlinked automatically with a blue underline:

- Web addresses
- Email addresses
- Contents or index pages

Hyperlinks that appear in the publication but are actually images will not get picked up. Realview can hyperlink these for a per hyperlink fee.

The default hyperlink style is a blue underline, if you want to change the style, you will need to supply:

The Style

- Always visible
- Only visible on mouse over
- Solid colour
- Outline
- Underline
- The colour
- For each state (normal, mouse over)

The Colour

- For each state (normal, mouse over)

On tablets and other touch devices, the following applies:

- There is no mouse over or hover
- You can have a different style for hyperlinks to the desktop

Automatic Hyperlinks

Other text within the publication can automatically be hyperlinked during the conversion process. This is handy for hyperlinking part numbers or key words to web pages. For example, you may want to link all of the part numbers in a catalogue to their corresponding information or order pages on an existing website:

To enable this type of hyperlinking within a publication, you will need to supply a spread sheet with a list of:

- Each part number, keyword or a pattern (e.g. HFA*)
- The web address that it will link to
- The hover tag text

Hyperlinks can also be turned off for a publication so that no hyperlinks will get picked up during the conversion.

Contents Page

For easy navigation, add the sections of your publication to the contents page.

image gallery

Image galleries can contain a series of images and captions.

Image should:

- Be no more than 2mb each
- Be no bigger than 800 pixels high
- Be supplied with a caption of no more than 30 words
- Not include any invalid characters in the filename
- Be one of the following formats:
 - Jpg, jpeg
 - Png
 - Gif

Images supplied in other formats will attract a conversion fee.

flash

Flash files should be supplied as SWF files.

NOTE: FLASH DOES NOT WORK ON THE IPAD AND NOT ALL FLASH FILES ARE SCALABLE

call outs

Call outs are very flexible 'roll over' popups.

Similar to Business events, same style, text only

Touch considerations:

- No mouse over
- Has to be on touch

read more

Pops up panel populated from WordPress.

maps

Need to provide:

- Location
- Callout information

Google single location map \$25

My Map implementation from \$75

rss feeds

Implement a RSS fed text list similar to the Career integration for Indaily.

Need to provide RSS link.

twitter

Need to provide:

- Twitter search term or account name
- Colour and style for twitter widget

Create and place a standard Twitter Search Widget \$50

facebook wall

Create and embed a Facebook wall \$50

polls

Need to provide:

- Font type and size
- Font Colour
- Questions
- Possible answers for questions

publisher access centre

Publisher Access Centre (PAC) is a web based portal where you control all aspects of your publication:

- Manage your publications
- Edit existing issues
- Upload and add new issues
- Manage subscribers and registered users
- Manage subscriptions and registrations
- Subscriber reports
- Send emails
- Control your look and feel
- Viewer configuration
- Add interactivity
- Add and update hyperlinks

PAC publisher access centre

Reports Subscription Email Tools Site Tools Editors Admin Tools Help Logout

DASHBOARD

The New Yorker: Nov 26, 2012

ISSUE TOOLS

- GO LIVE
- ADD INTERACTIVITY
- EDIT CONTENTS
- PREVIEW ISSUE

PUBLICATION TOOLS

- GO LIVE
- PREVIEW ISSUE
- UPLOAD PAGES

INFORMATION TOOLS

- ANALYTICS
- REPORTS

SUBSCRIBER TOOLS

- MANAGE SUBSCRIBERS
- ADD SUBSCRIBER

EMAIL TOOLS

SEE YOUR PUBLICATION NOW IN OUR INSTANT IPAD APP

1. Download Pipeline, our previewing app here: <http://itunes.apple.com/us/app/pipeline/id550043080>
2. Login using... Username: **realviewapp** Password: **realviewapp123**
3. Touch Instant app
4. Swipe out the pin on the right and enter your instant app id : 421210123
5. Touch the X button to close the pin

Publication Id:

Enjoy reading your publication as an app - including all back issues!

Enquire today >

ISSUE DETAILS

<http://archives.newyorker.com/?id=70753>

THE NEW YORKER **PREVIEW**

Issue Name: Nov 26, 2012

Issue Date: 19-Nov-2012

Publish Date: 19-Nov-2012

☒ **MAKE LIVE** ☒ **SECURE**

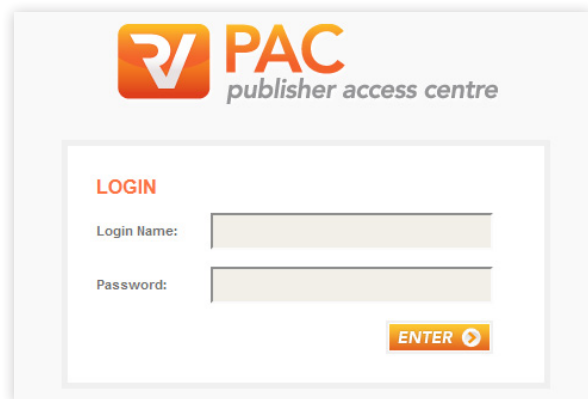
UPDATE

GET STATS **DOT REPORTS**

uploading your files via pac

When uploading your PDF to either an existing or new issue Realview will be notified of your action. This way we are able to assist you and help make the use of PAC as easy and smooth as possible.

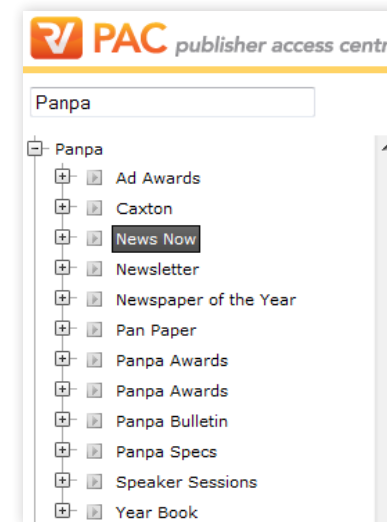
1. To begin the process of uploading a PDF you must first login with your Login name and Password, to proceed click **Enter**.



2. Once you are in PAC you will see your published works in the left column

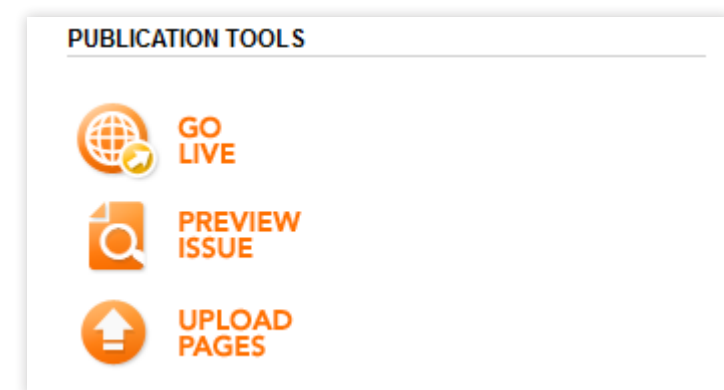
Click on the publication you wish to add your new PDF to. For example I have chosen News Now to upload a file to.

The addition symbol **[+]** in the left column show that the publication can be expanded.



The minus symbol **[-]** will minimise what you have already expanded.

3. After you have chosen your publication, in the centre of the screen there will be your **Publication Tools**. To upload click **Upload Files**



uploading your files via pac

4. Clicking **Upload Files**, would have taken you to this web page. Existing issues are only available as an exiting issue for one month.

The screenshot shows the 'DASHBOARD' and 'UPLOAD PAGES' sections. Under 'News Now', there is a message about the file upload tool changes and a link to see changes. Below this, it says 'Select an existing issue or create a new issue to upload files to'. There are two radio buttons: 'Upload Pages to an existing issue' (selected) and 'Or create a new issue.'. Next to the selected option is a dropdown menu showing 'News Now November 30'. Below the radio buttons, there is a text input field for 'Please enter issue name up to 50 characters:' and a 'Publish Date' field showing '03-Dec-2012'. At the bottom, there is a 'Continue' button and a link 'Click here for PDF Specs'.

After this time if you need to add or change files you will need to contact Realview either at;

support@realview.com.au or phone: **(02) 92991788**

5. When creating a new issue, type in the name of the PDF you are uploading you will see this page:

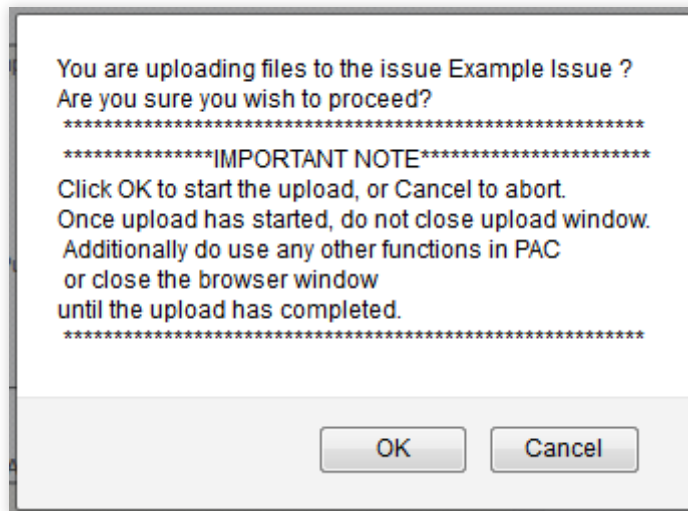
The screenshot shows the 'Select files to upload to Example Issue' interface. It features a table with columns 'Filename', 'Size', and 'Status'. Below the table are buttons for 'Add files' and 'Start upload'. The 'Size' column shows '0 b' and the 'Status' column shows '0%'. To the right of the table, there is a section titled 'Files Already Processed (note: files you have just uploaded n' and a 'File Notes' section with a text area for comments. The notes section includes a prompt: 'Enter some comments about your files here. These comments will be emailed to production@realview.com.au when your upload completes.'

To add your PDF start by clicking **Add Files**. Search in your documents for the specific one you are trying to add.

Once you have chosen and it is on the webpage in PAC, click **Start Upload**.

uploading your files via pac

6. Once you have clicked Start Upload you will be presented with this box:

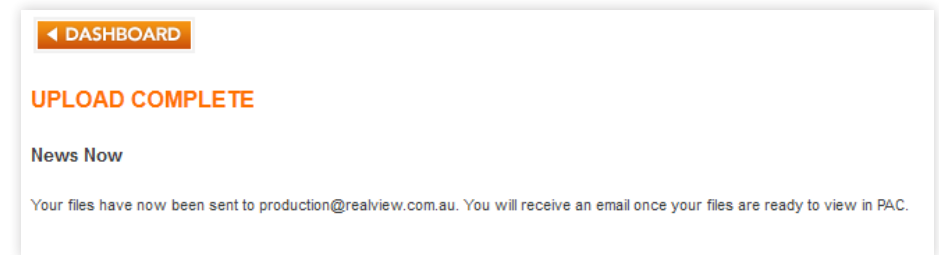


This is to ensure you have chosen the right file and are happy with proceeding.

Do not hesitate to click OK, it is entirely for you to know that you have a choice to go back and delete any files that you did not wish to upload.

Please do not close the browser page until your files are 100% uploaded.

7. Now your PDF should have been successfully uploaded and you will see this notification:



When your files have been processed, you will receive an email from our production team along with a direct link to your publication.

What if I'm having problems or need to make changes?

Please contact your account manager or email:
support@realview.com.au

CNAME entries required to deliver your publication.

DIGITAL EDITION CNAME

The URL you have selected for your publication needs to point to the Realview server. To do this you need to modify your zone file.

Example:

Your domain name is **yourcompanyname.com**

The URL you have selected for your digital edition is **digitaledition.yourcompanyname.com**

(i.e your readers would browse to **http://digitaledition.yourcompanyname.com**)

You need to add the following to the yourcompanyname.com zone file.

digitaledition IN CNAME **digital.realviewtechnologies.com.**

CDN CNAME (FOR SECURE PUBLICATIONS ONLY)

If you have a secure publication (ie a publication that uses the Realview Subscription and Security System), you will need to create an additional CNAME in your zone file.

This is to enable us to deliver your content through our CDN (Content Delivery Network).

Continuing the example above:

You need to add the following to the **yourcompanyname.com** zone file to enable CDN delivery.

images.digitaledition IN CNAME **images.cdn.realviewdigital.com.**

google analytics

To Access Google Analytics, you need a Google Account. If you have a gmail account, or have signed up for any other Google Service, you already have a Google Account.

START HERE

I do not have a google account or gmail address
GO TO STEP 1

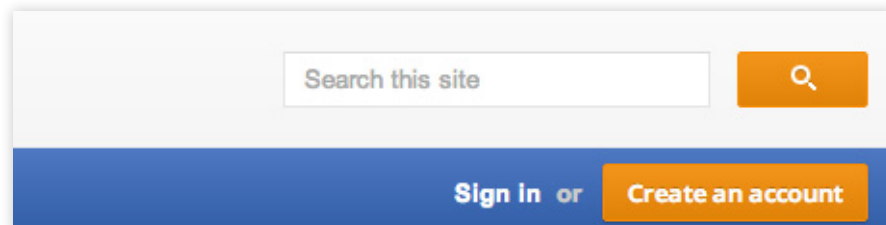
I already have a google account or gmail address but I am not registered with Google Analytics
GO TO STEP 2

I already have a google account or gmail address and I would like to create a new UA code
GO TO STEP 3

STEP 1 – CREATE YOUR GOOGLE ACCOUNT

GO TO: <http://www.google.com/analytics/>

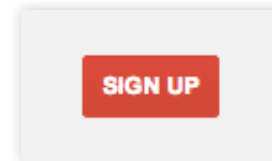
Click: 'Create an account'



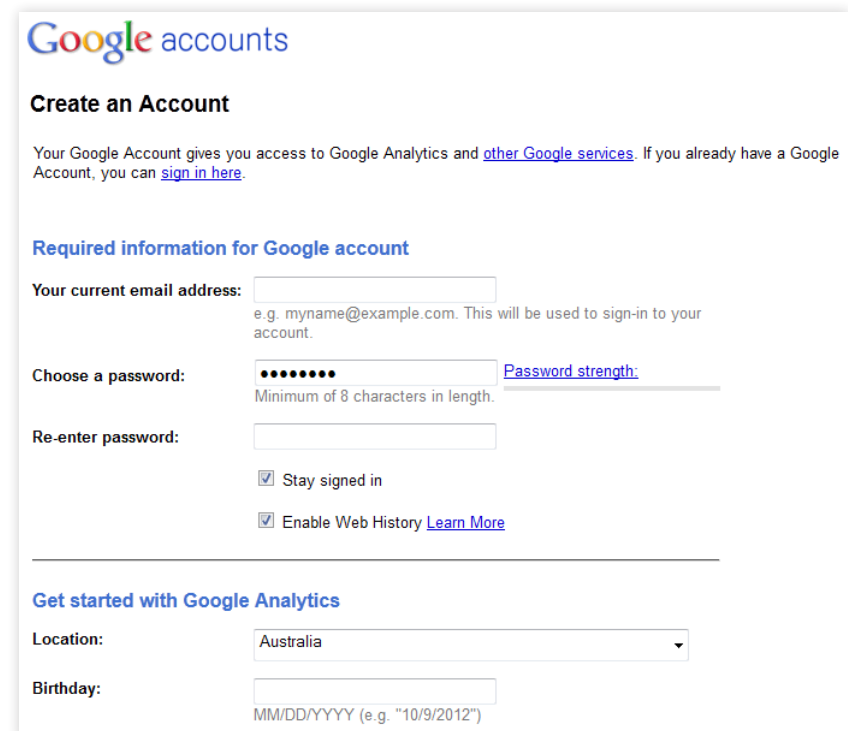
Search this site

Sign in or Create an account

Click: 'SIGN UP'



Create your Google Account here
<https://www.google.com/accounts/NewAccount>



Google accounts

Create an Account

Your Google Account gives you access to Google Analytics and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength:](#)
Minimum of 8 characters in length.

Re-enter password:

☒ Stay signed in

☒ Enable Web History [Learn More](#)

Get started with Google Analytics

Location:

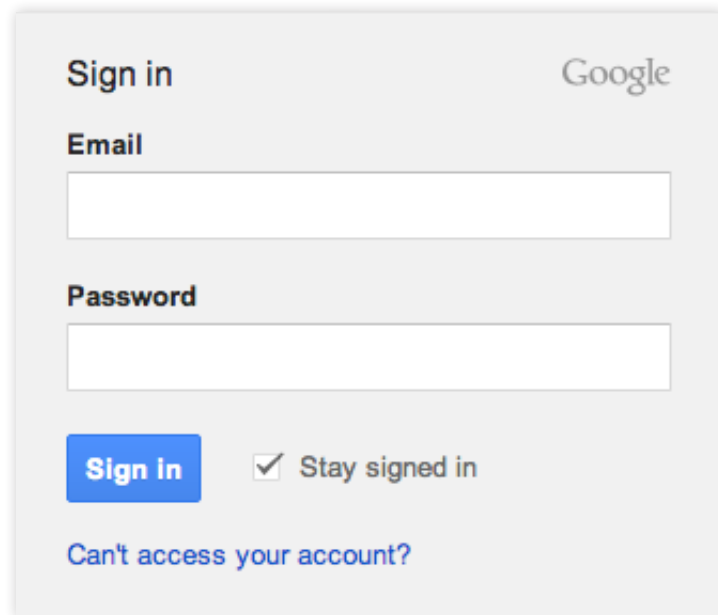
Birthday:
MM/DD/YYYY (e.g. "10/9/2012")

google analytics

STEP 2 – REGISTER FOR GOOGLE ANALYTICS

Go to <http://www.google.com/analytics/>

Sign in with your Google account.

A screenshot of the Google Analytics sign-in interface. It features a light gray background with the Google logo in the top right corner. On the left, the text "Sign in" is displayed. Below it, there are two input fields: "Email" and "Password". At the bottom left, there is a blue "Sign in" button. To its right is a checkbox labeled "Stay signed in" which is checked. Below the checkbox, there is a link that says "Can't access your account?".

Sign in

Google

Email

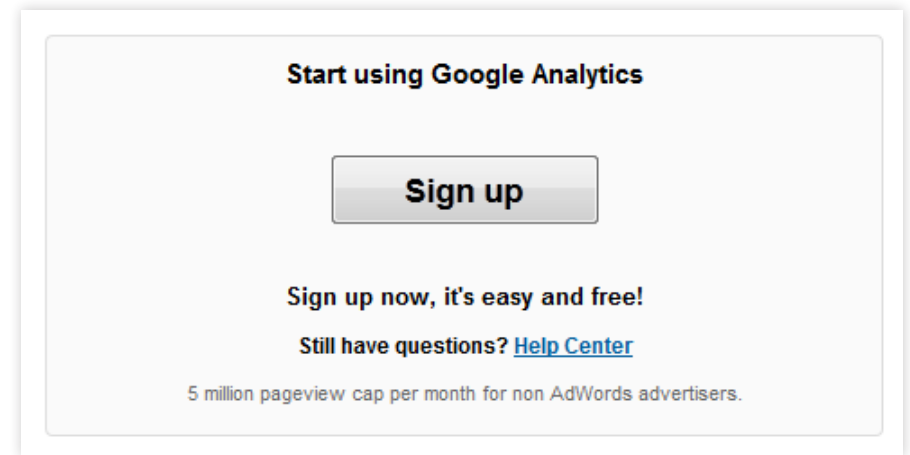
Password

Sign in

☒ Stay signed in

[Can't access your account?](#)

Once you have logged in, click the 'Sign Up' button

A screenshot of the "Start using Google Analytics" sign-up screen. It has a light gray background. At the top, the text "Start using Google Analytics" is centered. Below it is a large, rounded rectangular button with the text "Sign up". Underneath the button, the text "Sign up now, it's easy and free!" is centered. Below that is a link: "Still have questions? [Help Center](#)". At the bottom, in smaller text, it says "5 million pageview cap per month for non AdWords advertisers."

Start using Google Analytics

Sign up

Sign up now, it's easy and free!

Still have questions? [Help Center](#)

5 million pageview cap per month for non AdWords advertisers.

Once you have clicked the sign up button you should see a screen similar to this, Enter the details of your website.

- Account Name - This should be the name of your publication.
- Websites URL -This should be the URL of your publication.
- Time Zone country or territory - Enter your Country
- Time Zone - Enter your time zone

google analytics

STEP 2 CONTINUES

After reading the Google Analytics Terms and Conditions, click the checkbox to accept the User Agreement, then click Create New Account.

Google Analytics

samantha@realview.com.auMy AccountSign out

Create New Account

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. ?

General Information

Account Name

Realview

Website's URL

http://

therealview.realviewdigital.com

Example: http://www.mywebsite.com

Time zone

Australia

(GMT+10:00) Eastern Time - Melbourne, Sydney

Industry Category ?

Technology

Data Sharing Settings ?

☒ With other Google products only optional

Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. Only Google services (no third parties) will be able to access your data. [Show example](#)

☒ Anonymously with Google and others optional

Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

User Agreement

Please ensure that your country or territory of residence is selected below. Carefully read the terms and conditions and select the checkbox to accept.

Your country or territory

Australia

GOOGLE ANALYTICS TERMS OF SERVICE

These Google Analytics Terms of Service (this "Agreement") are entered into by Google Inc. ("Google") and the entity executing this Agreement ("You"). This Agreement governs Your use of the standard Google Analytics (the "Service"). BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS, OR USING THE SERVICE, YOU ACKNOWLEDGE THAT YOU HAVE REVIEWED AND ACCEPT THIS AGREEMENT AND ARE AUTHORIZED TO ACT ON BEHALF OF, AND BIND TO THIS AGREEMENT, THE OWNER OF THIS ACCOUNT. In consideration of the foregoing, the parties agree as follows:

1. Definitions.

"Account" refers to the billing account for the Service. All Profiles linked to a single Property will have their Hits aggregated before determining the charge for the Service for that Property.

Terms and conditions ☒ Yes, I agree to the above terms and conditions

Create Account

Cancel

google analytics

STEP 3 – LINK YOUR ANALYTICS ACCOUNT TO REALVIEW

Once you have created your Google Analytics account you will see a screen similar to the one below. The code in the red box is the unique tracking code for your website.

Account list > Realview > Realview ▾

Realview

Property ID: UA-35509446-1
Default URL: <http://therealview.realviewdigital.com>

[Profiles](#) [Tracking Info](#) [Property Settings](#) [Social Settings](#) [Remarketing Lists](#)


Tracking ID


UA-35509446-1

This is the tracking ID for this Google Analytics property.
Use this ID in conjunction with the SDK to send tracking information from your app.

Application Tracking

Track mobile application with the Google Analytics SDK for Android and iOS. ?

 [Download Android SDK](#)

 [Download iOS SDK](#)

Website Tracking

Property Name Realview

Website URL <http://therealview.realviewdigital.com>

Tracking Status **Tracking Not Installed** Last checked: Oct 11, 2012 9:05:12 PM PDT
The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

google analytics

STEP 3 CONTINUED


Log into PAC, click on the publication.

Copy that code into the Google Analytics box in PAC (see screenshot below) and click update GA. Your site will now be tracked by your Google Analytics account.

PUBLICATION DETAILS

Google Analytics:
Your Google Analytics tracking code is displayed below. If this is incorrect, enter the correct tracking code and click "UPDATE".

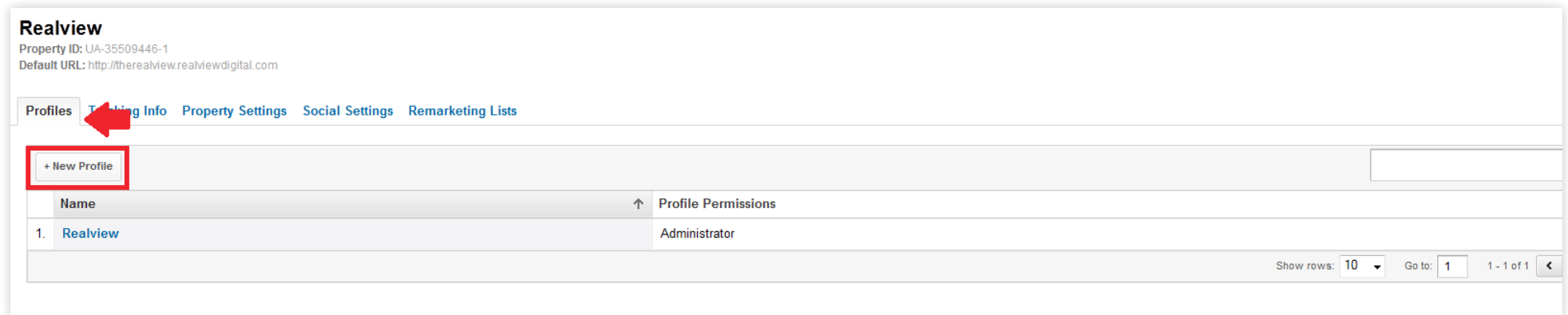
[Click here for help with setting up your Google Analytics account](#)

UPDATE 

google analytics

STEP 4 – ALREADY HAVE GOOGLE ANALYTICS

If you already have a Google Analytics account setup, you can create a new account and follow the steps. This will create you a separate account for the specified publication with a unique tracking code. Once you have the unique tracking code, go to PAC and update it for the required publication.



Realview
Property ID: UA-35509446-1
Default URL: http://therealview.realviewdigital.com

Profiles **Testing Info** Property Settings Social Settings Remarketing Lists

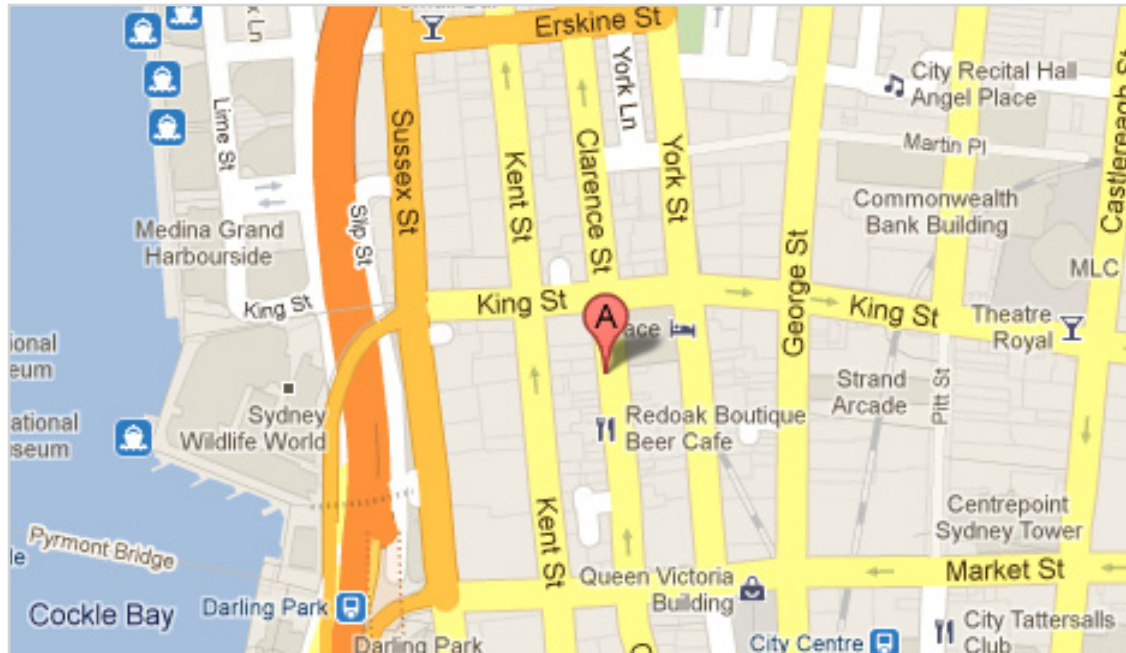
+ New Profile

Name	↑	Profile Permissions
1. Realview		Administrator

Show rows: 10 Go to: 1 1 - 1 of 1

contact us

To discuss your project, please contact one of our offices or [click here](#) to send us an online enquiry.



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