

# NEWSSTAND

**Q:** What data formats are supported by NewsStand?

**A:** NewsStand can accept content in most formats supported by contemporary publishing software and digital prepress systems.

**Q:** How do publishers send files to NewsStand for processing into electronic versions?

**A:** The preferred data transfer method is FTP via the public Internet. Custom point-to-point connectivity solutions are available and can be included in any commercial content distribution agreement.

**Q:** Can the file transfer be automated?

**A:** Yes, NewsStand provides an application called PaperPusher™, which will help organize your files, compress and encrypt them, and then transfer them to NewsStand's system for processing.

**Q:** How will NewsStand ensure that publishers' content is secure during transmission?

**A:** PaperPusher™ lets you encrypt your content using a password known only to you and to the NewsStand processing system. You can change your password at any time by visiting the Publisher Portal, a private area on our website where each publisher sets their specific operating characteristics.

**Q:** What is the deadline for submitting files?

**A:** Publishers set their own deadlines via the Publisher Portal. Two times are defined: the time that NewsStand will begin processing your content and the time that the processed content is made available for sale.

**Q:** How will NewsStand identify the files as they are received?

**A:** The publisher provides a manifest (a Table of Contents, or TOC file), a simple text file that organizes your individual pages into their proper viewing order and assigns page numbers, section names, etc. PaperPusher™ can be "taught" to follow your standard file-naming convention and will create this file with little user intervention.

**Q:** How do we handle content updates or resends when a file is corrupted during transmission?

**A:** Page updates are handled by incrementing the revision control number portion of the file's TOC entry and uploading the new page and TOC file.

**Q:** How does NewsStand handle multiple editions of a publication that may be time sensitive or geographically sensitive with content that differs between editions?

**A:** Publishers may upload all files for multiple editions at once and use the TOC file to distinguish which files belong to each individual edition.

**Q:** What operating systems are required to run PaperPusher™?

**A:** Any system that supports a Java VM™, version 1.3.

**Q:** How can we help ensure the best quality?

**A:** Publishers should view the file transmission process to NewsStand in exactly the same way as transmitting files to their printer. The files will be checked for data integrity as they are received by NewsStand, just as printers take files and print them within standard web offset press standards. The file processing application will test incoming content for possible corruption during transmission. The NewsStand Reader™ can be used to view the content prior to distribution for a digital "press check."

Any additional questions may be directed to our division managers at the email addresses listed below:

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