



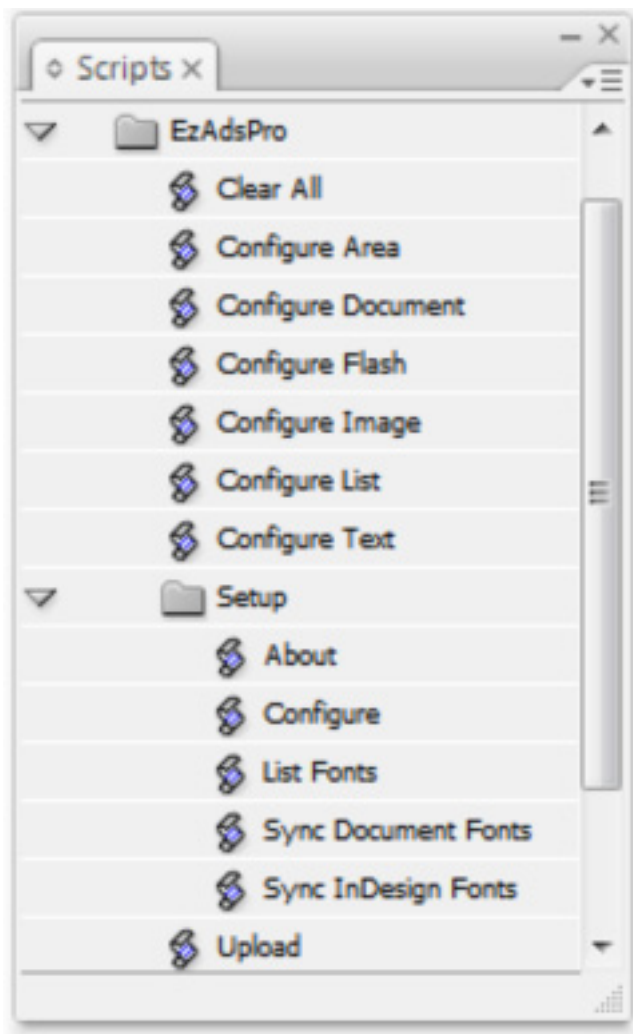
InDesign® Script Documentation (PC)

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Introduction

This document contains information relating to EzAdsPro Publisher InDesign® scripts (PC). The scripts will be installed by a member of Drag+drop, and will appear in the InDesign® scripts panel. The scripts enable templates configured in InDesign to communicate with EzAdsPro Publisher.



The documentation takes a predominantly visual format: annotated screen-shots followed by detailed explanations of the features referenced in the images. The rationale behind this approach is that instructions and explanations are clearer, more succinct and effective when presented

visually. It is intended that users will be able to compare the images in the document with what they see on-screen in real-time, and use the explanations to bring clarity to their experience, thus making the document as effective a support tool as possible.

The terms 'document' and 'template' are used interchangeably throughout this document.

If after reading this document you need more information, contact Drag+drop:

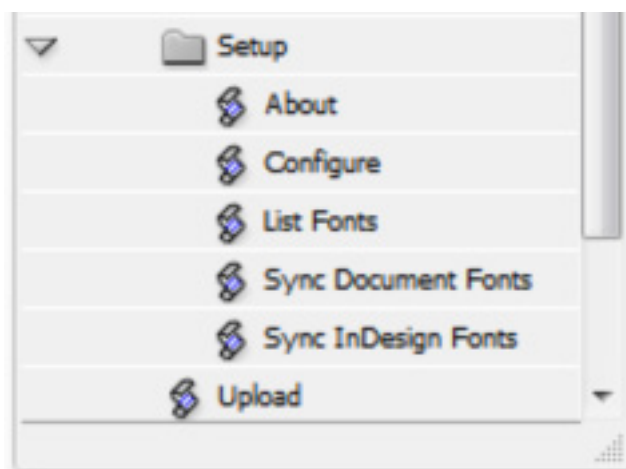
Web site: www.draganddrop.co.uk

email: support@draganddrop.co.uk

tel: 08000 432212

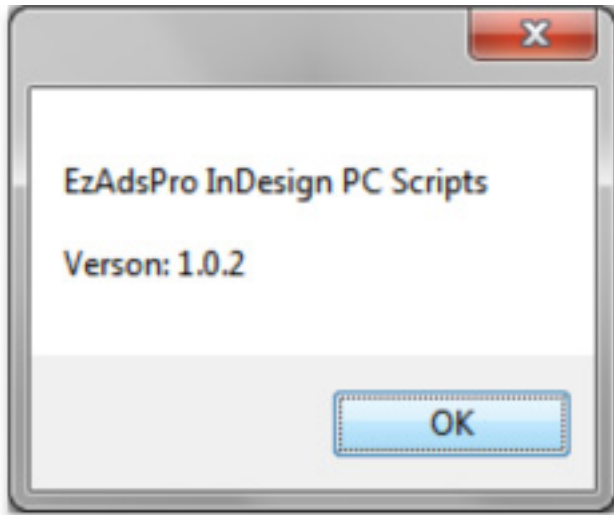
Getting Started

The setup folder contains several options that must be configured to setup EzAdsPro Publisher InDesign® scripts on your PC. This only needs to be done once.



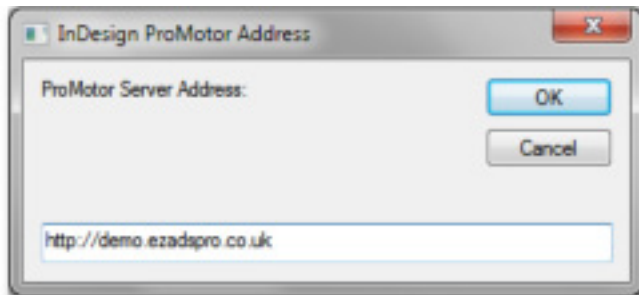
Setup: About

Displays the script version installed on your machine. Scripts are installed by a Drag+drop employee during site visits.

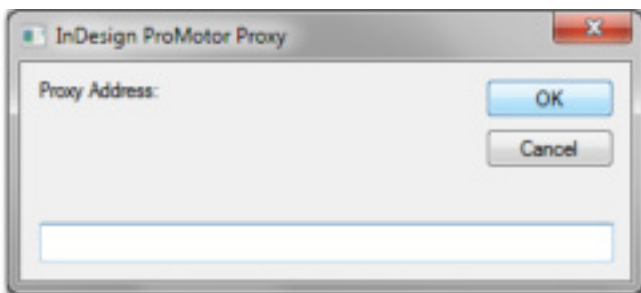


Setup: Configure

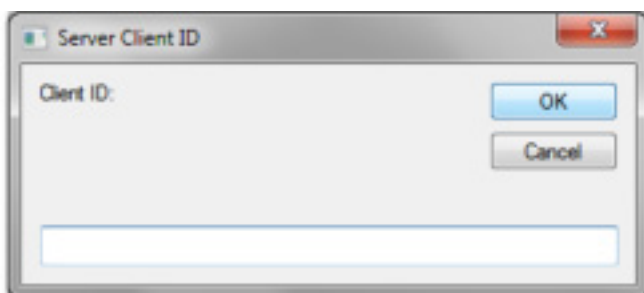
Enter your EzAdsPro Publisher URL (supplied by Drag+drop). If you do not know this, contact Drag+drop.



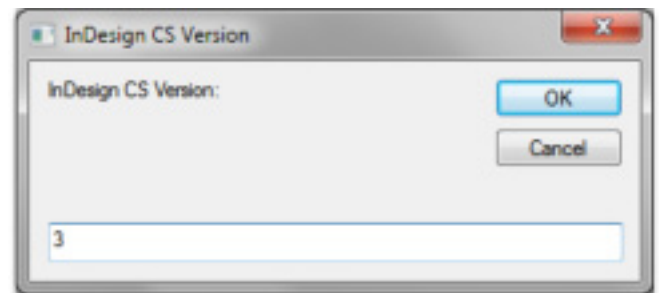
If you are accessing EzAdsPro Publisher through a Proxy Server, enter the Proxy Server address. If you are unsure as to whether you are accessing EzAdsPro Publisher through a Proxy Server or not, don't enter the address (leave the box empty).



If you have a Client ID, enter this. If you are unsure what this is, again leave the box empty.

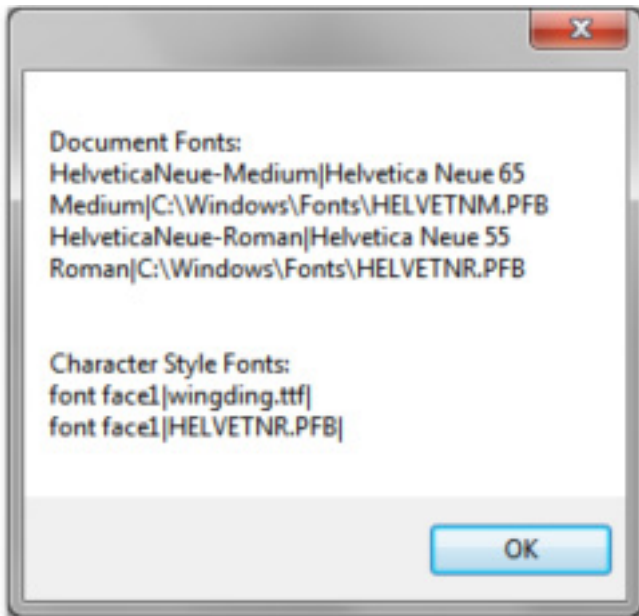


Enter your Adobe InDesign® CS Version number ; this is displayed when you open Adobe InDesign, and once open is shown in InDesign > About InDesign. Examples include CS2, CS3 or CS4. If you are unsure, contact your local IT team.



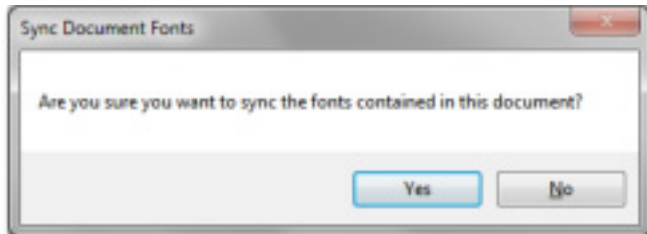
Setup: List Fonts

This displays all fonts used by your template; this includes fonts displayed in the template and fonts assigned to a Character Style.

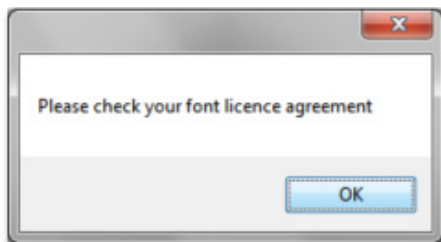


Setup: Sync Document Fonts

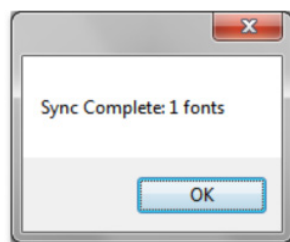
Before you can upload a template to EzAdsPro Publisher, the fonts used in the template must be uploaded to the EzAdsPro Server. In order to do this, click Yes. If you wish to do this later on, click No to return to the template.



After you confirm that you want to upload the fonts to the server and sync the fonts, you are reminded to check the font licence to ensure it allows you to do this.



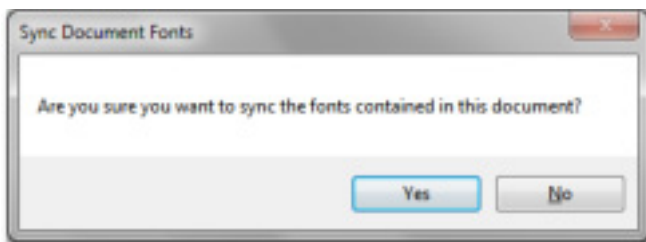
The number of fonts uploaded successfully is shown in the pop-up window.



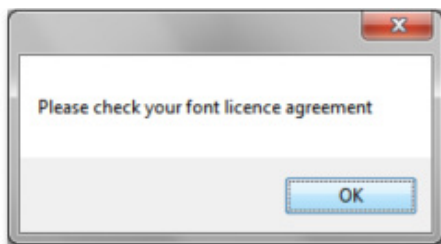
Fonts already on the server, or fonts that cannot be uploaded due to missing associated files, will not be uploaded and will not show in the total. Where the latter applies, contact Drag+drop.

Setup: Sync InDesign Fonts

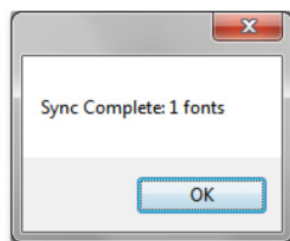
If you want to upload all the fonts held on your machine to the EzAdsPro server, instead of uploading them document by document, then click Yes to sync your InDesign fonts. Otherwise, click No to return to the template.



After you confirm that you want to upload the fonts to the server and sync the fonts, you are reminded to check the font licence to ensure it allows you to do this.



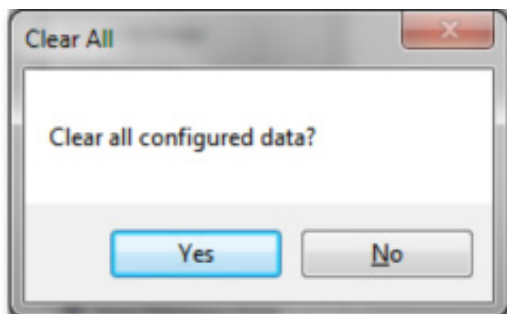
The number of fonts uploaded successfully is shown in the pop-up window.



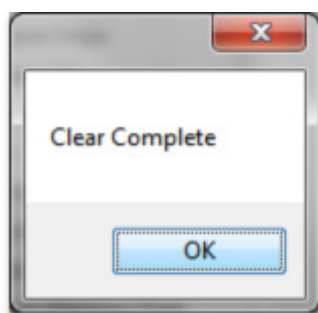
Fonts already on the server, or fonts that cannot be uploaded due to missing associated files, will not be uploaded and will not show in the total. Where the latter applies, contact Drag+drop.

EzAdsPro: Clear All

Click 'Yes' to clear all existing template configurations. This is usually used to configure an existing template in a new way.



Notification that this has been successful is supplied.



If you wish to retain the existing template configuration settings, click 'No'.

EzAdsPro: Configure Area

This sets the parameters for the advert template area

Name: this is not shared with agents and can be named anything; Area 1, Area 2 etc. are common area names

Sort: automatically populated when new areas are created, this doesn't usually require changing. (It is used by the EzAdsPro Publisher software)

Rows: the number of rows in the area

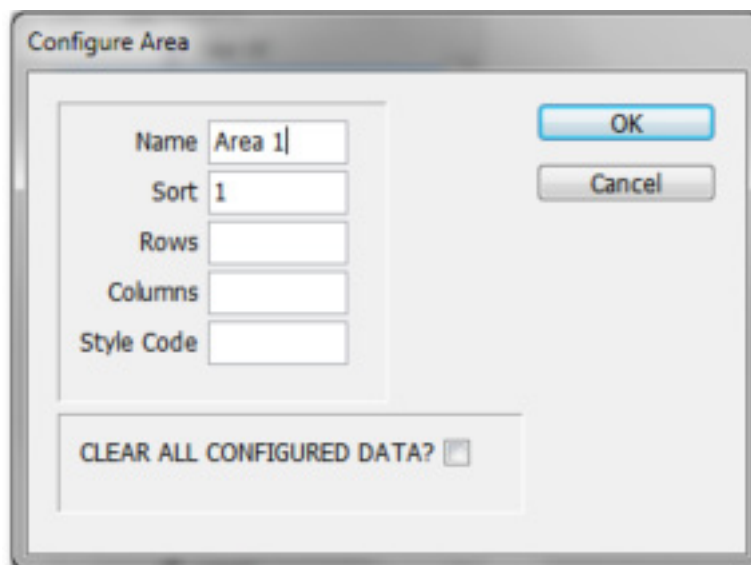
Columns: the number of columns in the area

Style Code: this **must** match the style code of item templates you wish to use with this advert template

CLEAR ALL CONFIGURED DATA?: click this box then click 'OK' in order to clear the data you have just entered in the previous fields

OK: click to save the data

Cancel: click to return to the template without making any changes



Configure Area

Name

Sort

Rows

Columns

Style Code

OK

Cancel

CLEAR ALL CONFIGURED DATA?

EzAdsPro: Configure Document

This is used to set the parameters for the item template **and** the advert template. Item and advert templates are configured separately.

Name: enter a name for the template

Style Code: this is only set for item templates and **must** match the area style code

Rows: this is only set for item templates; it's the number of rows the item will span in the area. (Leave blank for advert templates)

Columns: this is only set for item templates; it's the number of columns the item will span in the area. (Leave blank for advert templates)

Hot Folder: if your server's setup to upload advert

templates direct to Hot Folders, you can select the relevant Hot Folder here

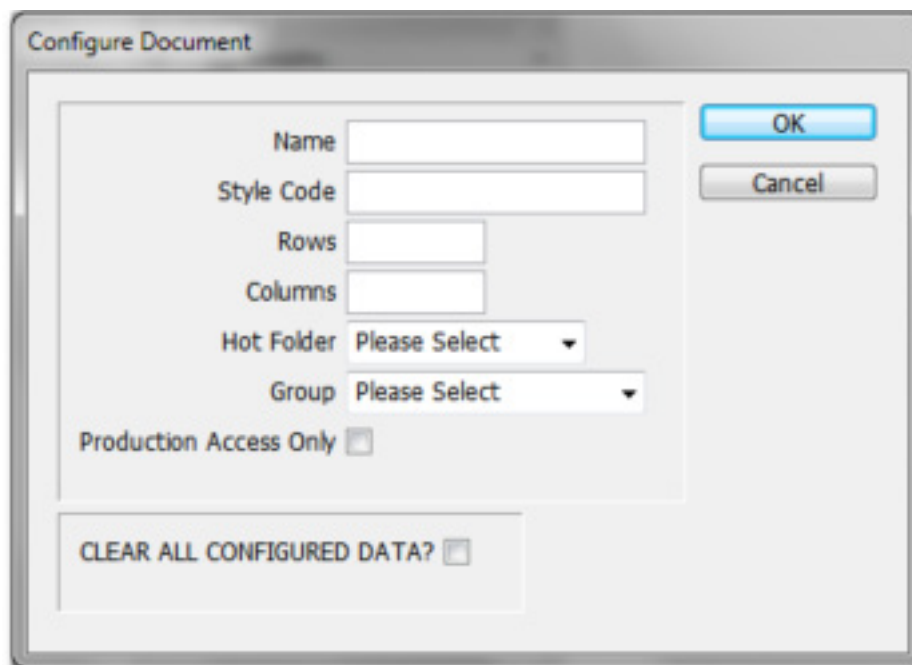
Group: select the group this template is to be uploaded to

Production Access Only: tick this box if you don't want this template to be visible to agents

CLEAR ALL CONFIGURED DATA: If you tick this box and click OK, any data entered on this window will be cleared

OK: click to save the data

Cancel: click to return to the template without making any changes



The screenshot shows a dialog box titled "Configure Document". It contains the following elements:

- Name:** A text input field.
- Style Code:** A text input field.
- Rows:** A text input field.
- Columns:** A text input field.
- Hot Folder:** A dropdown menu with "Please Select" as the selected option.
- Group:** A dropdown menu with "Please Select" as the selected option.
- Production Access Only:** A checkbox that is currently unchecked.
- CLEAR ALL CONFIGURED DATA?:** A checkbox that is currently unchecked.
- Buttons:** "OK" and "Cancel" buttons are located on the right side of the dialog.

EzAdsPro: Configure Flash

Name: select the flash from the drop down list; a maximum of 10 flashes can be selected from

Sort: automatically populated when new flashes are created, this doesn't usually require changing. (It is used by the EzAdsPro Publisher software)

Autofill: the text or command entered here is used each time the flash is used in the template. The text you want to appear is simply entered, whereas the command that you want to use to call-up the character style is enclosed by two pairs of curly brackets:

sold (denotes plain text)
{{styleone}} (calls-up the character style)

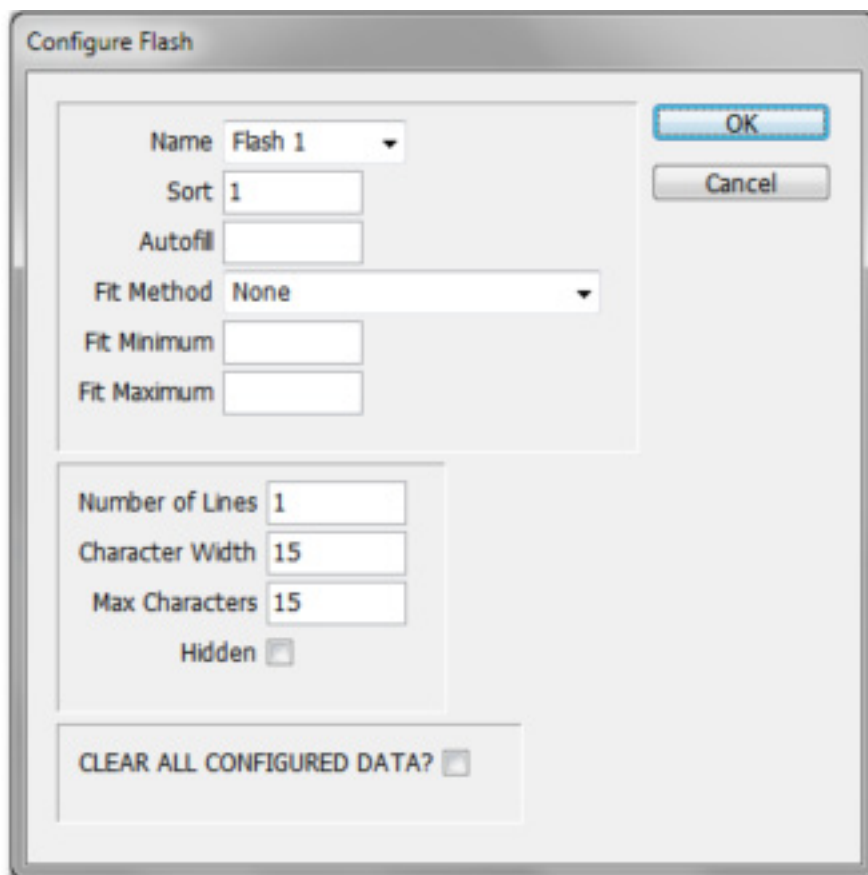
Fit Method: this selects how the text will fit the text area. There are five possible options:

None results in no fit method being applied. If the text entered in the text area exceeds this, it will be cut off

Adjust Size makes the text fit the box by increasing or decreasing the point size

Adjust By Word Spacing allows the word spacing to be expanded or contracted

Adjust By Horizontal Scale stretches or contracts the text



The screenshot shows a 'Configure Flash' dialog box with the following fields and options:

- Name: Flash 1 (dropdown)
- Sort: 1 (text input)
- Autofill: (empty text input)
- Fit Method: None (dropdown)
- Fit Minimum: (empty text input)
- Fit Maximum: (empty text input)
- Number of Lines: 1 (text input)
- Character Width: 15 (text input)
- Max Characters: 15 (text input)
- Hidden:
- CLEAR ALL CONFIGURED DATA?:

Adjust By Leading increases or decreases the space between lines of text (leading)

Cancel: click to return to the template without making any changes

Fit Minimum: the minimum point size or percentage value for the chosen fit method is entered here. If the text still doesn't fit the text area after the minimum value has been reached, the text that extends beyond the text area will be cut off, but the minimum value will still apply. If no fit method is selected, this field can be left blank

Fit Maximum: the maximum point size or percentage value for the chosen fit method is entered here. If the text still doesn't fit the text area after the minimum value has been reached, the text that extends beyond the text area will be cut off, but the minimum value will still apply. If no fit method is selected, this field can be left blank

Number of Lines: displays the maximum number of lines in the text area if no fit method adjustments are applied to the text

Character Width: displays the maximum number of characters per line

Max Characters: displays the maximum number of characters per text area

Hidden: hides the text area box

CLEAR ALL CONFIGURED DATA: tick this box then click OK to clear all the data from the configure flash fields

OK: click to save the data

EzAdsPro: Configure List

Sort: automatically populated when new lists are created, this doesn't usually require changing. (It is used by the EzAdsPro Publisher software)

Dingbat: used to bring in character styles and/or characters themselves. To bring in character styles (set in EzAdsPro Publisher), place the character style within double curly brackets. To place a character within the template, simply enter it here. This character style and character will apply to every list item.

This field is most often used to display bullet points, which cannot be entered via the keyboard here.

Instead, a character style is set with the wingdings font (b-style for example), and this character style is called here using the same value (within double curly brackets). The wingdings letter that represents the bullet point (the letter "I") is entered and therefore displayed in the advert, which shows as a bullet point. This would look like:

`{{b-style}}I`

Configure List

Sort

Dingbat

Fit Method

Fit Minimum

Fit Maximum

Heading Style

Heading Field

List Style

List Sort

Search and Replace

Number of Lines

Character Width

Max Characters

CLEAR ALL CONFIGURED DATA?

In order to revert to a different font after the bullet point, a new character style needs to be called from EzAdsPro Publisher:

```
{{b-style}}|{{text-style}}
```

Fit Method: this selects how the text will fit the text area. There are five possible options:

None results in no fit method being applied. If the text entered in the text area exceeds this, it will be cut off

Adjust Size makes the text fit the box by increasing or decreasing the point size

Adjust By Word Spacing allows the word spacing to be expanded or contracted

Adjust By Horizontal Scale stretches or contracts the text

Adjust By Leading increases or decreases the space between lines of text (leading)

Fit Minimum: the minimum point size or percentage value for the chosen fit method is entered here. If the text still doesn't fit the text area after the minimum value has been reached, the text that extends beyond the text area will be cut off, but the minimum value will still apply. If no fit method is selected, this field can be left blank

Fit Maximum: the maximum point size or percentage value for the chosen fit method is entered here. If the text still doesn't fit the text area after the minimum value has been reached, the text that extends beyond the text area will be cut off, but the minimum

value will still apply. If no fit method is selected, this field can be left blank

Heading Style: specify the character style to apply to headings

Heading Field: specify the field name, preceded by the hash symbol, the value is to be taken from. For example, specify the "Make" field name, to populate the heading field with values such as Ford, Vauxhaul etc. So you would enter #Make

List Style: specify the fields (again preceded by the hash symbol) to be displayed in the list template. **(The fields must be specified, even if no styling is applied to them.)** These fields can have character styles applied to them (double curly brackets), and commands can also be entered (single curly brackets):

```
{{bold}}#year{tab}{{plain}}#description{quad.}  
{{bold}}#price
```

This example displays three fields (year, description, price), the first and last of which have the bold character style applied to them, while the middle one has the plain character style; two commands are also present — tab and quad — the former moves the content one tab space along, the latter right-aligns or quads the price field, preceded by a leader (a procession of dots)

List Sort: enter the field that will be used to sort the list, and the sort method (ascending [asc] or descending [dsc]). For example, to sort the list by price, ascending, you would enter:

```
#Price asc
```

Search and Replace: search and replace the text in the box with other characters, character styles or commands. Any character can be used to perform a search and replace, but a common one is the dollar sign (\$). Multiple search and replace commands can be entered, separated by semi-colons (these are also used to separate the search/replace values).

The character style is set in EzAdsPro (red) and given a value (redhouse). This is then entered here, preceded by the symbol that will invoke the character style, separated by a semi-colon:

`;$;{{redhouse}}`

When the agent enters \$, all text entered afterwards will be red. To revert back to the previous character style — or to no character style — another symbol must invoke another character style:

`;$;{{redhouse}};@;{{plain}}`

So the agent's text, when entered, would look like this:

...large \$house with 5 bedrooms @and...

And this would be displayed like this:

...large **house with 5 bedrooms** and...

Number of Lines: displays the maximum number of lines in the text area

Character Width: displays the maximum number of characters per line

Max Characters: displays the maximum number of characters per text area

CLEAR ALL CONFIGURED DATA: tick this box then click OK to clear all the data from the configure flash fields

OK: click to save the data

Cancel: click to return to the template without making any changes

EzAdsPro: Configure Text

Name: select a name for the text box from the drop down list

Sort: automatically populated when new text is created, this doesn't usually require changing. (It is used by the EzAdsPro Publisher software)

Auto Fill: the text or command entered here populates this text box everytime it is used

Dingbat: used to bring in character styles and/or characters themselves. To bring in character styles (set in EzAdsPro Publisher), place the character

style within double curly brackets. To place a character within the template, simply enter it here.

This character style and character will apply to every list item.

This field is most often used to display bullet points, which cannot be entered via the keyboard here. Instead, a character style is set with the wingdings font (b-style for example), and this character style is called here using the same value (within double curly brackets). The wingdings letter that represents the bullet point (the letter "l") is entered and

Configure Text

Name: Description

Sort: 1

Auto Fill:

Dingbat:

Start of Line:

Default Text: Description

Fit Method: None

Fit Minimum:

Fit Maximum:

Sub-Editing:

Number of Lines: 2

Character Width: 41

Max Characters: 82

Hidden:

CLEAR ALL CONFIGURED DATA?

OK

Cancel

therefore displayed in the advert, which shows as a bullet point. This would look like:

```
{{b-style}}|
```

In order to revert to a different font after the bullet point, a new character style needs to be called from EzAdsPro Publisher:

```
{{b-style}}| {{text-style}}
```

Start of Line: places a command or text at the start of each line in the text box; the most common use is to add a bullet point

Default Text: populates the text box with default text, which can be edited within EzAdsPro Publisher

Fit Method: this selects how the text will fit the text area. There are five possible options:

None results in no fit method being applied. If the text entered in the text area exceeds this, it will be cut off

Adjust Size makes the text fit the box by increasing or decreasing the point size

Adjust By Word Spacing allows the word spacing to be expanded or contracted

Adjust By Horizontal Scale stretches or contracts the text

Adjust By Leading increases or decreases the space between lines of text (leading)

Fit Minimum: the minimum point size or percentage value for the chosen fit method is entered here. If the text still doesn't fit the text area after the minimum value has been reached, the text that extends beyond the text area will be cut off, but the minimum value will still apply. If no fit method is selected, this field can be left blank

Fit Maximum: the maximum point size or percentage value for the chosen fit method is entered here. If the text still doesn't fit the text area after the minimum value has been reached, the text that extends beyond the text area will be cut off, but the minimum value will still apply. If no fit method is selected, this field can be left blank

Number of Lines: displays the maximum number of lines in the text area

Character Width: displays the maximum number of characters per line

Max Characters: displays the maximum number of characters per text area

Hidden: hides the text area box

CLEAR ALL CONFIGURED DATA: tick this box then click OK to clear all the data from the configure flash fields

OK: click to save the data

Cancel: click to return to the template without making any changes