This document explains how to use the Shortcut Manager and make your publication interactive.

Publications (Newspapers / Magazines)

First step is to add a publication to the system. After this, you can add digital content and/or responses to any page.

There are two methods to do this. The first one is manually, directly in the Shortcut Manager online (http://my.kooaba.com). And the second method is automatically via our FTP server.

If you are using the demo-account you can only do this manual. With the 30-day free trial you need to request the FTP method separately because we need to set this up manually.

Manually add publication to the system

If you quickly want to try out the service, or have only a few pages to make interactive you should choose for manual upload. First go to the Shortcut Manager and login with your username and password.

http://my.kooaba.com/admin

Click on the title of your publication on the right and click on the button **New Issue**.
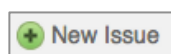
The following form will show up. The name of your publication should be correct. Change the date if needed and add the number of pages of your publication. Click on create.

On the next page, you will see this for every page of your publication.

Now click on the 'No Image' thumbnail to continue. And next on **Add Image**.

Choose an image (JPG / PNG) file from your computer. Leave the **Activate Image** checkbox checked and click on **Add**. Repeat this process for every page. (When adding pages manual, you cannot add a PDF to the system)

The next step is to add content to the pages you just created. You can skip the next chapter and continue from there.

Automatic upload publication via SFTP servers

This method is not possible when you have a demo- or trial account. Skip this page if you did the uploading manual.

Shortcut Interactive print offers an easy way to add publications to the system. Simply add one single PDF with all the pages to our server. The system will do the rest. All you have to do is adding digital content to the pages afterwards.

The SFTP server will be: **upload.shortcutmedia.com/incoming.** You should have received a username and password to login.

You can use any FTP program. Cyberduck for Mac works fine, as in the image below. (Make sure to select SFTP and not FTP in your settings.) Connect to the server and upload the PDF of your publication.
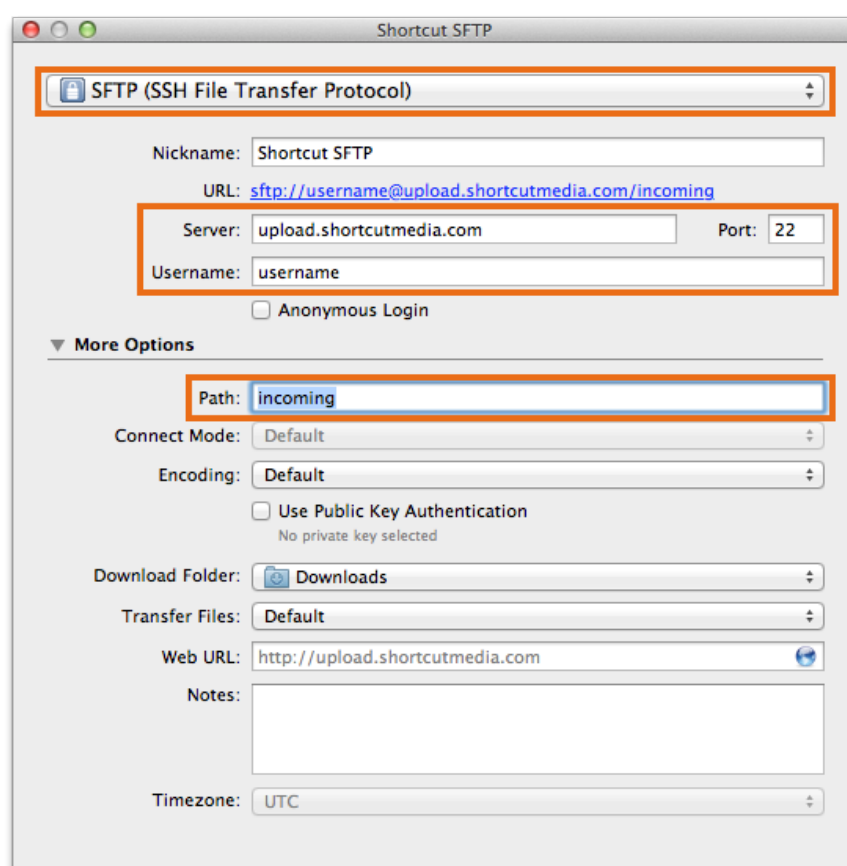
The system will automatically add the issue with all its pages to the Shortcut Manager where you will be able to add digital content to any of those pages.

The most important thing is that you name your file the correct way in order for the system to be able to process the file.

Give your magazine the following name: *title_issue_year_language.pdf*
For example: *playboy_Jan_2012_en.pdf* or *cosmopolitan_33_2012_it.pdf*

Depending on the current traffic on the servers the issue will show up in the Shortcut manager. Login (http://my.kooaba.com/admin) and click on your publication name on the left.

Mobile pages are created automatically

Once your pages are added to the system, either manual or via the SFPT server there are mobile pages created automatically and accessible via Shortcut.

If you do not have the app, download it first and test it on a page: http://shortcutmedia.com/download-shortcut-reader/

The page shows a full screen background image of the page like this.
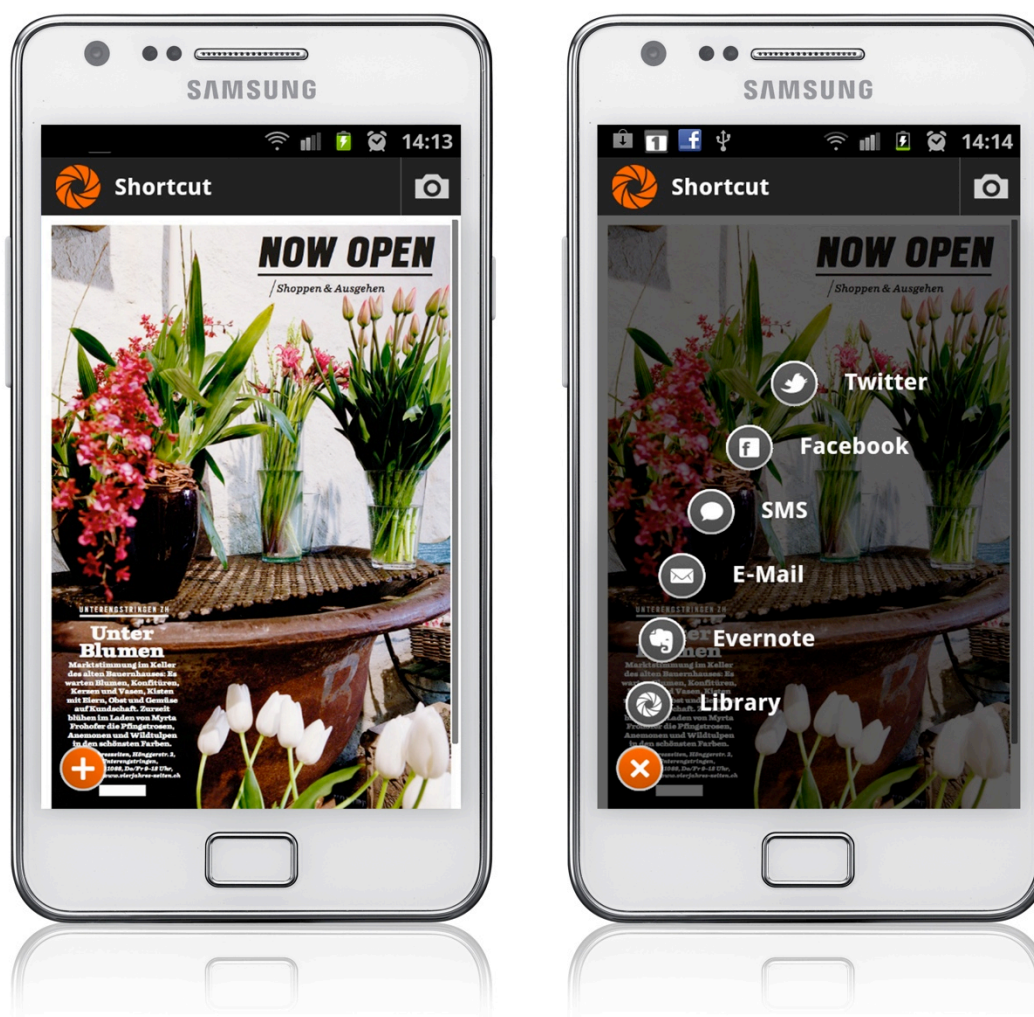
Even without doing anything else, there are a set of options available for your readers. They are accessible under the +button bottom left. Also, readers can start a discussion (not shown on this image).

When you scroll down on the Shortcut Mobile page the links will show up pointing to extra content that can be added via Shortcut Manager. If there were links mentioned on the page, they are added automatically.

Add links or files to the mobile pages

To add those links or files go back to the Shortcut Manager online and select the page you want to add links to. First click on your publication name on the right. Then click on the cover of the issue, and select the page you are searching for.

The page should look something like this.

Now click on the button **Add Resource** to start adding links or files. Type in the title of the link or file. When you point to a web-address choose URI. (don't forget http://). At this point, you can ignore all other settings like **Local** or **Section**.
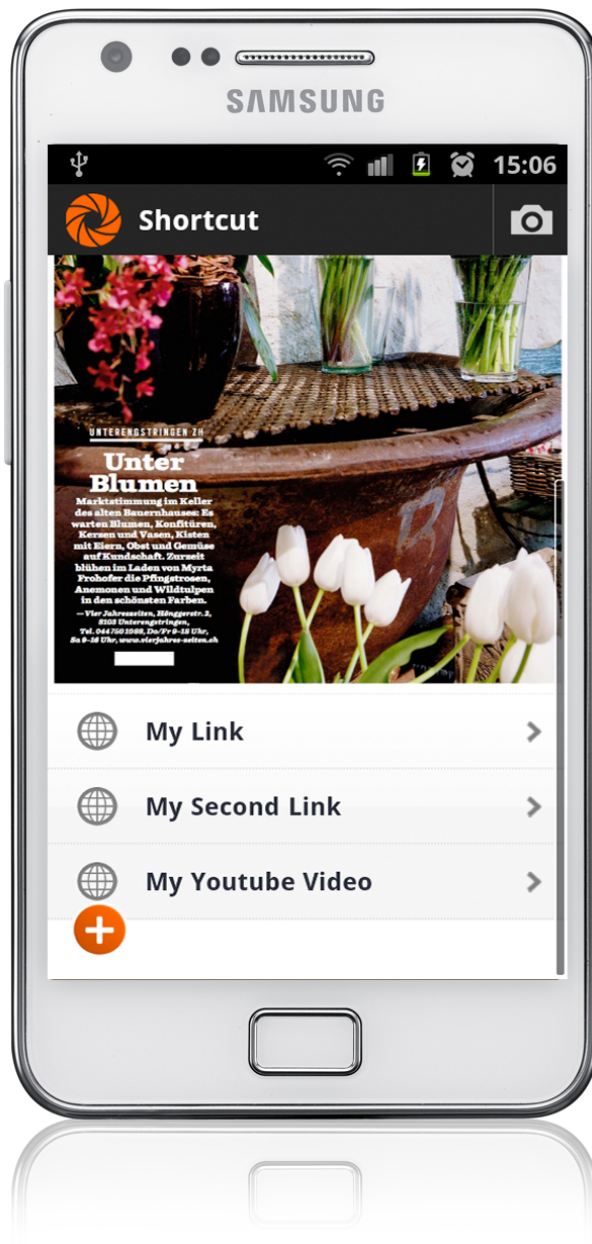

And click on **create**. Repeat this process for all files or links you want to attach to a page.
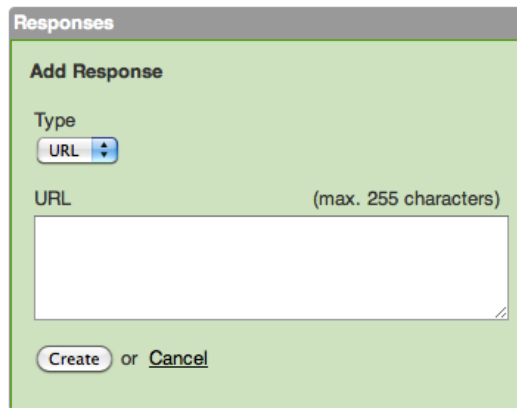
Once you are done, all links will end up on the page like this once you have scrolled down.

Choose a different mobile page

You can also choose not to use the *Shortcut Mobile Page* but link directly to an external (mobile) webpage instead. This might be interesting in case of a full-page advertisement. There you might want to link directly to the advertisers website.

In that case click **Add Response**. The following box will appear:

Leave the Type at URL and type in the address of the (mobile) website you want users to be send too (including http://) and click on **Create**.
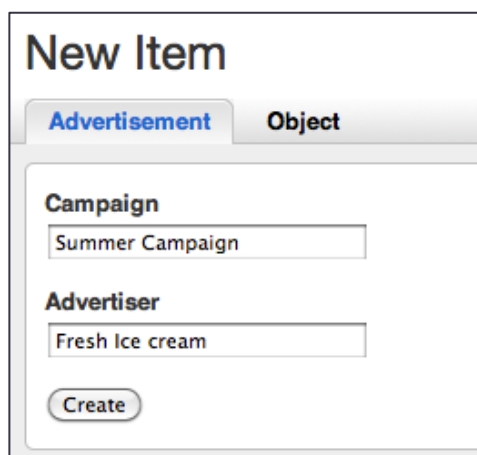
Users will then directly go to that page and will not see the Shortcut mobile page. (If you have both a response URL and resources, the system will choose the direct response over the Shortcut Mobile page.)
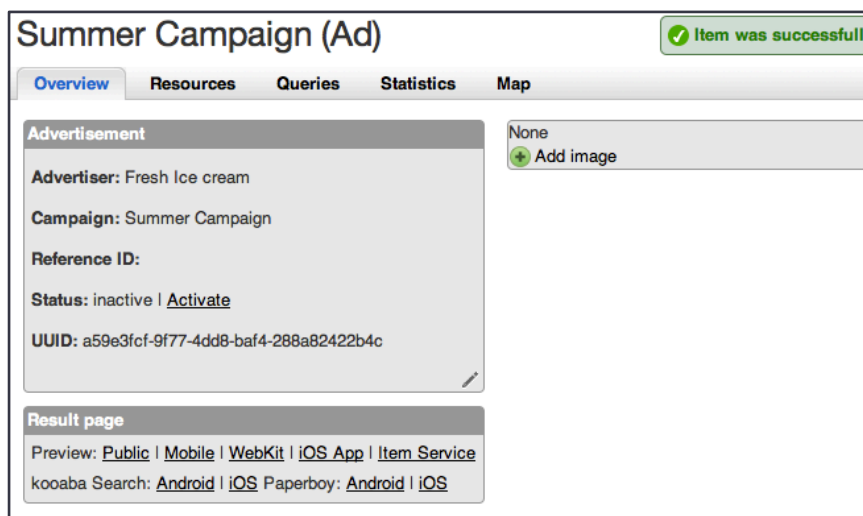
Advertising Campaigns

Advertising campaigns are accessible via a separate subscription. This is a little different than publications. Advertising campaigns are independent of the publication where they printed. It could be billboards as well. Companies choose for this option if they are not publishing magazines, are brands directly to manage campaigns, advertising agencies or publishers that want to offer the service to their clients.

Go to your Shortcut manager account at http://my.kooaba.com/admin and login to the system with your username and password.

Now click on **My Advertisements** at the left and then click on **New Item** to add a new campaign. The following form will show up.


Give the campaign a name and add the name of the advertiser. Click on **Create** to continue**.** (In this example we named our campaign '*Summer Campaign*' and our Advertiser '*Fresh Ice Cream'*.) The following screen will appear:


On this screen (the campaign page), only three parts are relevant to set up the rest of your campaign:

- Add image and then choose between,
- Add Resource or,
- Add Response.

The first step is to add the images of the campaign. Click **Add image.** The following box will appear:
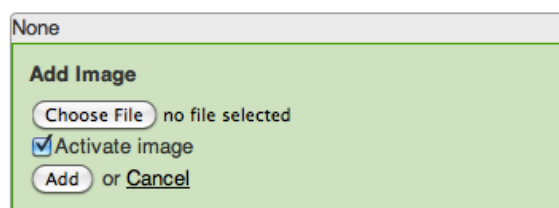

Click **Choose File** and select a file from your computer (JPG or PNG) and click **Add**. (Leave the check box **Activate Image** checked as it is). Note that you are only allowed to upload images of which you own all rights. It is not allowed to add logos to the system.
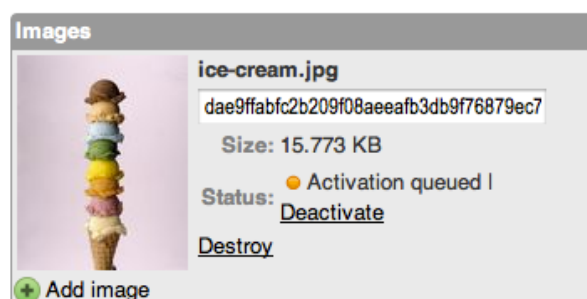
The activation of the image will be 'queued' and can take up to 15 minutes before it is active and can be used with Shortcut.

If your single campaign consists of more than one advertisement, you can add multiple images that all have the same response.
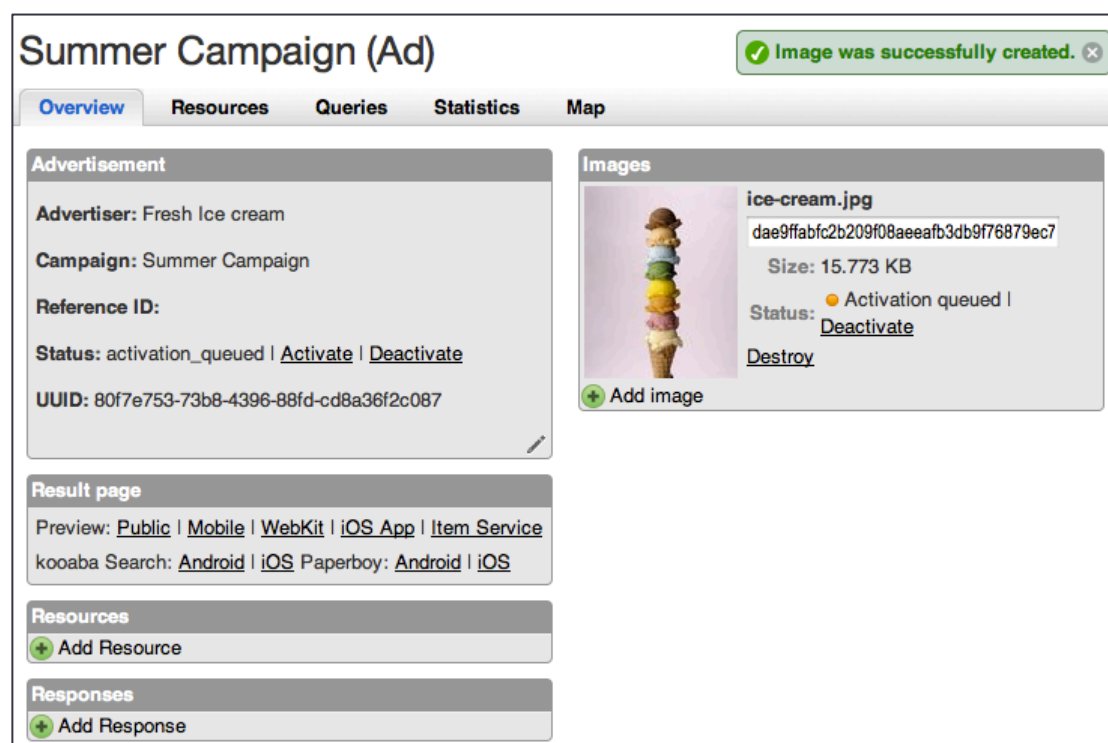
The moment the campaign is activated (green bullet) you can use Shortcut on the image. Without doing anything else, the system automatically created a mobile page that looks something like the following (campaign image, with a set of default options under the +button):

This page is called the *Shortcut Mobile Page*. You can choose to use this mobile page and add extra URLs / Links to the page. Alternatively you can choose not to use this page and directly redirect your users to another (mobile) website.

Shortcut Mobile Page

First lets add some links to the Shortcut Mobile Page. Click on **Add Resource** to start. The following box will appear:

Here you can add links to web pages or files. Simply add a title and add the URL (web address including "http://") and click on **create**. (You can ignore the **Visibility** and **Locale**)

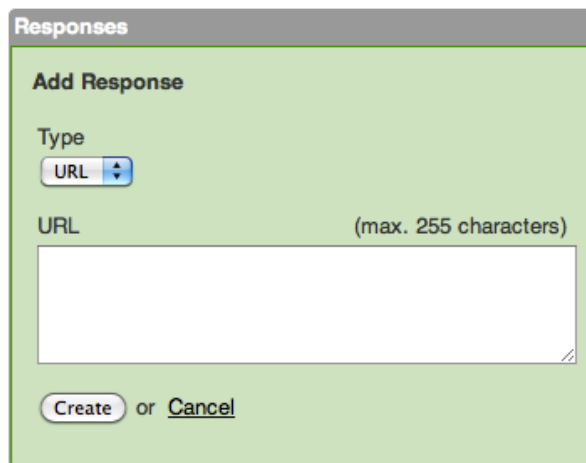You can add as much files or links as you like. They will appear on the mobile website.

(When you have many links or files, you can use the 'Section' to group them.)

All the links / files added will show up on the Shortcut Mobile page below your campaign image like this:
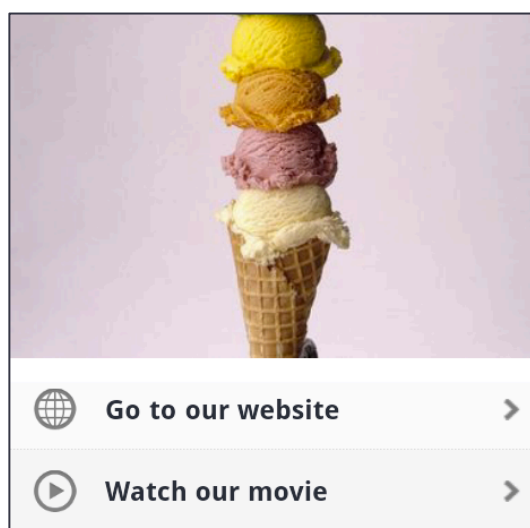
External website (add response)

You can also choose not to use the *Shortcut Mobile Page*. In that case click **Add Response**. The following box will appear:

Leave the Type at URL and type in the address of the (mobile) website you want users to be send too (including http://) and click on **Create**.

Users will then directly go to that page and will not see the Shortcut mobile page. (If you have both a response URL and resources, the system will choose the direct response over the Shortcut Mobile page.)

Your advertisement is now ready to be used. It will show up in the list of advertisements if you click on **My Advertisements** on the left.

If you want to change anything, simply click on the image to go back to the campaign page. Once the campaign is finished, you can click on **Destroy** to delete the campaign.