

“With just two days of training, I was able to use the program with very few questions. I can complete a dummy in about half the time it took me to do it on paper — and it allows me to make complicated corrections in seconds. ... Thank you for making such a powerful tool available to us.”

Beth Moorman
Production Manager
National Glass
Association

frequently asked questions

How do I know if I'm a good candidate for Proteus?

Proteus' sophistication and flexibility mean that most publishers can benefit from its use. However, you're a particularly good candidate if any one of the following is true:

- you spend more than 3-4 hours creating the dummy, or map, for each issue
- you have lots of advertisers in each issue, many of whom are requesting some sort of special position (FF, RHP, competitive separation, etc.)
- you've ever “lost” an ad during the dummy process, only to have it resurface after the last page has been laid out
- you have a hard time identifying potential in-line color conflicts
- your book is a mix of process color and black-only, and you struggle with color imposition
- your book has multiple editions, and placing regional elements is a challenge
- after completing your dummy, you need to revise it at least once

How much does it cost?

Nothing! United Litho provides the software, on-site installation and training, and ongoing support at no charge to our contract clients.

How steep is the learning curve?

Most users are very comfortable with the software by the end of the two- or three-day training program, which incorporates the setup of a live issue.

Is there any limit to the number of workstations on which we can install Proteus?

No. ULI will install and support Proteus on as many workstations as your workflow dictates.

Will Proteus work in a cross-platform workflow?

Available for both Mac and Windows, Proteus is easily adaptable to a cross-platform setup, but you must have a client-server — rather than peer-to-peer — network.

How much space will Proteus take up on my hard drive?

The application itself uses less than 20MB. With multiple users, data files (approximately 300K - 400K each) typically reside on your server.

Is there any kind of linkage between Proteus and QuarkXPress or InDesign?

Yes! With the new 4.7.1 release, it's possible to accurately export page geometry — correctly sized and positioned text and picture boxes — to Adobe InDesign on both platforms and to QuarkXPress on Macs only. And if you've attached PDF images to your dummy in Proteus, they'll be placed automatically during the export process.

Can I import data from other applications rather than re-keying it in Proteus?

The short answer is “no — not reliably.” With a properly designed database application and a carefully written export script, you can import DBF files into Proteus. However, the flexible data entry permitted by such programs as Excel, Word, WordPerfect, etc. produces too many errors when importing data into Proteus.

Can I export data to other applications?

Yes — just copy and paste.

How reliable is the ad/edit ratio calculated by Proteus?

Although the ad/edit ratio calculations are very accurate, they’re supplied in whole numbers, rather than carried out to two decimal places, as required by the USPS.

Will Proteus help me position inserts accurately?

Yes. Depending on the binding method you have selected for a given insert, Proteus will determine valid “drop locations,” and won’t let you position the insert anywhere other than in these locations.

Will Proteus manage multiple titles?

Yes. During the training process, we’ll set up a customized template for each title, taking into account varying book sizes, ad sizes, page counts, binding methods, etc.

Does Proteus track the financial side of advertising — frequency, net billing, etc.?

No. Proteus is not meant to take the place of a true ad-booking system. The information tracked by Proteus is confined to placement specifications and contact information.

“The switch from drafting layouts with paper and pencil to using this sophisticated software couldn’t have been easier, and that’s because of the support United Litho provided. ... Now it’s hard to imagine putting our magazine together without Proteus.”

Publications Staff
American
Association of
Museums