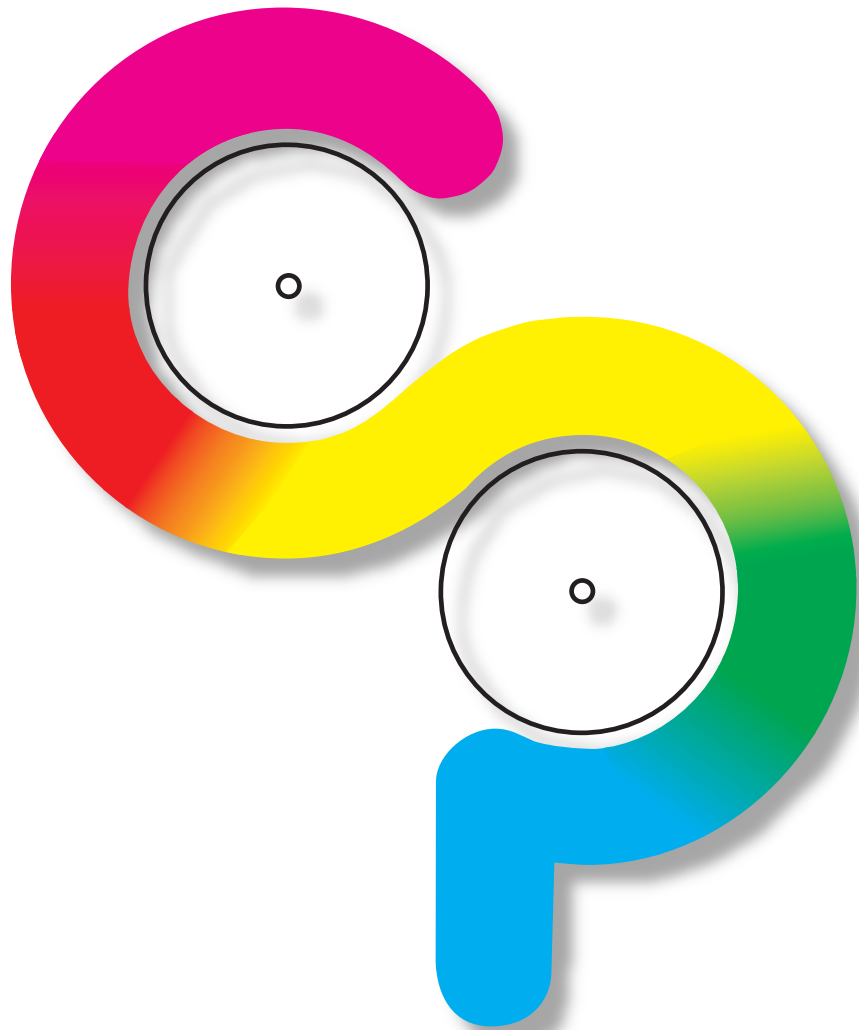


# Internet Transmission For Electronic Files



Customer Guide

## **Internet File Transfer Overview**

Using any internet connection you can send files to us at Century Publishing Co. any-time, day or night. Your connection speed to the Internet will determine the speed at which you can transfer data. Depending on your equipment, Internet Service Provider (ISP), and connection speed, this may be a logical way to send in late files, corrections, etc.

### **What is an FTP Transfer?**

FTP is a network standard that allows your workstation to transfer files to our network FTP server via an internet connection. FTP stands for **F**ile **T**ransfer **P**rotocol, and is a set of ground rules (a "protocol") that allows two computers to exchange files over a network. FTP is a standard method of transferring files over the Internet and therefore is supported by hundreds of thousands of machines including the FTP server at Century Publishing Co.

Since the wide use of FTP has become so commonplace in our industry, FTP is also used in conversation as a verb not just a protocol. To transfer files to Century Publishing Co. on the internet, please use an FTP client program or qualified web browser.

### **Why Submit Files by FTP?**

The publishers who submit files via FTP usually do so because it can expedite the correction or output of a job through prepress. This is an especially convenient way for us to receive corrected and missing files. *It is not very practical to use FTP for sending larger files or complete books due to the amount of time it takes to up/download.* Printed proof are also a requirement for Century Publishing Co. to begin production on your files. For these reasons, Century Publishing Co. requests that you utilize Disk File submission for complete books and magazines.

It is important to test and establish what your normal transfer rate will be and use that rate as a benchmark. The transfer can only achieve the speed of the slower end of this connection. It is important for the publisher to calculate the speed of a transmission when deciding whether to FTP or to Fed Ex a disk in a given situation.

### **How Do I FTP my files to Century Publishing Co.?**

Your digital files can be uploaded to Century Publishing Co. using a number of available FTP programs or qualified web browser.\*

\* A qualified web browser would either be Netscape on the Mac or Internet Explorer on the PC.

## **What Do I Need to Get Started?**

To conduct Internet file transfers, you will need an FTP client application or web browser and an internet connection. You also will need to contact a Customer Service Representative for a user name and password.

The application that we recommend for conducting file transfers to and from Century Publishing Co. is called Fetch. Fetch is a user-friendly Macintosh FTP client; it allows point-and-click, drag and drop file transfers to and from Century Publishing Co., over a TCP/IP network. You can download Fetch from the URL below; individual license is only \$25. <http://www.dartmouth.edu/pages/softdev/fetch.html>

For customers conducting file transfers to and from Century Publishing Co. using the PC platform, we recommend one of the following FTP client applications...

**CuteFTP** - Used by millions worldwide, CuteFTP® is the easiest way to transfer files between your PC and remote computers. Whether uploading digital images, or transferring large files between your office and Century Publishing Co., CuteFTP will get the job done quickly and easily, even if you are a beginner. You can download CuteFTP from the URL below; individual license is only \$39.95. <http://www.cuteftp.com/downloads/cuteftp.asp>

**WS\_FTP LE** - is the limited edition version of WS\_FTP Pro, allowing multiple file transfers and the auto re-get or resuming feature. WS\_FTP LE is shareware, available for free from <http://www.ftplanet.com/download.htm>.

If you do not have access to an FTP client application, using a qualified web browser is also an option. Type in the following URL into the address bar; <ftp://198.175.28.22> for access. You will be prompted for a user name and password. These can be obtained by calling your Customer Service Representative.

If you have an internet connection already, you will want to determine what type and speed of connection you have. If you do not have an internet connection, there are many options available. Call an internet service provider (ISP) in your local area to find out what options you have in your area. Standard 56k modems are the entry level connections and are available virtually anywhere via a dial-up PPP account. There are other higher priced options such as T1, T-3, Frame Relay, ADSL, etc. Cable modem and DSL are low to mid range options that are available in most areas. Currently, these options in the low to mid range are the most popular with independent publishers.

After your client is configured and internet connection established, this will be a very easy procedure. You will establish an internet connection, compress the files to be sent, launch your client, and drag & drop the files right to our FTP server.

Technical help or consulting is always available for our customers on these issues. We will assist in answering questions and will be glad to provide help when necessary.