



newspaper licensing agency

NLA eClips Branding “How To”

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Overview

“Branding” is the process whereby articles that have previously been extracted from newspaper pages are prepared for distribution by the NLA eClips system. Branding support exists within the NLA Digital Database in order to allow PCAs to present clippings to their users that have some element of presentation defined by the PCA. This document describes the process, documents the server application and specifies the format of the clipping requests.

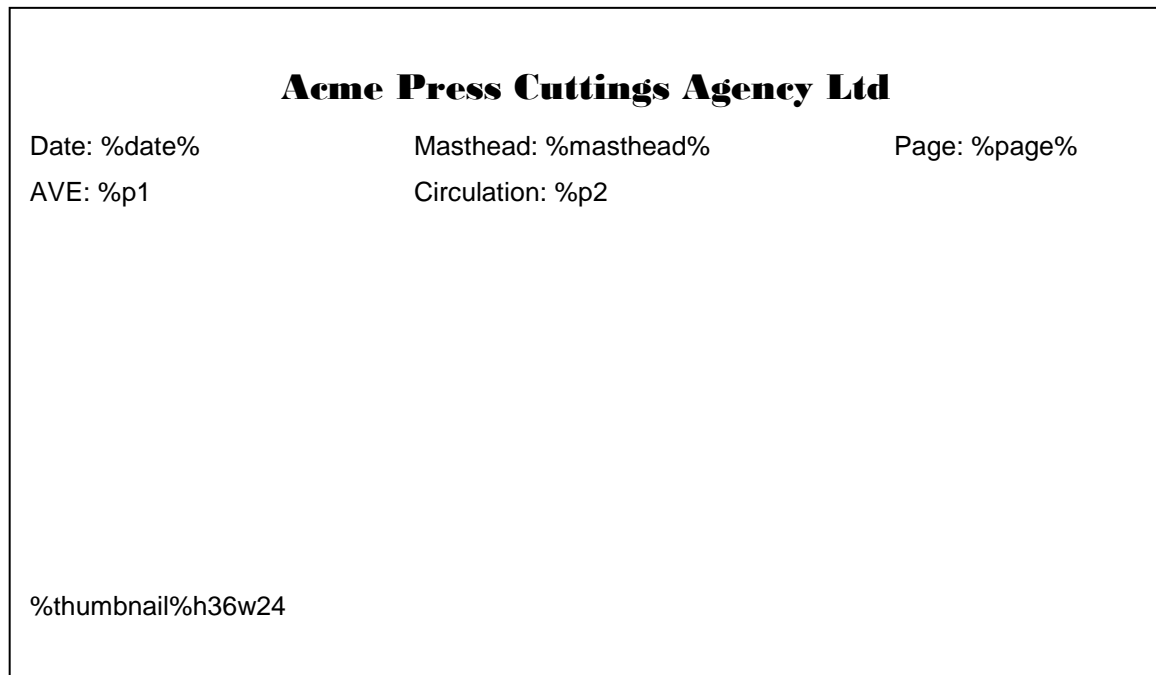
In the NLA eClips branding system, a server application processes requests for clippings that originate from the customers and are passed on by the web server application. The request specifies the article that is to be made into a clipping, the template on which the clipping is to be based, and a variable number of optional variable items that may be added to the clipping as it is created.

There are a few rules and restrictions relating to the branding package:

- PCAs are able to define up to 1 branding package per client plus 5 additional packages
 - The PCA maintains these packages themselves
 - The NLA Digital Database will feature a tool allowing PCAs to manage and maintain these packages, and test them prior to use (this tool has yet to be documented).
- For each branding package, the PCA must provide a valid template PDF and any accompanying logos
 - The PCA must warrant that these files are virus-free
- The branding template allows the PCA to specify the location of the following optional variables which are added by the NLA eClips system
 - **%date** (the publication date)
 - **%page** (the page number[s])
 - **%thumbnail** (the thumbnail for the page)
 - **%bookname** (the book name of the article)
 - **%region** (the region of the article)
 - **%edition** (the edition number of the article)
 - **%articleid** (the NLA article ID)
- Image values (logos, thumbnails and mastheads) will be centred on the centre of the parameter string. They will be unscaled unless the parameter string contains a sub-parameter %h or %w. In each case the sub-parameter introduces a value measured in points, representing the finished height or width of the image respectively, e.g. to paste a thumbnail with a height of 1 inch, the parameter string in the template PDF would be %thumbnail%h72.0 (there are 72 points in an inch).

- The template may optionally contain 5 customisable fields which the PCA is able to populate using API call parameters
 - Five additional parameters (%P1 to %P5) are defined

Figure 1: Sample template



The Branding Process

To utilise branding, the PCA must create a PDF that specifies the branding elements (normally Word is used to layout the template, and it is then saved as a PDF). The PCA must then upload it (and any related images) onto the NLA Digital Database system and include that branding template as part of any API request for an article.

The branding process involves adding the chosen article to a predefined template and at the same time making parameter substitutions to certain text fields that are specified within the template. The following stages are involved:

- The contents of the template PDF file are copied to an A4 page (with portrait orientation) in a new PDF file.
- The PDF representing the article in question is pasted onto the new page. By default, the centre of the clipping coincides with the centre of the A4 page, but this can be adjusted by use of the –delta parameter (see below).
- The branding application assumes that, if the article is too large for A4, it has already been reformatted so that it fits into the space available.

- Any text string within the template that starts with the character ‘%’ is interpreted as being a parameter string.
 - If this string matches one of a set of reserved words, such as %page, the whole string is replaced by the value that is contained within the database for that article.
 - If this string matches one of a set of customisable variables that was specified by the PCA in the branding template, such as %p1, it is replaced by a value supplied by the PCA in the API call, eg `http://www.nla-eclips.co.uk/nlaapi.dll/getobject?objectid=122851&PCAd=34&brandingid=B1&P1=1234567`
 - If the parameter string represents a text parameter, it is overwritten by the replacement string, using the same typeface and point size. The lower-left corner of the replacement string coincides with the lower left corner of the parameter string.
- If the replacement string is the filename of a JPEG file, the JPEG is placed on the page centred on the centre of the parameter string. An image parameter string may optionally be followed by “%wx” or “%hx”, where x is a number representing the width or height of the image on the page (measured in points).

Specifying Branding

Specifying the branding package to be used for each clipping is very simple¹. To add branding to an individual clipping, simply add the “brandingID=” variable to the request URL. Here’s one I made earlier:

```
http://www.nla.co.uk/nlaapi.dll/GetObject?UserID=123&ObjectID=456&BrandingID=NLA213&P1=25.32&P2=435,012&P3=newspaper,press&PCAd=4
```

This URL retrieves the PDF of the clipped article 456 with the PDF including any branding as previously defined in the branding package NLA213; specifying the value “25.32” for the custom defined variable P1; the value 435,012 for P2, etc ...; and a PCA ID of 4.

¹ Please refer to the document entitled, “Digital Database Specification v1.0” for comprehensive details on requesting information through the NLA digital database API.

Examples

A -

In the following example, the template includes a logo and copyright notice in addition to some standard variables (page, masthead, date, thumbnail).

Figure 2: Sample branding PDF template



B -

The next example includes a possible PCA/client logo, a masthead for the newspaper, metadata for page and date that are from the database, and user supplied variables for AVE and circulation. The thumbnail is intentionally situated bottom right.

The resultant output combines the template with the story:

<http://nla.co.uk/nlaapi.dll/getobject?Userid=1&ObjectID=1&BrandingID=NLASample&P1=25.32&P2=500,200&P3=newspaper,press>

Figure 3: Sample branded article

