

FTP: File Transfer Protocol

Sending files can be a hassle no matter what the file may be. If e-mail is used to send the file, the file may be too large for an e-mail account to handle. Fortunately, MultiAd has developed its own FTP site in order to remove the burden of file transfers.

What is FTP?

- FTP (File Transfer Protocol) is a server on which files can be transferred between two parties.
- FTP is a secure way to send files that are needed for a particular project or publication.

How can I use FTP?

- MultiAd has developed its own FTP site.
- When our customer service representative contacts you, you will receive a user name and password to be used on the site.
- Through an Internet browser (generally Explorer), you can access the FTP site and transfer your file from your computer directly to our server.
- We then take the file from the server and complete the project in a more time-efficient and effective way.

What formats of files can be placed on the FTP server?

- Any form of file can be placed onto the server.
- To ensure security of the file, it would be best to “stuff” or “zip” the folder with all components of the file.

How secure is the server?

- The only way to access the server is through a user name and password that are provided by a customer service representative.
- Each user name and password is independent, which ensures safety of all files that are placed on the file.
- Again, when a file is “stuffed” or “zipped,” it is more secure when placed on the server.