

# magazine sections.

## CONTENT

### **Cover:**

- Ideally comes from feature
- Casey finds, four decide

Masthead: org chart

### **Table of contents:**

- Usually one page, sometimes two
- Only includes editorials (not special section)

### **From the CEO**

### **From the Creative Director**

### **House Ads:**

- Done when there is a hole in advertorial
- Ex: mental health, promote special section

## EDITORAIL

[left pages]

### **Spotlight Marin:**

- News | Local Splurges | Eat & Drink | Take Note | Local
- Getaways | Game Changers
- Interweaves full page ads with editorial

### **Going Places:**

- Land & Sea | Voyager | About Last Night | Drawn Together
- Where half pages ads start to stack

### **Features: in the well**

- 'A Winter Wonderland' | 'Out of Africa' | 'Thirst of Adventure' |
- Pictorial stories (about 20 pages and no ads)

## ADVERTORIAL

[right pages]

- **Spread:** front of magazine
- **Full page:** after spreads
- **Fractional:** after full pages
  - 2/3, 1/2, 1/3, 1/4
- **Special Section [Profile/Q&A]:** Paid
  - Spreads
  - Full pages
  - Half pages
- **Community minded:** value add [\$0], special terms

# general info + processes.

## AD CHANNELS

- Magazine: Client provides or we build. 10 per year [DJ + designer]
  - Start with community minded and special section then branding ads
- e-Newsletter: 1st and third Wednesday of each month [DJ]
- e-Blasts: client choice, but never same day as newsletter [DJ]
- Social Media: client chooses date [DJ]
- Website: leaderboard/banner or sponsored article (full month) [DJ]

## DEADLINES

- Branding Ads: see media kit for monthly deadlines
- Special Section + Community Minded: deadlines are per media kit, but try to get as soon as possible to allow time for client edits.
- Digital:
  - Materials and ads due **7** days prior to send date
  - Client approval is preferred **3** day prior to send/post date

## MATERIALS REMINDERS

### **Specs + prompts [user]:**

- Print: 14 days prior to deadline
- Digital: 14 days prior to deadline
- Added Value: 14 days prior deadline in lieu of specs email

### **System auto email reminders [auto]:**

- Print: 7 and 1 day prior to deadline
- Digital: 7 and 1 day prior to deadline

### **Past due materials [user]:**

- Compose in ticket, send past due template

## CYCLE PREPARTION

- Create production reports about one month before next cycle
  - Monitor daily, utilize templates, and include rep when necessary
- Confirm that all ticket contacts are subscribed to automated emails

### Print:

- Create client folders: Special section include [ad size] in folder name
- Update auto email templates – see Google sheet
  - Branding: updated deadlines
  - Special Section: update links to SS specs

### Digital:

- Update tracking spreadsheet:
  - Export each channel's report and copy into the month tab
  - Check for A/V tickets and manually send reminders
- Check material due date on all upcoming issues to confirm accuracy  
[settings > products > publication & issues set up > manage issue]

## WORKFLOW OVERVIEW

Create Ad Orbit channel reports

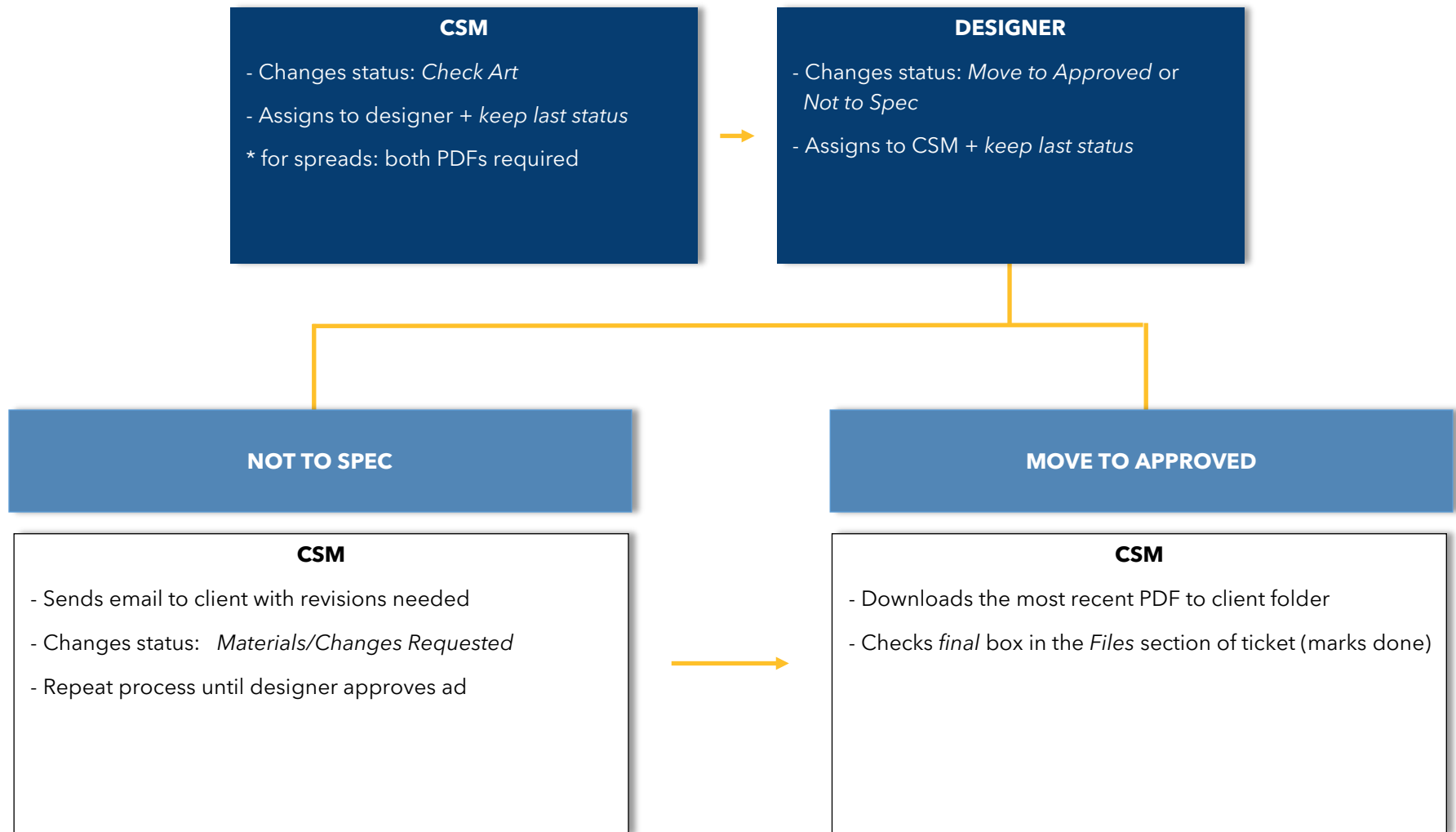
Complete digital tracking report

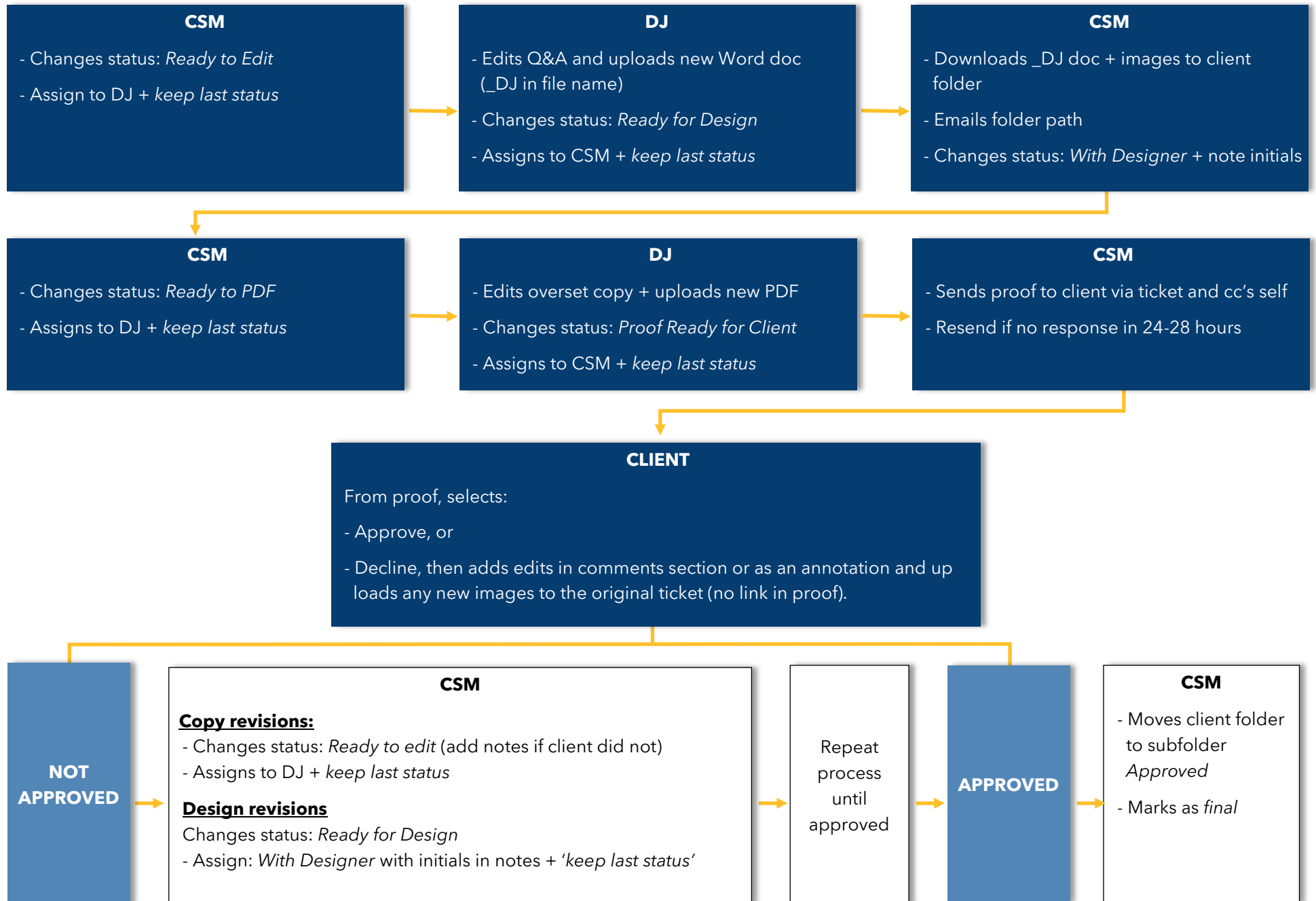
Send specs using [user] templates (see tracking report)

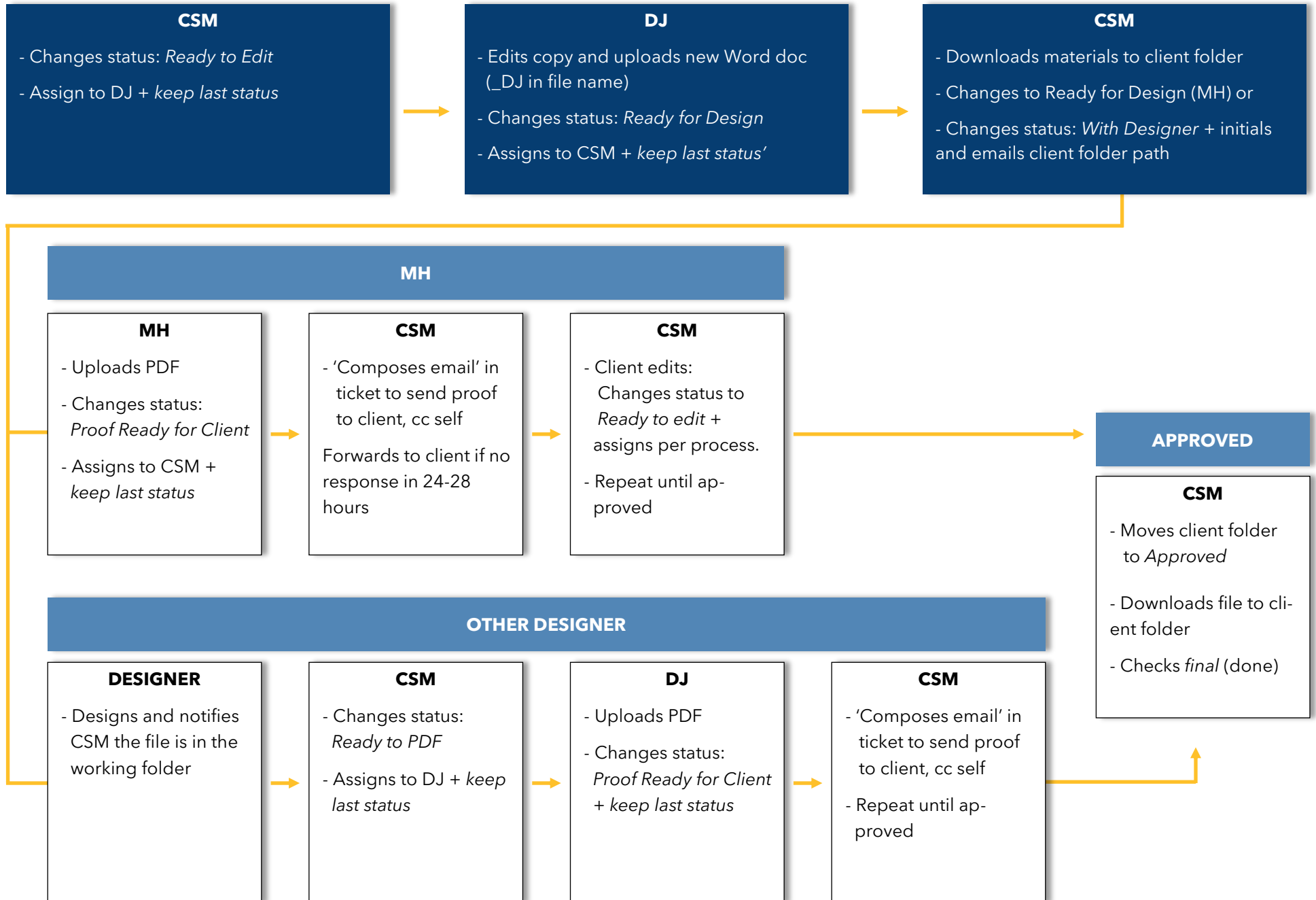
Auto email reminders are sent with deadline and ticket links

Clients upload ads/materials to ticket – materials are not received via email unless client is unable to upload for technical or other reasons

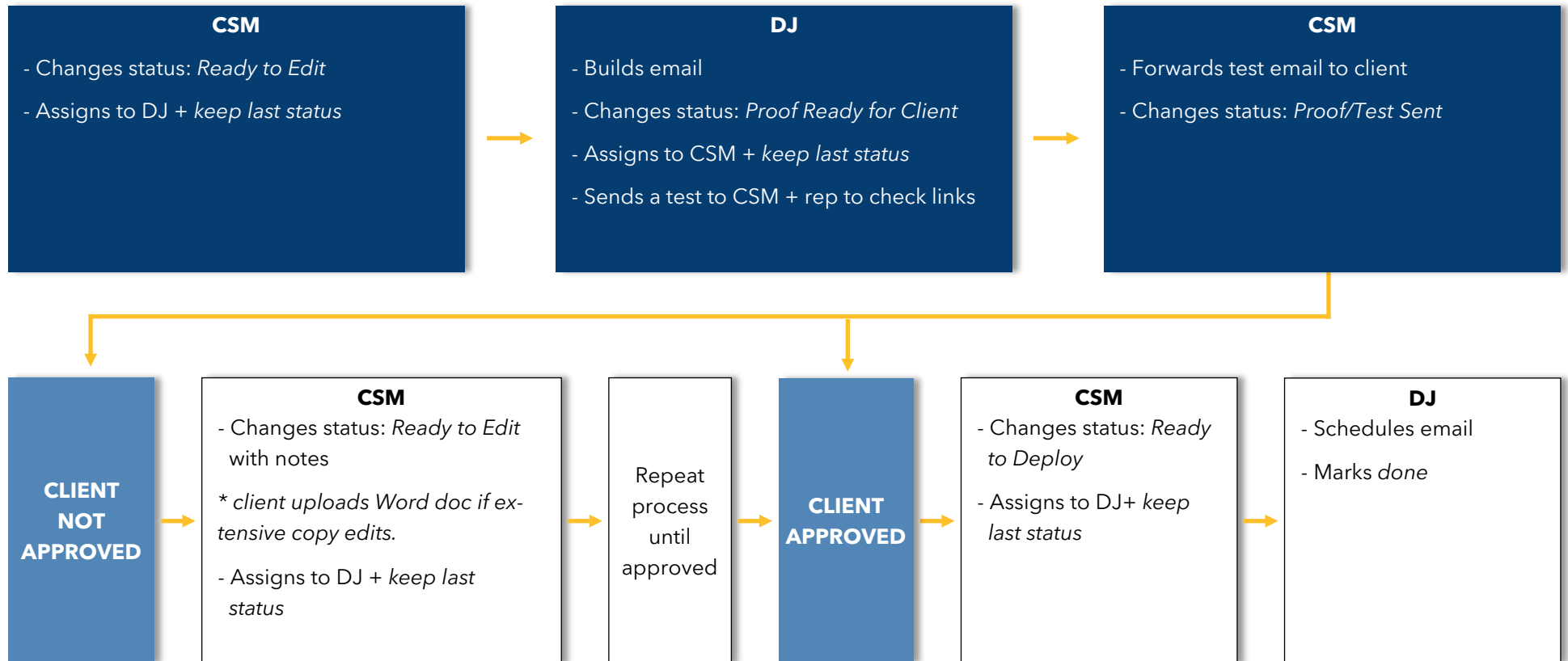
***Once materials are received...***







# e-blast flow.

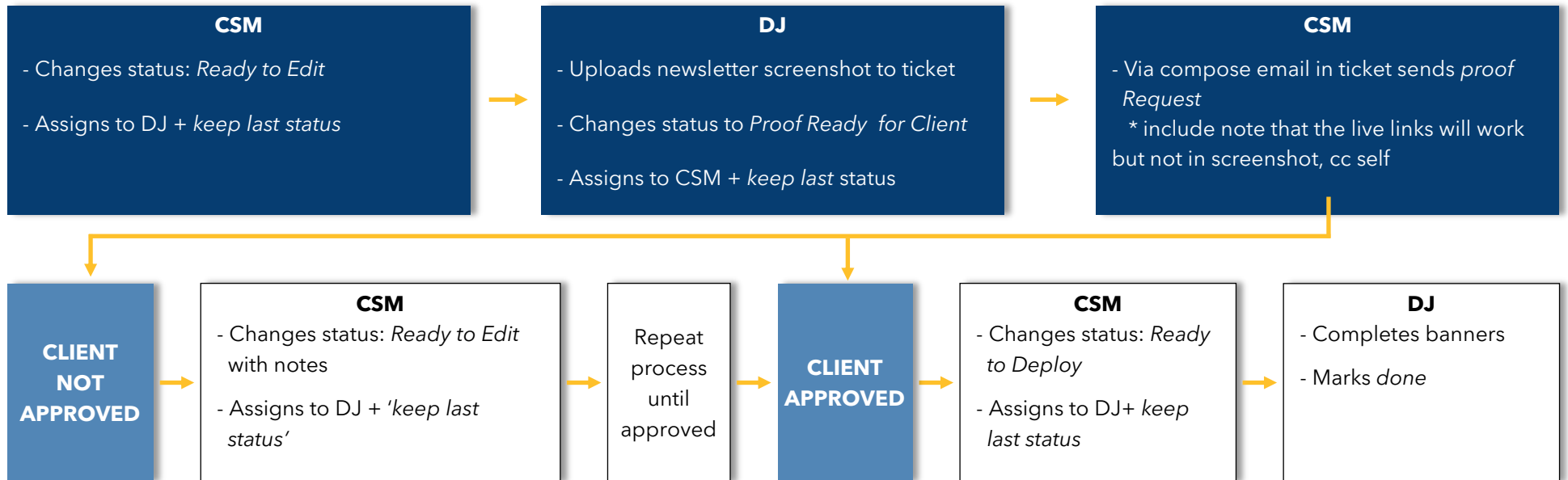


# newsletter flow.

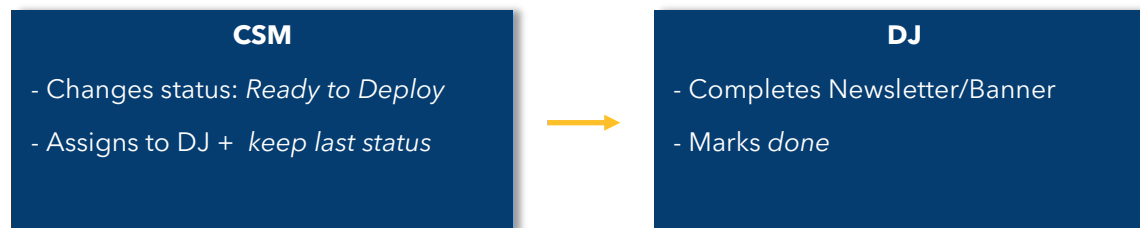
## MEDIA TYPES

**Sponsored Promotion:** (1 image + 50-80 words of text + URL) | **Leaderboard or Banner spot:** Single graphic made to spec by client

### PAID Sponsored Promotion



### VALUE ADDED Promotion OR Leaderboards/Banners [no proofs provided]



# website flow.

## MEDIA TYPES

**Website:** Graphic web ads made by clients to spec: leaderboard, banner, mobile + URL / UTM. Run for one month (usual start the 1st).

**Sponsored:** Text (500W max), headline, images (2-3) and link/contact info. Client choice (i.e. article). Starts any time and stays indefinitely.

### WEBSITE AD (BANNERS)

#### CSM

- Changes status: *Ready to Deploy*
- Assigns to DJ + *keep last status*



#### DJ

- Completes
- Changes status: *Serving* (indicates running on site)
- Marks *done*

### SPONSORED AD (ARTICLE)

#### CSM

- Changes status: *Ready to Edit*
- Assigns to DJ + *keep last status*



#### DJ

- Uploads the sponsored article's URL to ticket
- Changes status: *Proof Ready for Client*
- Assigns to CSM + *keep last status*



#### CSM

- Emails URL to client
- Changes status: *Proof/Test Sent*
- Upon approval...**
- Changes status to *Ready to Deploy*
- Assigns to DJ + *keep last status*

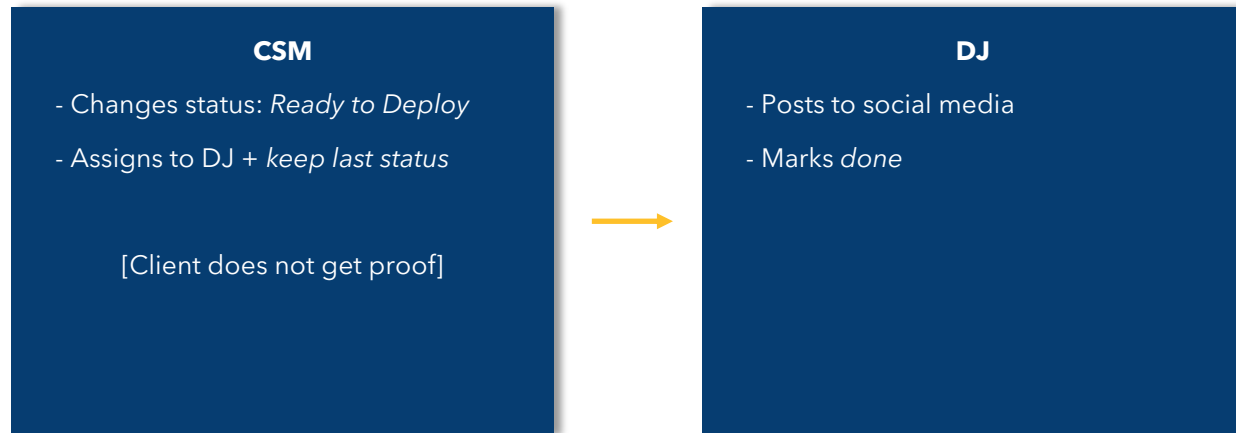


#### DJ

- Tags on website
- Notifies CSM that it is live
- Changes status: *Serving*
- Marks *done*

# social media flow.

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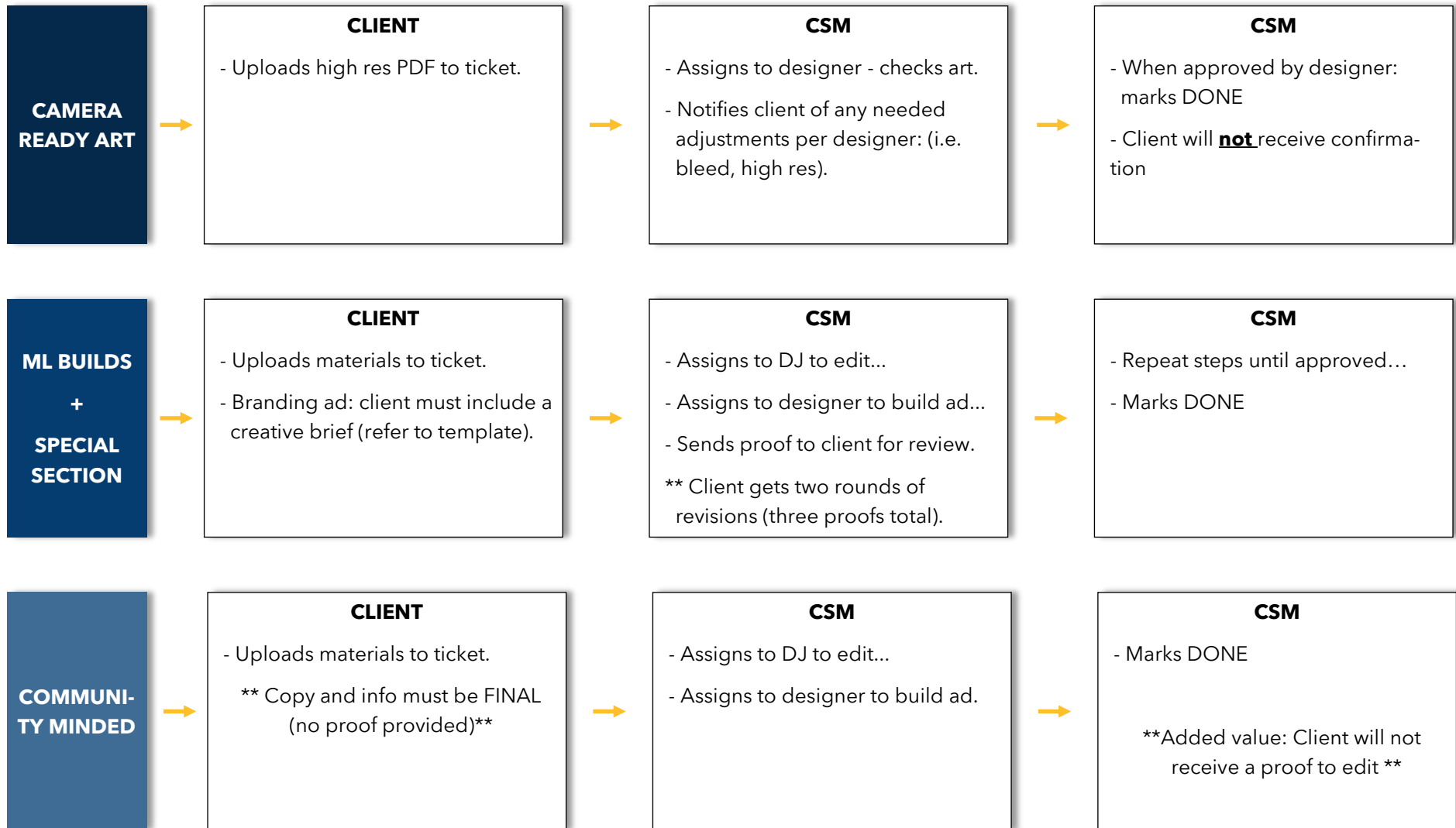


# how it works.

print production

## \*\*\* IMPORTANT \*\*\*

Do not email DJ or CSM to ask if a photo/ad will work. Ads and materials must be uploaded first, then the designer will reviewed materials/PDF and let us know if we need revisions to spec.

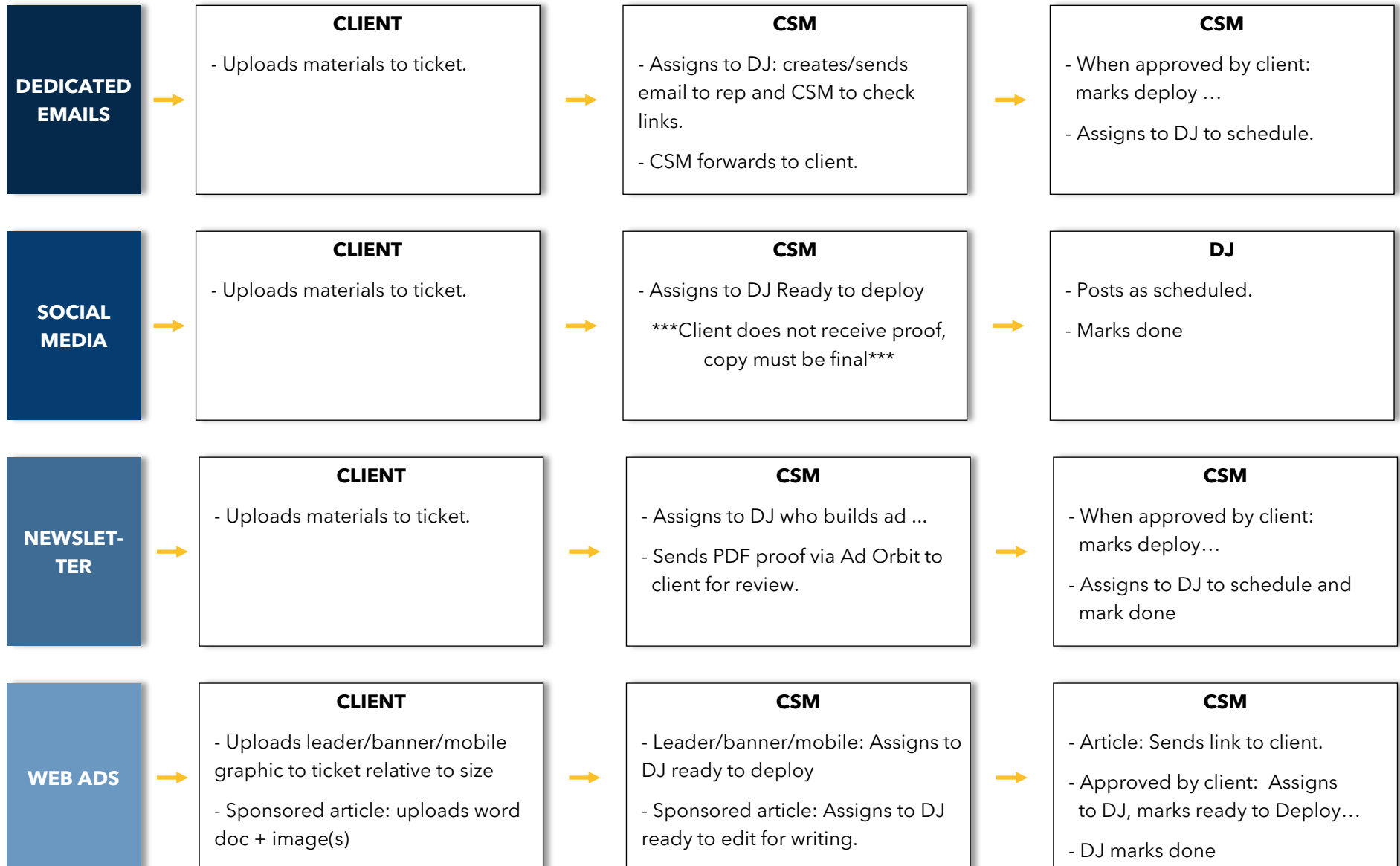


# how it works.

digital production

## \*\*\* IMPORTANT \*\*\*

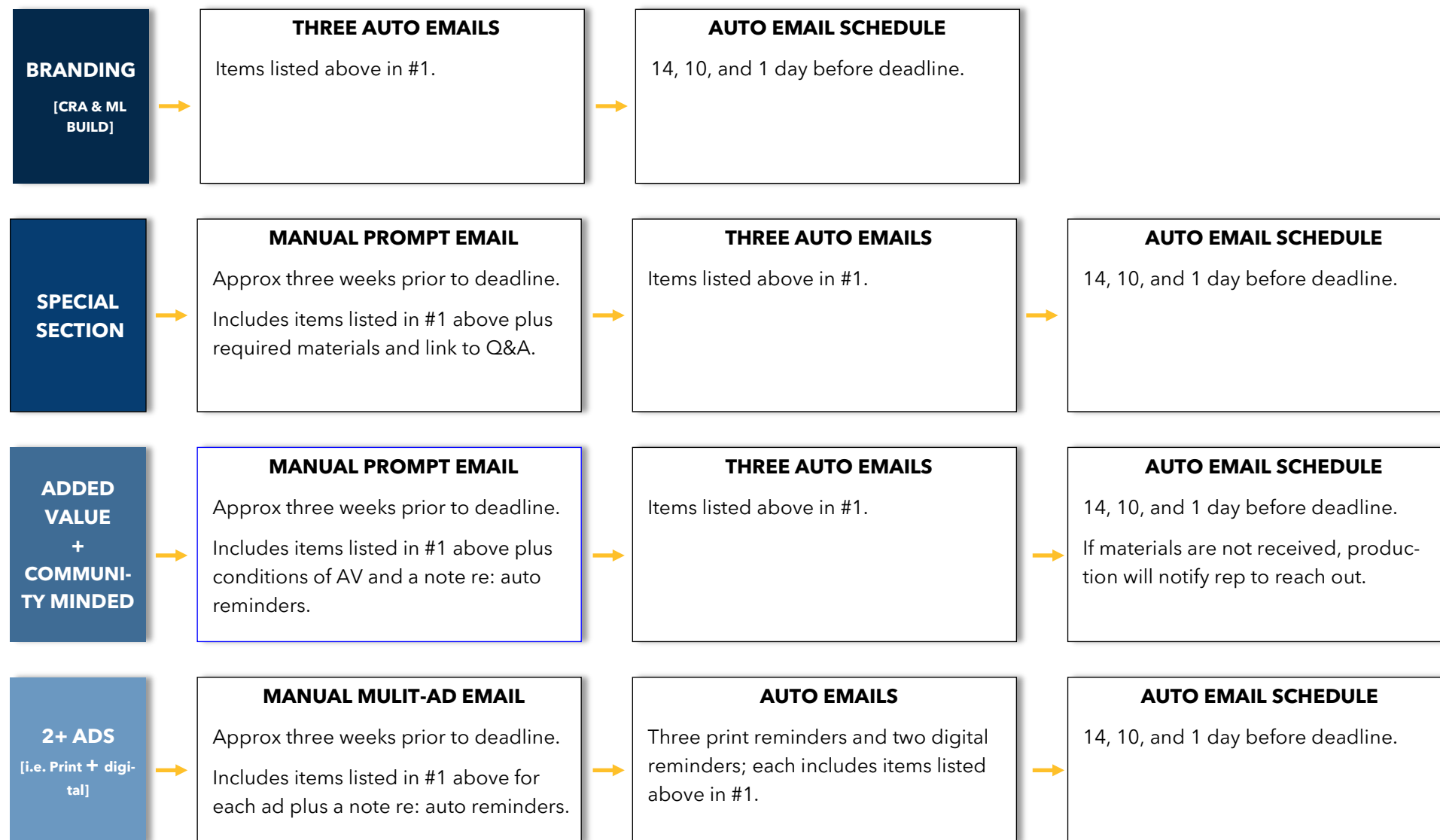
Do not email DJ or CSM to ask if a photo/ad will work. Ads and materials must be uploaded first, then the designer will reviewed materials/PDF and let us know if we need revisions to spec.



# how we notify.

print artwork reminders

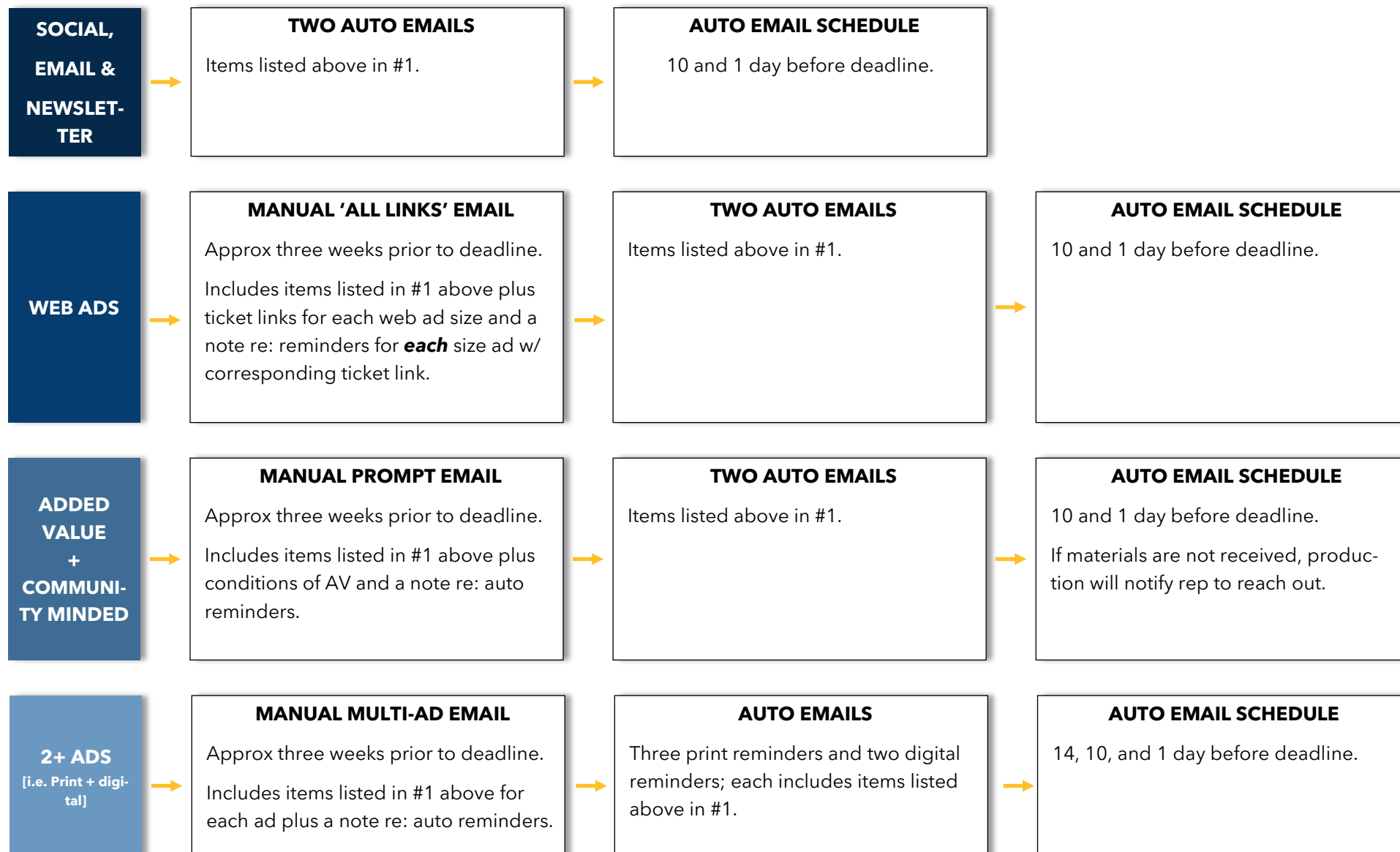
1. The Auto Emails listed below include the following info and specifics *for all ad types (SS, CM, CRA, ML Build)*: ticket link, deadline, link to specs and instructions to refer to their contract for size and type of ad.
2. Reminders will not go out to any tickets that are highlighted in yellow in production report (order not converted).
3. If materials are not received by the deadline, or client is non-responsive, the rep may be asked to reach out.



# how we notify.

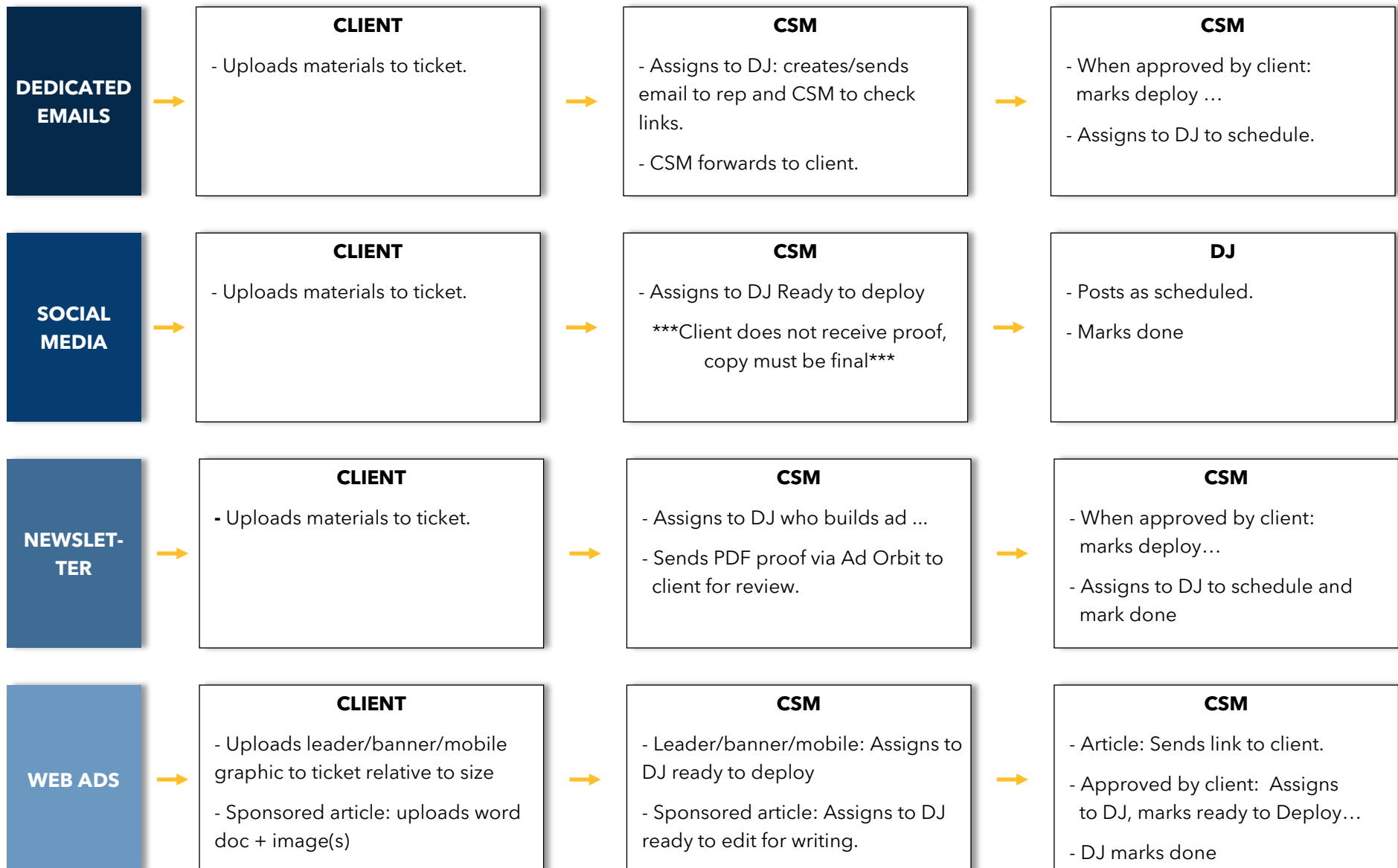
## digital artwork reminders

1. The Auto Emails listed below include the following: issue [ad type and date of deployment], ticket link, deadline, and link to specs.
2. Reminders will not go out to any tickets that are highlighted in yellow in production reports (order not converted).
3. If materials are not received by our deadline, or client is non-responsive, the rep may be asked to reach out.



**\*\*\* IMPORTANT \*\*\***

Do not email DJ or CSM to ask if a photo/ad will work. Ads and materials must be uploaded first, then the designer will reviewed materials/PDF and let us know if we need revisions to spec.



# getting ad approval.

## print proof review process

1. Minor changes: client provides clear details including full sentences (not partial or ...) and where the changes need to be made in the ad.
2. Extensive changes/new copy: client uploads a revised Word doc with instructions to replace copy.
3. Additional/replacement photos: client uploads to the ticket (do not email). They can include minor copy changes as a note with the photo.
4. For any ads where a proof is provided, two rounds of revisions are allowed; three proofs total are delivered (the third is the final).
5. Added Value / Community Minded ads do not include proofs. Client materials must be final.

