

a little info.

LAUREN	DAN
Client Services Director (or Whip Cracker) ⇒ Develops and schedules auto reminders, and sends manual emails ⇒ Chases/assists/follows up with clients, and troubleshoots portal issues ⇒ Checks materials submitted and assigns tickets to Dan and designer ⇒ Delivers proofs to clients, then facilitates changes during the review/ approval process until finalized	Editorial Director (or Master of Content) ⇒ Edits client copy, or writes new copy based on previously received content/materials, for all ads, and executes client changes ⇒ Schedules digital deployment ⇒ Works with designers and Casey to ensure everything is print ready ⇒ And so much more.....
What we are not equipped to assist reps with— anything contract-related or ticket set up/editing. [contact Jessica or Dina]	

The production process. It's as easy as 1, 2, 3

- 1 It all starts with your order. All confirmed orders will receive auto-email artwork reminders [see 'how we notify'].
- 2 Client uploads their materials to the ticket*. Please do not have clients email their materials.
- 3 The ad is produced/approved. Lauren ensures receipt of ad/materials, Dan/designer reviews/creates ad for approval [see 'how it works'].

**Every effort is made to get ads/materials. If they are not received by the deadline, or client is non-responsive, the rep will be asked to reach out.*

A few things to note:

- **Artwork contact set up:** Make sure the contact 1) is set to receive automated emails 2) has permissions to upload artwork [ask Lauren how].
- **Materials:** MS Docs are preferred over PDFs, images must be high resolution. Google docs, HTML and low res images are not acceptable.
- **Ad production:** Please indicate CRA or ML Build in the Ad Note section of the ticket (for new and existing orders). Do **not** change the status.
- **Ticket statuses:** Do not change to any status other than "Sellers Notes" (used for important changes). Preferably, email Lauren who will adjust.
- **Special Section:** Clients do not need to answer all questions, and content may be edited to fit the template—client can highlight preferred.
- **Website ads:** Please put start/stop dates in the Ad Note section for web ads running into the next month so we do not request materials again.

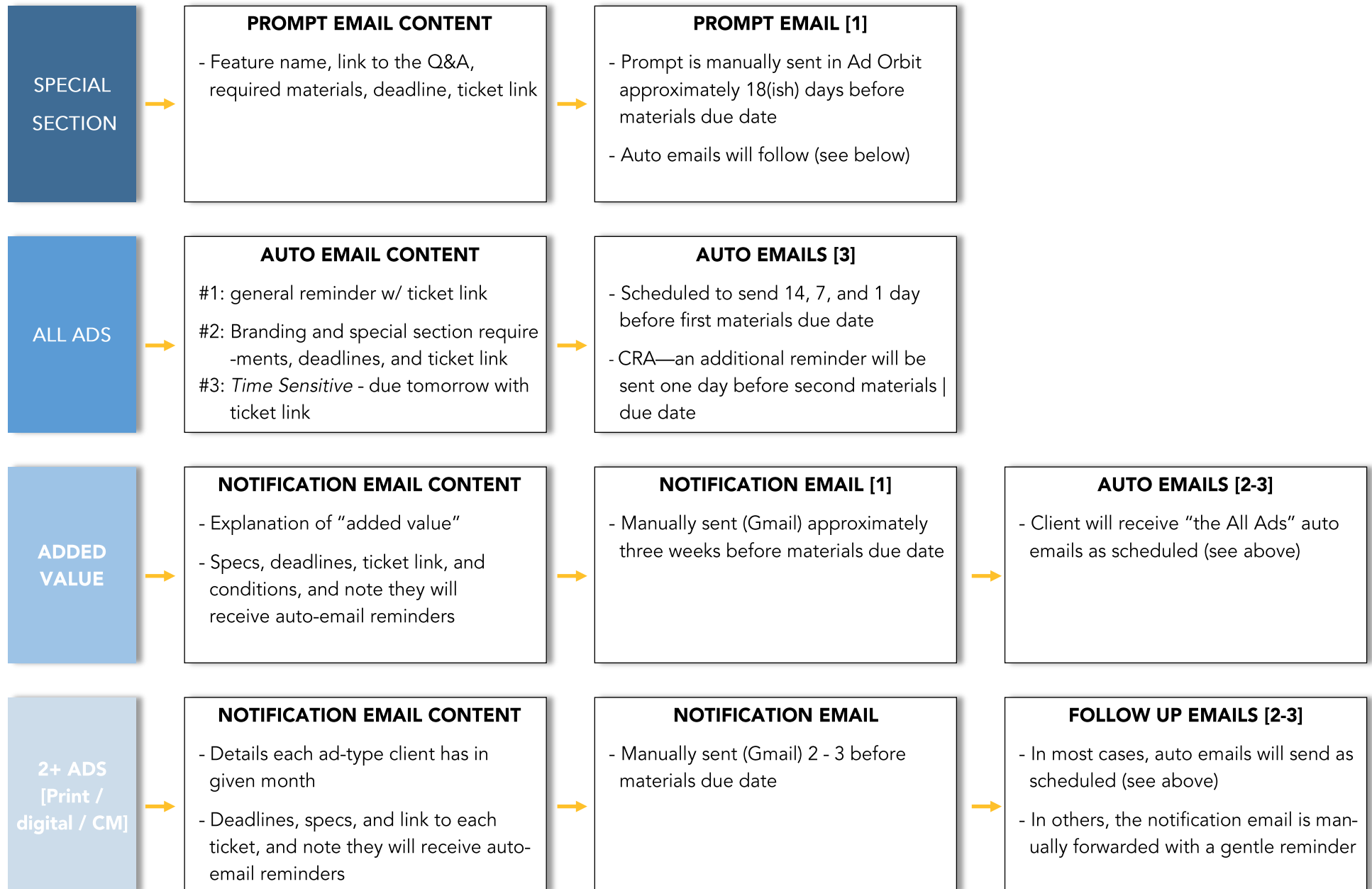
Added Value Conditions - Complimentary ads, such as community Minded, "make good", are subject to the following:

- Ads will be built to spec, no special content or layout requests can be accommodated.
- Materials must be uploaded to the link provided by the final deadline (do not email).
- Proofs are not offered, so client content must be final.
- Client will receive scheduled auto-email artwork reminders with the deadline and ticket link until materials are received.
- If the required materials are not uploaded to the ticket by the deadline, the ad will be forfeited and the client will be unable to reschedule it.

* Production will not chase these materials.

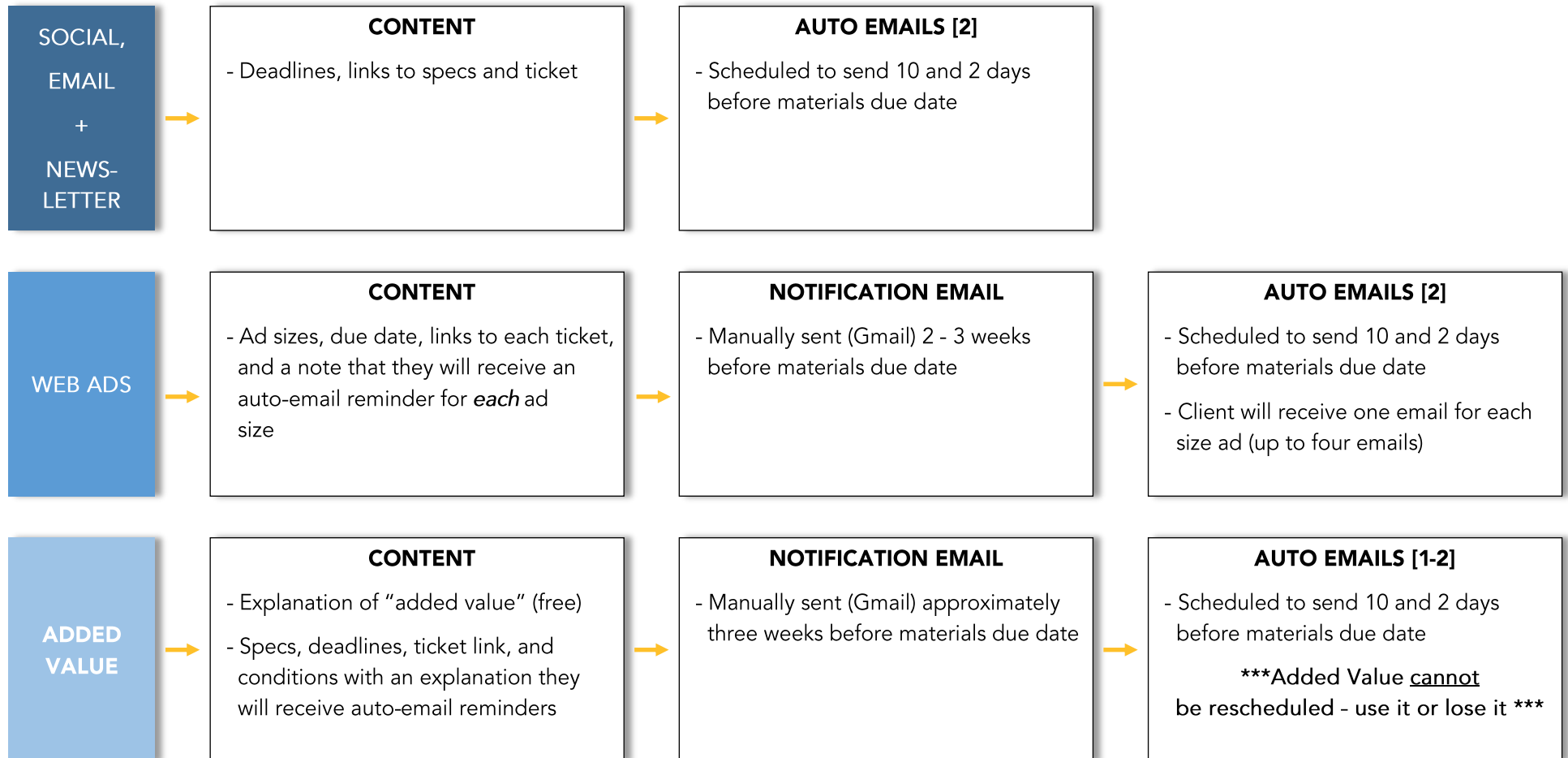
how we notify.

print artwork reminders



how we notify.

digital artwork reminders



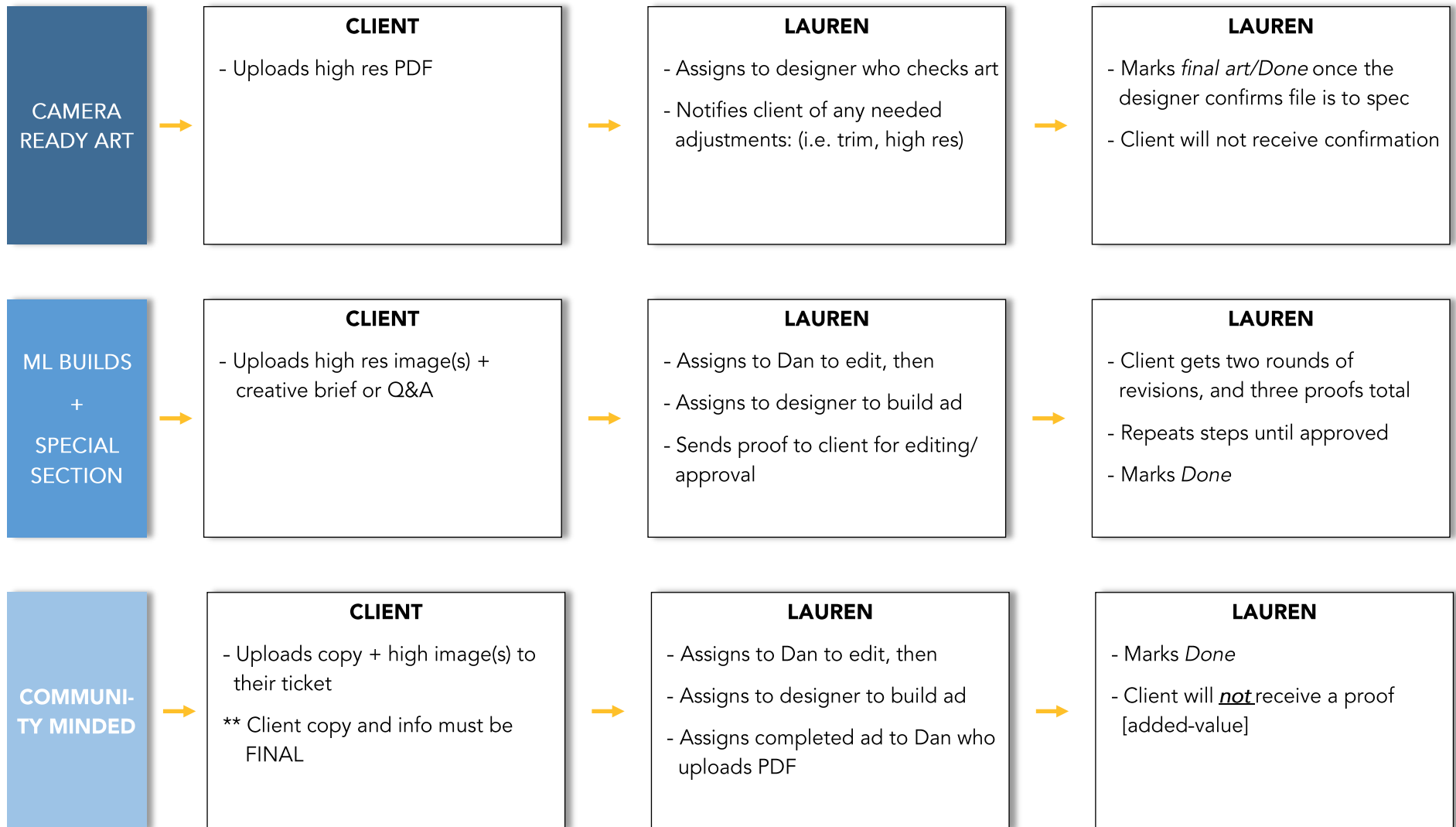
how it works.

print production

*** IMPORTANT ***

If a client wants to know if an ad is acceptable, they must upload the file first so that the designer can review it and make recommendations.

[Please do not email it to Dan or Lauren]



how it works.

digital production

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