

Folder Hierarchy

TOP LEVEL FOLDERS

 _Events	 Editorial Calendars + Info Sheets
 _Promotions	 Media + Advertising
 Admin . Finance	 Partnerships
 Agency	 Planning + Strategy
 Assets, Branding, House Ads [CWM]	 Sales
 Design + Production	 SOP's
 Digital	 Sponsored Content
 Directories . Profiles . Guides	 Systems, Info, Resources

SUBFOLDERS

 **_Events**: *Anything event related - marketing, planning, finance, contracts, etc.*

 _ Event Planning - Paula Misc documents

 _ Financial + Accounting

 _ Notes, Info, Misc

 _Marketing

 **[Event Name]** *folder for each event with the following subfolders.*

 **[Event Name Year]**

 **Event Planning + Logistics**

Paula's files

 **Marketing**

Jessica + Lauren files

 **Assets**

 **Digital**

All digital event assets for event

 **Partners**

For partners + vendor logos/assets

 **Logos**

Event logos

 **Print Ads**

Advertising the event

 **Working Files**

Marketing team working files

 **z_Archive**

 **_Promotions & Nominations** : *folder for each promotion with the following subfolders.*

 **_ 2025 Completed for Year**

Promotions completed to date

 **_Marketing**

- [Promotion Name]
 - [Promotion Name Year]
 - Assets
 - Content
 - Planning
 - z_Archive

Admin . Finance

- Agency
 - Proposals

Assets, Branding, House Ads [CWM] : Exclusively CWM related (logos, house ads, etc., NOT current promos or events).

- Assets - Master Library
 - CWM
 - Events

Master folder to hold past event assets for future reference (work in progress). **Current year** event assets will go in Marketing > Events > Assets.
 - PHG

Assets related to publication: editorial, anniversaries, blogs, clubs, misc. etc.
 - PM

Assets related to publication: editorial, anniversaries, blogs, clubs, misc. etc.
 - Promotions

Master folder to hold past promotion assets for future reference (work in progress). **Current year** promo assets will go in Marketing > Promotions > Assets .
 - Pub Covers
 - Sponsor_Partner Assets
 - z_Archive Company Assets
- Final PDFS - Print Edition
 - Phoenix Home & Garden
 - PHOENIX magazine
- Guidelines + Standards
- House Ads
 - Advertise With Us [DS]
 - Sales Consultant Ads

Design + Production : Any document/file used in the production of any marketing process or initiative.

- Assets for Production [graphics, images, etc]

Anything used to produce marketing pieces, ads, digital, stock images, vendor/sponsor logos that are not specific to an event, promotion, or CWM initiative.
- Calendars, Deadlines, Specs
- Creative Briefs
- Designers Contractors
- Production Instruction
- Working Files

Documents used in the production of collateral, assets, SAS or other marketing team materials.

-  Digital
 -  CWM Designer's Mac
 -  Email list segments
 -  Summer Digital Banner Ads
 -  Videos
 -  z_Archive
-  Directories . Profiles . Guides
-  Editorial Calendars + Info Sheets
-  Media + Advertising
 -  Radio
 -  Television
-  Partnerships
 -  American Cancer Society
 -  American Society of Interior Designers
-  Planning + Strategy
 -  Initiatives + Calendars
 -  Organization + Systems
 -  SAS
 -  Task Lists + ClickUp
 -  z_Archive
-  Sales
 -  Consultative Selling Tools
 -  Issue Overviews
 -  Media Kits
 -  Proposals
 -  Rates + Pricing Worksheets
 -  Sales Sheets
 -  Annual Publication Sales Sheets
 -  SAS Sales Sheets
 -  Sponsorships
 -  x_Old Sales Collateral 2022
-  SOP's
-  Sponsored Content
-  Systems, Info, Resources