



Pre-Execution & Post-Execution Guidelines

Created by: The Media Ant

Team: Team AdOps

Vertical: Print

Pre-Execution Guidelines:

(I) Campaign Confirmation:

- Proof of Execution emails has to be sent to introduce the timeline and POC for the campaign to the client/AM 24 hours prior to the campaign going live.
- Along with the proof of execution mail, the pre-execution guidelines have to be sent as well.
- A process time of 24 hours has to be given to ensure the proper execution of the campaign.
- Only soft copies will be shared as proof of execution for campaigns.
- Hardcopy images will be considered only after proper consultation with the ops team.
- If hardcopy images are required for campaigns going live on Saturday and Sunday, they will be shared on Monday by 11 am.
- For campaigns going live on weekdays, the hardcopy images will be sent at least after 48 hours once the campaign has gone live.
- In case of urgent bookings, the timeline for sharing the proof of execution will be extended by 24 hours.
- All campaigns booked on Saturday and Sunday execution proof will be shared by Monday, 11 am.

(II) Creative Status:

- Creative should be received by the ops team 48 hours prior to the campaign going live.
- Creative should be received before 5 pm, which is to be shared with the publication for approval.
- Any changes related to the campaign must be informed 72 hours prior to the campaign going live.
- No creative work will be done on Saturday and Sunday.

(III) Pre-Execution - Vendor:

- The final approved creative has to be sent to the publication by 8 pm.
- Final creative has to be sent to the vendor 48 hours prior to the campaign going live.
- Confirmation mail for the creative has to be sent to the publication as soon as the creative has been uploaded to their site.

Post-Execution Guidelines:

- Proof of Execution will only be shared in the form of Soft copies.
- Soft copies will be shared by 11 am on weekdays.
- Soft copies will be uploaded in the drive in the format clientname_newspaper/edition_date&monthofcampaign; once the campaign has ended.
- The proof of execution for campaigns on Saturday and Sunday will be sent on Monday by 11 am.