Campaign Process and TAT

Details	Responsibility
Content to be shared in text format (~1000–1500 words)	Brand
Content to be reviewed; publisher can either (i) approve the whole content and share the created article (mock), (ii) partially approve and share a mock highlighting the changes, or (iii) reject the whole content with reasons shared. TAT - 2 working days	Publisher
Mock to be reviewed and approved. TAT - 2 working days	Brand
In case of complete rejection (point iii), content to be revised based on suggested changes	Brand
Campaign to go live within 3 working days post approval of the mock (lead time may vary publication house wise)	TMA
Campaign live link to be shared on the same day the campaign goes live	TMA

Important Notes*

- It takes around a week at most to get the campaign live, and that too considering multiple changes taking place in approving the mock.
- Saturdays, Sundays, public/regional holidays, or unforeseen issues such as natural calamities are not considered within the shared TAT.
- For campaigns booked with a committed total number of Views, a report will be shared consisting of day-wise views achieved.
- For campaigns booked without any commitment of total Views (PR articles), no such report (day-wise views) will be shared; the link shared when the campaign goes live is the only proof that the campaign was executed properly.
- The word limit for image caption is 190 characters, including spaces.
- If there are more than 1 image, then the lead image will go with the caption and 1 will go without caption.
- The longest side will be 700 pixels; the corresponding length or breadth will vary depending on the orientation.