

DPS Status Guide for CEAs

Who owns which status: **CEAs** **PCs** **Artists** **PreMedia** **Other**

FIRST STATUSES	NEXT STEPS	IN PRODUCTION	PRODUCTION REVIEWS
<p>BOOKED</p> <p>This is the default status when a new order is entered. Ad copy must be submitted to begin the production process.</p>	<p>COPY IN</p> <p>If the ad can be worked on by an artist right away, it is set at this status, where an artist will pick it up once it reaches the top of the queue.</p>	<p>IN USE</p> <p>This status indicates the ad is currently open. Please check with the artist working on the ad before touching the ad jacket.</p>	<p>ASC PROOF RVW</p> <p>Once ad copy is entered in ATOL and processed, the ad will land at this status. A PC or ASC helper will review the ad, retrieve any necessary files, and send it to one of the Next Steps statuses.</p>
<p>ASC COPY RVW</p> <p>Once ad copy is entered in ATOL and processed, the ad will land at this status. A PC or ASC helper will review the ad, retrieve any necessary files, and send it to one of the Next Steps statuses.</p>	<p>DISK ADS</p> <p>If the ad is fully-supplied or the submission contains files that aren't automatically processed (PDFs, PSDs, HEICs, etc.), this status is used to send the ad to the premedia queue.</p>	<p>WORKING</p> <p>This status indicates the ad file is not open, but the ad is still being worked on. Usually, the ad will be in someone's workspace. Please check with the artist working on the ad before touching the ad jacket.</p>	<p>ART DIR CPY RVW</p> <p>This status is used to queue ads for the art directors to review.</p>
	<p>IMAGE LIBRARY</p> <p>If the ad submission requires images obtained or contains new images that require releases, this status is used to ensure the ad is handled by a PC.</p>	<p>IN PROGRESS</p> <p>This status indicates the ad is has been worked on but the artist could not finish the ad before end of shift. Another artist will likely pick up and finish the ad soon.</p>	<p>PROOFREADER RVW</p> <p>This status is used to queue ads for the proofreaders to review.</p>
	<p>ART DIR CPY RVW</p> <p>For front covers, new advertisers, indexes, and special ads, art directors will look over the ad first before sending it to the next status.</p>		<p>DEAL REVIEW</p> <p>This status is used to queue ads for the deal team to review. Every ad with a deal ribbon should go to deal review at least once. They will leave a note in the jacket with their approval.</p>

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IN HOUSE CHANGES	PROOFING OUT	CORRECTIONS	HOLD
<p>IN HOUSE CHANGE Indicates that an error or additional change is needed and ready for a designer. May be entered by various departments. Changes are entered via 'IHC' notes in the job jacket.</p>	<p>PROOF OUT Indicates the ad has been sent to the CEA, rep, and client.</p>	<p>CORRECTIONS ASC Indicates that corrections have been entered in ATOL and need to be processed. This status functions the same as ASC COPY RVW.</p>	<p>HOLD Indicates that there is an issue with the ad that must be resolved by the client or rep. Hold emails are automatically sent to reps by default, but not clients.</p>
	<p>REP PROOF Indicates the ad has been sent to the CEA and rep, but not the client.</p>	<p>CORRECTIONS DA Indicates that corrections have been entered in ATOL and the ad is now in the premedia queue. This status functions the same as DISK ADS.</p>	<p>INTERNAL HOLD Not a Christmas status! This status indicates that the ad requires an internal process to be completed before work continues. CEAs may be required to respond, depending on what's causing the hold.</p>
	<p>CEA PROOF Indicates the ad has been sent to the CEA only, but not the client. NOTE: THIS STATUS CURRENTLY FUNCTIONS THE SAME AS REP PROOF.</p>	<p>CORRECTIONS IL Indicates that corrections have been entered in ATOL and the ad is now in the image library queue. This status functions the same as IMAGE LIBRARY.</p>	
	<p>AUTO PROOF OUT Indicates an auto proof has been created and has been sent to the CEA and rep, but not the client.</p>	<p>CORRECTIONS Indicates that corrections have been entered in ATOL and the ad is now in the artist queue. This status functions the same as COPY IN.</p>	

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COMPLETED ADS	DEALS?	MISC.
<p>APPROVED / DONE When ads are approved, the Approved status uploads the ad for sending and then sets the status to DONE. Setting an ad to APPROVED automatically sends an email to the rep and client; setting an ad to APPROV NO EMAIL functions the same but does not send any emails.</p>	<p>COPYWRITING For deals (URL ads), this status sends them to the Deal Team. The same status is used for initial copy, IHCs, and corrections.</p>	<p>CLP PRF HOLD / SITE DELIVERY / WAIT PROOF / WAIT EPS / WAIT PITSTOP/ WAIT ATOL / IN USE AUTOEPS Indicates a temporary processing status while the ad moves from one status to another.</p>
<p>ILLEGAL ART Indicates that an image flagged by Image Library requires resolution. Should information from sales or the client be needed to resolve the issue, a Production Coordinator will reach out.</p>		<p>PROOF FAIL/ RELEASE FAIL/APPROVE FAIL/ ROUTER FAIL Indicates that a processing error has occurred that requires a production member to fix and reset to the correct status.</p>
<p>KILL Indicates that an order has been deleted and is no longer running.</p>		<p>QC * / STUDIO * Indicates that the ad is with AX. Please contact the art training group if there are additional changes or the ad needs to be rushed.</p>