



# ATOL Module 1: **ATOL** **Overview**

# What is ATOL?

## ATOL: AdTracker:Online

- Online ad portal used to interact with ads through the ad production process

## CEA Role with ATOL

- Submit Ad Copy Instructions
- Review Ad Proofs
- Make Corrections to Ads
- Resolve Hold issues
- Approve Ads for Publication
- Search through customer's past, present and future ads.

# Logging In

- ▶ Go to [atol.cmag.com](http://atol.cmag.com)
- ▶ Sign in using the username and password provided by your manager



Local Flavor • Mint Magazine • Reach • Big Extra  
Prestigious Living • Market Magazine • Get 1 Free  
House2Home • Home & Decor Ideas • Great Deals

## Welcome to AdTracker:Online™

A popup blocker is enabled on this browser. Your experience may be adversely affected. For a better experience please set your browser to allow popups for this website.

If you use any Ad Blocking software, please disable it or make an exclusion for this site. Otherwise, your ad proofs may not display correctly.

### Please sign in

Sign in

[Forgot password?](#)

# ATOL Homescreen



Local Flavor • Mint Magazine • Reach • Big Extra  
Prestigious Living • Market Magazine • Get 1 Free  
House2Home • Home & Decor Ideas • Great Deals

[Search](#) [Admin](#) [3720am](#) [Help](#)

[New Orders \(500+\)](#) [Proofs to Review \(500+\)](#) [Requires Attention \(79\)](#) [In Production \(500+\)](#) [Watchlist \(2\)](#) [Search Results \(0\)](#)

Issue	Press Date	Customer	Account	Ad Number	Status	Ad Size	Zo...	Rep ID	Deadline	Brand/Tagline
001121122	11/16/2022	JETS PIZZA	CL548698	CL-5121349	BOOKED	HALF	ZB	CL3468DS	12/29/2021 17:00:00	CLIPPER MAGAZINE
003781122	11/16/2022	WAYNE S PIZZA	CL553120	CL-5150422	BOOKED	HALF	ZA	CL3468DS	12/29/2021 17:00:00	CLIPPER MAGAZINE
025391022	11/22/2022	WASABI JAPANESE SUSHI	CL377600	CL-5035352	BOOKED	FULL	CR	CL3406JF	01/13/2022 16:59:55	CLIPPER MAGAZINE
029660722	07/16/2022	FLETCHER HILLS BOTTLE SHOP PIZZA	CL557337	CL-5177263	BOOKED	FULL	CR	CL3217PL	01/29/2022 17:00:00	GET1FREE
029660822	08/13/2022	FLETCHER HILLS BOTTLE SHOP PIZZA	CL557337	CL-5177264	BOOKED	FULL	CR	CL3217PL	01/29/2022 17:00:00	GET1FREE
029660922	09/17/2022	FLETCHER HILLS BOTTLE SHOP PIZZA	CL557337	CL-5177265	BOOKED	FULL	CR	CL3217PL	01/29/2022 17:00:00	GET1FREE
029661022	10/15/2022	FLETCHER HILLS BOTTLE SHOP PIZZA	CL557337	CL-5177266	BOOKED	FULL	CR	CL3217PL	01/29/2022 17:00:00	GET1FREE

# Ad Columns

Issue	Press Date	Customer	Account	Ad Number	Status	Ad Size	Zo...	Rep ID	Deadline	Brand/Tagline
001121122	11/16/2022	JETS PIZZA	CL548698	CL-5121349	BOOKED	HALF	ZB	CL3468DS	12/29/2021 17:00:00	CLIPPER MAGAZINE

- ▶ **Issue:** 9 digit book code
  - ▶ First 5 – unique book number
  - ▶ Next 2 – print round
  - ▶ Last 2 – year
  - ▶ Example: Issue 001121122 = 00112 (book number), 11<sup>th</sup> printing, year 2022
- ▶ **Press Date:** when ad will be printed. NOTE, ad approval deadline is ONE DAY prior to this date.
- ▶ **Customer:** Client's business name
- ▶ **Account:** Unique number assigned to each account
- ▶ **Ad Number:** Unique number assigned to that individual ad
- ▶ **Status:** Production Status
- ▶ **Ad Size:** ad template size
- ▶ **Zone:** Location inside book
- ▶ **Rep ID:** Sales rep that sold the ad space to the client
- ▶ **Deadline:** target date for next step in the production process
- ▶ **Brand/Tagline:** Magazine Brand Name

# Section Tabs - NEW ORDERS

- ▶ This tab shows all ads that have been sold and are at the BOOKED status, meaning that initial ad copy instructions are waiting to be entered by the CEA

Clipper MAGAZINE Local Flavor • Mint Magazine • Reach • Big Extra  
Prestigious Living • Market Magazine • Get 1 Free  
House2Home • Home & Decor Ideas • Great Deals

Search Admin 3720am Help

New Orders (500+) Proofs to Review (500+) Requires Attention (79) In Production (500+) Watchlist (2) Search Results (0)

Issue	Press Date	Customer	Account	Ad Number	Status
001121122	11/16/2022	JETS PIZZA	CL548698	CL-5121349	BOOKED
003781122	11/16/2022	WAYNE S PIZZA	CL553120	CL-5150422	BOOKED
025391022	11/22/2022	WASABI JAPANESE SUSHI	CL377600	CL-5035352	BOOKED
029660722	07/16/2022	FLETCHER HILLS BOTTLE SHOP PIZZA	CL557337	CL-5177263	BOOKED
029660822	08/13/2022	FLETCHER HILLS BOTTLE SHOP PIZZA	CL557337	CL-5177264	BOOKED
029660922	09/17/2022	FLETCHER HILLS BOTTLE SHOP PIZZA	CL557337	CL-5177265	BOOKED
029661022	10/15/2022	FLETCHER HILLS BOTTLE SHOP PIZZA	CL557337	CL-5177266	BOOKED
029661122	11/12/2022	FLETCHER HILLS BOTTLE SHOP PIZZA	CL557337	CL-5177267	BOOKED
029661222	12/10/2022	FLETCHER HILLS BOTTLE SHOP PIZZA	CL557337	CL-5177268	BOOKED
001821122	11/16/2022	MACKEYS PUB	CL553388	CL-5097175	BOOKED
007971222	12/13/2022	RESIDENTIAL AIR MAINTENANCE LLC	CL192984	CL-5119505	BOOKED
009351222	12/13/2022	CALLOWAY CLEANING RESTORATION	CL362383	CL-5133837	BOOKED
000880722	10/12/2022	BENNETT CONTRACTING	CL74627	CL-5099525	BOOKED
009710922	09/21/2022	ADVANTAGE PRINTING	CL253214	CL-5164354	BOOKED
001060622	09/07/2022	PNWBOCES	CL518974	CL-5173388	BOOKED
009181122	11/09/2022	GOLDY LOCKS	CL40351	CL-5214742	BOOKED

1 - 20 of 500 items

## Section Tabs: PROOFS TO REVIEW

- ▶ This tab shows all ads that have an ad proof created.
- ▶ These ads are ready for client follow-up so that the CEA can submit an approval or ad corrections.
- ▶ There are a variety of Proof Statuses with different meanings, but all indicate that the ad is created and ready for next steps.

Local Flavor • Mint Magazine • Reach • Big Extra  
Prestigious Living • Market Magazine • Get 1 Free  
House2Home • Home & Decor Ideas • Great Deals

Search Admin 3720am Help

New Orders (500+)	Proofs to Review (500+)	Requires Attention (79)	In Production (500+)	Watchlist (2)	Search Results (0)
Issue	Press Date	Customer	Account	Ad Number	Status
026691022	11/05/2022	MAXWELL S RESTAURANT	CL506706	CL-4542065	REP PROOF
030820822	08/30/2022	THE BARRY HOFFMAN LAW FIRM	CL549516	CL-5202579	AUTO PROOF OUT
025401022	11/22/2022	HOSKINS TREE SERVICE	CL512948	CL-5214652	PROOF OUT
026691022	11/05/2022	KEYSTONE HARDWARE	CL269924	CL-5060121	REP PROOF
009901222	11/30/2022	GROUT MEDIC OF MERRICK	CL517920	CL-5199989	REP PROOF
026691022	11/05/2022	KEYSTONE HARDWARE	CL269924	CL-5060120	REP PROOF
010270622	07/12/2022	KING S KEYBOARD HOUSE	CL141641	CL-5037229	PROOF OUT
025391022	11/22/2022	WASABI JAPANESE SUSHI	CL377600	CL-5193848	PROOF OUT
025411022	11/22/2022	SAPPORO HIBACHI STEAK HOUSE SUSHI BAR	CL399678	CL-5193860	PROOF OUT
002310722	07/20/2022	ANGEL FEET BIZ	CL353046	CL-5200559	PROOF OUT
026690423	04/18/2023	KEYSTONE HARDWARE	CL269924	CL-5060122	REP PROOF
029621022	10/15/2022	DINO S GYROS GREEK CAFE TAVERN	CL174310	CL-5078449	PROOF OUT
026650722	08/13/2022	RODGERS SCAPES	CL394364	CL-5211632	PROOF OUT
030990722	08/13/2022	RODGERS SCAPES	CL394364	CL-5211635	PROOF OUT
026560822	08/23/2022	AJL AUTO TRUCK REPAIR	CL558828	CL-5225267	PROOF OUT
007280822	08/24/2022	THE GUTTER GUARDS	CL513559	CL-5073632	AUTO PROOF OUT

## Section Tabs: REQUIRES ATTENTION

- ▶ This tab indicates ads that have been put on HOLD. Ads on HOLD stop moving through the production process until resolved.
- ▶ Ads go on HOLD for a variety of reasons, most commonly missing elements or unclear instructions
- ▶ CEAs use this tab to enter RESOLVE HOLD instructions so that the ad can continue through production.

Clipper MAGAZINE Local Flavor • Mint Magazine • Reach • Big Extra  
Prestigious Living • Market Magazine • Get 1 Free  
House2Home • Home & Decor Ideas • Great Deals

Search Admin 3720am Help

New Orders (500+)	Proofs to Review (500+)	Requires Attention (79)	In Production (500+)	Watchlist (2)	Search Results (1)
Issue	Press Date	Customer	Account	Ad Number	Status
025611022	10/18/2022	BEAR AUTO AND TIRE DBA OLIN MOTT TIRE STORES BRANDON	CL197006	CL-5173249	HOLD
003590722	07/20/2022	MCALISTERS DELI CRYSTAL LAKE	CL556254	CL-5196130	HOLD
300032622	06/16/2022	MOCHA LISA S	CL113957	CL-4346397	HOLD
300032622	06/16/2022	PLAYTOWN EXPRESS	CL320450	CL-4536811	HOLD
300032622	06/16/2022	BOHEMIA HAND WASH	CL404948	CL-4577954	HOLD
300032622	06/16/2022	UNO CHICAGO GRILL	CL273166	CL-4664092	HOLD
300032622	06/16/2022	VIVI BUBBLE TEA FAIRFAX	CL537029	CL-4696174	HOLD
026630622	06/21/2022	TUCKERTON DENTAL	CL315822	CL-5249642	HOLD
009830622	06/22/2022	MONARCH POOLS	CL96882	CL-5152024	HOLD
002530722	07/20/2022	MCALISTERS DELI CRYSTAL LAKE	CL556254	CL-5196127	HOLD



# Section Tabs: IN PRODUCTION

- ▶ This tab indicates ads that are at a stage of the production process, as indicated by various statuses
- ▶ No CEA action is needed on ads in this tab



Local Flavor • Mint Magazine • Reach • Big Extra  
Prestigious Living • Market Magazine • Get 1 Free  
House2Home • Home & Decor Ideas • Great Deals

Search Admin 3720am Help

Issue	Press Date	Customer	Account	Ad Number	Status
300032622	06/16/2022	SHOOTERS DEPOT RINGGOLD	CL540680	CL-4754356	RECEIVED
006330622	06/18/2022	SPLAT ACTION PAINTBALL	CL428879	CL-5255480	INTERNAL HOLD
027660622	06/18/2022	SPLAT ACTION PAINTBALL	CL428879	CL-5255482	INTERNAL HOLD
028120622	06/18/2022	SPLAT ACTION PAINTBALL	CL428879	CL-5255483	INTERNAL HOLD
028780622	06/18/2022	SPLAT ACTION PAINTBALL	CL428879	CL-5255484	INTERNAL HOLD
028790622	06/18/2022	SPLAT ACTION PAINTBALL	CL428879	CL-5255485	INTERNAL HOLD
028800622	06/18/2022	SPLAT ACTION PAINTBALL	CL428879	CL-5255486	INTERNAL HOLD
028810622	06/18/2022	SPLAT ACTION PAINTBALL	CL428879	CL-5255487	INTERNAL HOLD
009280622	06/22/2022	BLINDS FOR YOU	CL148529	CL-5029071	CORRECTIONS ASC
009290622	06/22/2022	BLINDS FOR YOU	CL148529	CL-5029088	CORRECTIONS ASC
007560622	06/22/2022	MS BOAT AND RV STORAGE	CL560549	CL-5255504	ASC COPY RVW
009351122	11/15/2022	OHIO VALLEY PURE WATER	CL246670	CL-5255869	INTERNAL HOLD
010040622	06/15/2022	RED WING SHOES WESTERN HILLS	CL261926	CL-5256058	AUTO PROOF RVW
001630622	06/22/2022	ALTERNATIVE HYPNOSIS	CL560337	CL-5256085	INTERNAL HOLD
001640622	06/22/2022	ALTERNATIVE HYPNOSIS	CL560337	CL-5256086	INTERNAL HOLD

1 - 20 of 500 items

# Section Tabs: WATCHLIST

- ▶ This tab is dedicated to ads that the CEA has chosen to single out to better keep track of its' progress
- ▶ Ads can be marked for the watchlist in a few different ways
- ▶ Ads remain in the watchlist until removed by the CEA

Clipper MAGAZINE Local Flavor • Mint Magazine • Reach • Big Extra  
Prestigious Living • Market Magazine • Get 1 Free  
House2Home • Home & Decor Ideas • Great Deals

Search Admin 3720am Help

New Orders (500+) Proofs to Review (500+) Requires Attention (79) In Production (500+) **Watchlist (2)** Search Results (0)

Export to Excel

Issue	Press Date	Customer	Account	Ad Number	Status	Ad S
009331121	11/09/2021	A 2 Z CLEANING SERVICES	CL179587	CL-4798800	DONE	FUL
099991221	12/14/2021	DPS TESTING CUSTOMER	CL337258	CL-5042924	DONE	HAL

# Section Tabs: SEARCH RESULTS

- ▶ This tab shows the results of searches conducted

Clipper MAGAZINE Local Flavor • Mint Magazine • Reach • Big Extra  
Prestigious Living • Market Magazine • Get 1 Free  
House2Home • Home & Decor Ideas • Great Deals

Search Admin 3720am Help

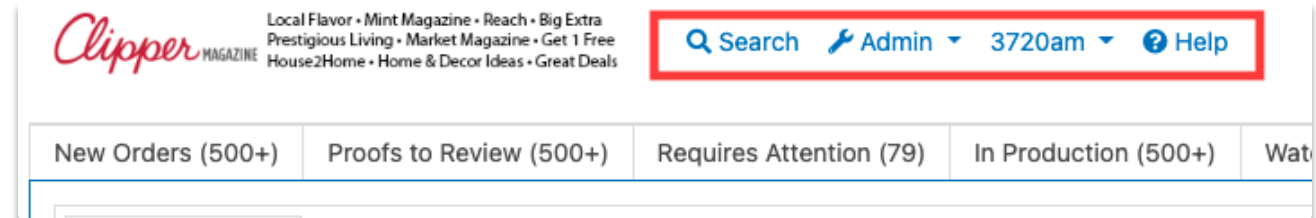
New Orders (500+) Proofs to Review (500+) Requires Attention (79) In Production (500+) Watchlist (2) **Search Results (23)**

Export to Excel

Issue	Press Date	Customer	Account	Ad Number	Status	Ad Size
000810922	09/14/2022	ERIC SHOES	CL34567	CL-5115929	BOOKED	BACK COVER
000811022	10/12/2022	ERIC SHOES	CL34567	CL-5115930	BOOKED	BACK COVER

# Blue Options

- ▶ At the top of the page there are 4 options in blue text: Search, Admin, your username, and Help.
  - ▶ **Search:** Opens a left window used for entering specific parameters to search for an ad
  - ▶ **Admin:** Allows for “managing users”, such as updating client contact information
  - ▶ **Your Username:** clicking on this will allow you to look for saved search queries, edit your personal profile or log out of ATOL
  - ▶ **Help:** Opens a help site with ATOL information



# Connection to DPS

- ▶ ATOL connects to an internal program used by production called DPS AdTracker. This program houses the actual ad files and is how the ad moves through the creation departments/processes.
- ▶ Ad copy, corrections and approvals entered in ATOL will appear in DPS and trigger a status change, indicating to production that action is needed.
- ▶ CEAs may use limited functions of DPS as a supplemental tool (training to be provided by CEA trainer)

CLIPPER MAGAZINE - ACTIVE & ARCHIVE PUBS Publication

DPS AdTracker™ X  
Version 7.7.4E

View AdTraffic Controller

List View Thumbnail View

Get Next Ad

Show User Workspace

Ad Number: [Contains] [Search] [Cumulative Search] [On No Match for Ad Number: Search ACTIVE & GRO...]

Publication: ACTIVE & ARCHIVE PUBS

Customer: [Select]

Status: ASC COPY RVW

Sales Rep: [Select Sales Rep...]

Team: 1

Section: [Select Section...]

Issue Date: [ ] - [ ] - [ ] [Go]

Saved Query: ALL ASC To Do [Clear] [List Top 1500]

Ad Number	Status	Sub Status	Customer	Rep	Issue	Zone	Team	Template
CL-5046695.INDD	CORRECTIONS ASC		INSPIRATION DENTAL	CL3693AB	025620722	CR	1K	SD_Full
CL-5065754.INDD	ASC PROOF RVW	ASC	AVENUE ORTHODONTICS	CL4171JL	029433222	LDP	1A	DA
CL-5104616.INDD	ASC PROOF RVW	CLIENT	SCREEN BUILDERS	CL3229DM	011580622	CR	1B	HD_Half_H
CL-5104625.INDD	ASC PROOF RVW	CLIENT	SCREEN BUILDERS	CL3229DM	030550622	CR	1B	HD_Half_H
CL-5113949.INDD	ASC PROOF RVW	SAME AS	KEYPOINT CREDIT UNION	CL3909LG	026240722	CR	1N	SD_Half_H
CL-5125459.INDD	ASC PROOF RVW	SAME AS	SIERRA CAR WASH CARSON	CL3776KW	007503022	VMS	1R	VMS_S
CL-5145528.INDD	ASC PROOF RVW	SAME AS	SANTA BARBARA MATTRESS	CL3909LG	026240722	CR	1N	SD_Half_H
CL-5147607.INDD	ASC PROOF RVW	CLIENT	TURNER COOLING HEATING	CL3788JB	030570522	CR	1N	SD_Half_H
CL-5167854.INDD	ASC PROOF RVW	CLIENT	PRINCE WILLIAM HOME	CL3450SW	009660622	CR	1N	SD_Full
CL-5171463.INDD	ASC COPY RVW		FERRARA FAMILY DENTISTRY	CL4395SF	019820622	ZB	1D	SD_HALF_H
CL-5172299.INDD	ASC PROOF RVW	EXPRESS	STONE AND PATIO INC	CL3521KA	009620722	CR	1N	SD_Full
CL-5186771.INDD	ASC PROOF RVW		RUNNER S ROOST	CL3548SK	001890522	CR	1B	SD_Full
CL-5188785.INDD	ASC PROOF RVW	SAME AS	AIR CARE COOLING HEATING	CL3776KW	002360722	CR	1R	SD_Full
CL-5188792.INDD	ASC PROOF RVW	SAME AS	AIR CARE COOLING HEATING	CL3776KW	009730722	CR	1R	SD_Full
CL-5188803.INDD	ASC PROOF RVW	SAME AS	AIR CARE COOLING HEATING	CL3776KW	031110722	CR	1R	SD_Full
CL-5216900.INDD	ASC COPY RVW		AIR SMITHS COOLING HEATING	CL4395SF	019820622	CR	1D	SD_FULL
CL-5222267.INDD	ASC PROOF RVW	FULLY SUPPLIED	BLUE STREAM FIBER	CL5503LB	025850622	CR	1B	SD_VS_BC
CL-5222271.INDD	ASC PROOF RVW	FULLY SUPPLIED	BLUE STREAM FIBER	CL5503LB	027710622	ZA	1B	SD_VS_BC
CL-5228752.INDD	ASC PROOF RVW	MISSING	CHAMP S CHIMNEY SWEEP	CL4272TH	001060522	ZA	1P	SD_Full
CL-5229467.INDD	ASC PROOF RVW	SAME AS	LOS AGAVES MEXICAN	CL3110RT	019870622	ZB	1F	SD_Full
CL-5238056.INDD	ASC PROOF RVW	SAME AS	FIRE PIZZA INC	CL3406JF	007503022	VMS	1G	VMS_S

Preview Summary Jacket Details Quick Attach

Status: [ ] Size: [ ] Owner: [ ] Last Mod: [ ] Ad In Pub(s): [ ] Refresh

First Run: [ ] Print Date: [ ] Created: [ ] Camera Ready: [ ] Location: [ ] Tag Line: [ ] Comment: [ ]

Team: [ ] Section: [ ] Mail Date: [ ] Exp Date: [ ] Element Type: [ ]

Customer: [ ] Ad Type: [ ] Sales Rep: [ ] Acct #: [ ] Bundle Status: [ ]

Prf Mgr [ ] Expand [ ] History [ ]

Drop items here to attach to Jacket

#Ads=24 Select..Type->DA;Status=ASC COPY RVW,=CORRECTIONS ASC,=ASC PROOF RVW;Team=1,2 Sort By..Element

DEMO