

ATOL Module 3 – Working with an Ad

Expanding the Ad

- To work with an ad, simply click on the ad line desired. Once selected an expand panel will open to the right. This is the Ad Details Pane, or ATOL Ad Jacket.

The screenshot shows the Clippa software interface. On the left is a table of orders. A red arrow points from the selected row in the table to the expanded ad details pane on the right. The expanded pane shows a yellow advertisement for Summers Plumbing, Heating, & Cooling. The advertisement includes the company name, logo, contact information, and various service offers.

Issue	Press Date	Customer	Account	Ad Number	Status
009330620	06/16/2020	GLITTER HELMET CENTRAL NORTH NJ	CL231244	CL-4633650	PROOF DL
009560620	06/16/2020	BATH FITTER OF LONG ISLAND	CL48882	CL-4635911	PROOF DL
009560620	06/16/2020	TRI STATE WINDOWS	CL1491	CL-4640011	PROOF DL
027820620	06/16/2020	DON PATRON MEXICAN RESTAURANT	CL371164	CL-4643297	PROOF DL
027780620	06/16/2020	SUMMERS PLUMBING HEATING COOLING	CL385626	CL-4647569	PROOF DL
027870620	06/16/2020	SUMMERS PLUMBING HEATING COOLING	CL385626	CL-4647581	PROOF DL
029840620	06/16/2020	FRIELAND WINE SPIRITS	CL131587	CL-4647958	PROOF DL
009330620	06/16/2020	STONE AND SON INC	CL536743	CL-4653068	PROOF DL
009560620	06/16/2020	MADON OXY CARPET CLEANING CO	CL70213	CL-4655861	PROOF DL
029090620	06/16/2020	AKO J. ANESE STEAK HOUSE	CL264718	CL-4659408	PROOF DL
027770620	06/16/2020	WERNER WALLERS	CL53801	CL-4652820	PROOF DL
029820620	06/16/2020	AKO J. ANESE STEAK HOUSE	CL264718	CL-4659408	PROOF DL
029810620	06/16/2020	WERNER WALLERS	CL53801	CL-4652820	PROOF DL
009330620	06/16/2020	AKO J. ANESE STEAK HOUSE	CL264718	CL-4659408	PROOF DL

When an ad is selected, an ad details pane is displayed. This view is called EXPAND.

SUMMERS™
Plumbing, Heating, & Cooling
Locally owned & operated • Proudly serving customers since 1969
SUMMER SPECIALS!

AVAILABLE SERVICES

- Plumbing • Heating • Cooling
- Indoor Air Quality
- We Service & Repair All Makes & Models

ASK ABOUT OUR SAFETY & COMFORT AGREEMENT

- Save \$40 Off Diagnostic Charge
- Receive 20% Off Any Repair
- Regular Tune-Ups

FINANCING OPTIONS AVAILABLE

Up To 5 Years INTEREST FREE
Financing Available
With approved credit, some restrictions apply.

A/C - Furnace - Plumbing
FREE
Service Call With Any Repair
SUMMERS 837-265-8875
Serving regular business hours. Not for use after hours and weekends. Not to be combined with other offers. Most products subject to stock availability. Expires 7/31/20. See Terms & Conditions for more restrictions.

FREE

ATOL Jacket Buttons

- Top buttons change depending on the ad status
 - NOTE: All statuses have an add watch button that saves the ad to the watchlist tab, and an actions button that is not functional at this time.
- **BOOKED ads (ads not created yet)**
 - Submit files – enter ad copy instructions
- **HOLD ads (ads stopped in production process)**
 - Resolve Hold – enter instructions to clarify/complete instructions
- **IN PRODUCTION ads (ads being worked on)**
 - No options are available while ad is in production
- **PROOF OUT ads (ads with ad proof available awaiting next steps)**
 - PDF – Open ad as a PDF
 - Approve – mark ad approved for print
 - Corrections – enter changes needed to the ad

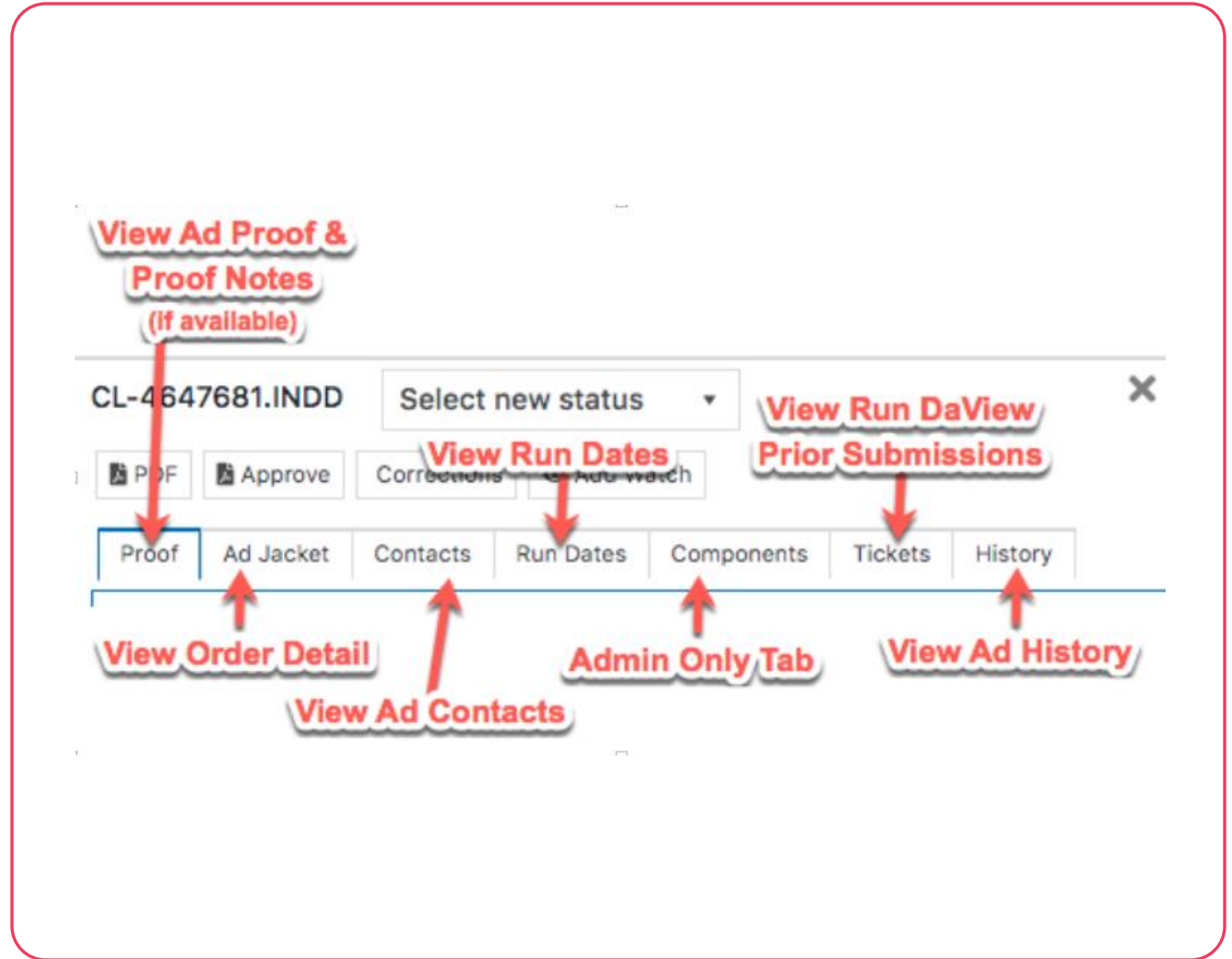
The screenshot displays three examples of the ATOL Jacket Buttons interface, each for a different ad status. The buttons are highlighted in red to show which are available for each status.

- CL-5173388.INDD (BOOKED):** Buttons include Submit Files, Add Watch, and Actions.
- CL-5196130.INDD (HOLD):** Buttons include Resolve Hold, Add Watch, and Actions.
- CL-5250517.INDD (IN PRODUCTION):** Buttons include Add Watch and Actions.
- CL-5078449.INDD (PROOF OUT):** Buttons include PDF, Approve, Corrections, Add Watch, and Actions.

Each example also shows a status dropdown menu, a customer name, and a set of tabs (Proof, Ad Jacket, Contacts, Run Dates, Compon) for navigating between different views of the ad.

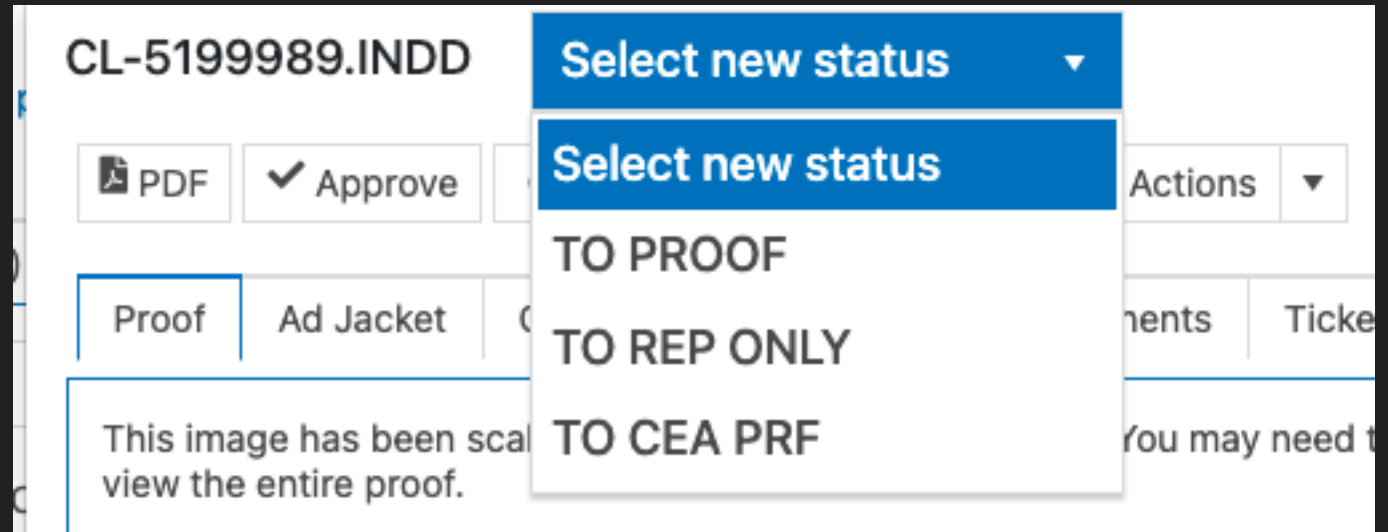
ATOL Jacket Tabs

- Proof : displays current ad proof
- Ad Jacket : displays order details
- Contacts : shows all sales staff, agencies, and customer users associated with the ad
 - Can send an ad proof to individuals on this list by clicking SEND PROOF button
- Run dates : shows all upcoming dates the ad will print
- Components : admin feature showing individual ad file elements
- Tickets : shows prior submission and corrections entered for the ad
- History: shows every interaction with the ad, used for troubleshooting



Status Picker

- The status picker dropdown allows you to send an ad proof to various parties:
- **TO PROOF** – will send ad proof email to all contacts for the ad (CEA, sales rep and client)
- **TO REP ONLY** – will send ad proof email to the CEA and sales rep
- **TO CEA PRF** – will send ad proof email to CEA and sales rep, however the email text will alert rep that no action is needed from them.



DEMO