

# ATOL MODULE 5 –

## REVIEWING AD PROOFS, CORRECTIONS & APPROVAL

# Viewing the Ad Proof

- Proofs can be viewed by searching for and expanding the ad in ATOL or by clicking the blue link in the proof available email you receive.

**From:** Crystal Bartram <1F@cmag.com>  
**Sent:** Friday, February 18, 2022 10:13 AM  
**To:** 1F <1F@clippermagazine.com>  
**Subject:** IMPORTANT PROOF - HOME SLICE - CLIPPER MAGAZINE - Ad# CL-5207131

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

## PROOF APPROVAL OR CORRECTIONS REQUIRED

Hi HOME SLICE,  
 Your CLIPPER MAGAZINE proof to be in homes the week of 03/07/2022 is ready for review.

[Click here to view your proof.](#)

- Final approval is due by 5pm on 02/20/2022
- Revisions should be submitted as soon as possible.
- If we do not receive approval before the deadline, your ad will publish in its current form.

**APPROVAL:** If no changes are required, follow the link above and click the "Approve Proof" button at the top of the screen.

**CORRECTIONS:** If you need to make changes to your ad, follow the link above, click the "Corrections" button, then tell us what needs to be changed. You will receive a new proof email as soon as possible. Please double check all pricing, expiration dates, and contact information.

The screenshot shows the ATOL system interface. At the top, there is a search bar and navigation tabs for 'New Orders (500+)', 'Proofs to Review (500+)', and 'Requires Attention (8)'. A table lists various ad proofs with columns for Issue, Customer, Account, Ad Number, and Status. The row for 'GROUT MEDIC OF MERRICK' is highlighted in blue.

Issue	Customer	Account	Ad Number	Status
026691022	MAXWELL S RESTAURANT	CL506706	CL-4542065	REP P
030820822	THE BARRY HOFFMAN LAW FIRM	CL549516	CL-5202579	AUTO
026691022	KEYSTONE HARDWARE	CL269924	CL-5060121	REP P
009901222	GROUT MEDIC OF MERRICK	CL517920	CL-5199989	REP P
026691022	KEYSTONE HARDWARE	CL269924	CL-5060120	REP P
010270622	KING S KEYBOARD	CL141641	CL-5037228	PROP

On the right side, a preview of the selected ad proof is shown. The ad is for 'GROUT MEDIC OF MERRICK' and features a 'FREE ESTIMATES' offer. The ad content includes:

**GROUT PROBLEM? NO PROBLEM**  
 Regrouting | New Tile Installation | Caulking | Steam Cleaning | Sealing | Color Sealing  
 Tile/Grout Repair | Water Damage | Tub Reglazing | Marble & Granite Polishing

**FREE ESTIMATES**  
 Call today for your appointment  
**516-641-0158**  
 www.TheGreatMedic.com

Additional offers shown: \$25 OFF, \$349.99 special tub reglazing, and \$50 OFF.

# View PDF

- Click the PDF button to generate a printable proof on a template that you can share with your client, or store on your computer.





# Clipper MAGAZINE

August 2022 LocalFlavor.com

FAMILY DINING  
in a

Casual  
ATMOSPHERE



Awarded  
Best All Around  
Restaurant,  
Best Steak Salad  
& Best Dessert



OUR BEST DEAL IS ONLINE

**\$15 for \$30**

Worth Of Casual Dining  
(Also Valid On Take-Out W/ Min.  
Purchase Of \$45)

Purchase on [LocalFlavor.com](http://LocalFlavor.com)

**\$5 OFF**

any purchase  
of \$25 or more

GRAND VALLEY INN • 724-843-9000

With this coupon. Not valid with other offers or daily special. Not valid on holidays. Not valid on alcohol. Expires 8/31/22. See LocalFlavor.com for more coupons.

THE  
GRAND VALLEY INN  
RESTAURANT & HOTEL

452 Constitution Blvd. • Fallston • 724-843-9000

Tues-Thurs 11am-9pm • Fri & Sat 11am-10pm

Sun. Noon-8pm • Closed Mon.   

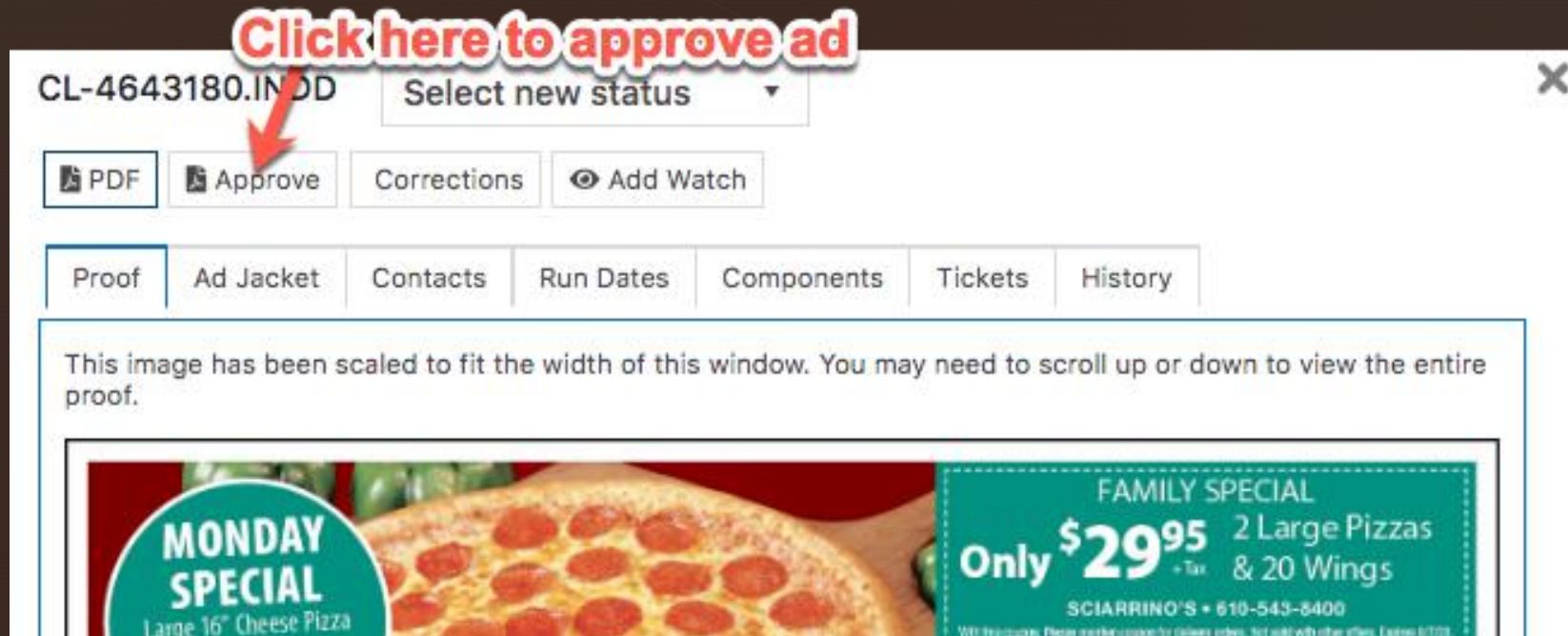
WWW.GRANDVALLEYINN.COM

## What to Look For

- When reviewing ad proofs, consider the following questions:
  - Were all the instructions provided followed correctly?
  - Does the ad accurately market the client's business or focus?
  - Is all the critical text (address, phone, hours, website, offers, price points, expiration dates) correct?
  - Are there any aesthetic issues (missing/incorrect images, items incorrectly placed, clashing design elements)?
  - Are all seasonal/holiday elements appropriate for the time of year?

## ▶ Approving a Proof

- If the client agrees that the ad is acceptable and ready for publication, click the **APPROVE** button. You may be asked to rate the ad, but ad rating is an optional step. You should save any written proof of approval that you receive.

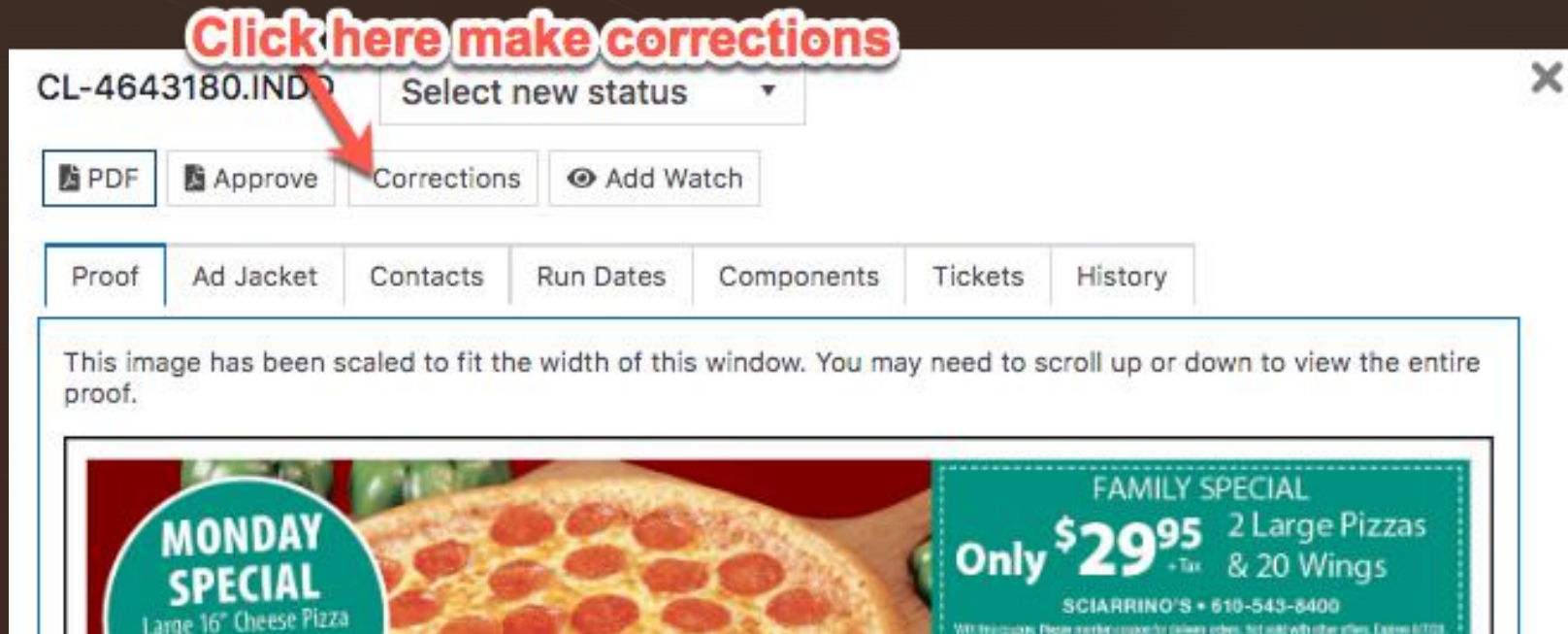


The screenshot shows a web interface for reviewing an advertisement. At the top, the ad ID 'CL-4643180.INDD' is displayed next to a 'Select new status' dropdown menu. Below this, there are four buttons: 'PDF', 'Approve', 'Corrections', and 'Add Watch'. A red arrow points from a callout box above to the 'Approve' button. The callout box contains the text 'Click here to approve ad'. Below the buttons is a navigation bar with tabs for 'Proof', 'Ad Jacket', 'Contacts', 'Run Dates', 'Components', 'Tickets', and 'History'. The 'Proof' tab is selected. The main content area shows a warning: 'This image has been scaled to fit the width of this window. You may need to scroll up or down to view the entire proof.' Below the warning is a preview of the advertisement. The ad features a pizza and text: 'MONDAY SPECIAL Large 16" Cheese Pizza', 'FAMILY SPECIAL Only \$29<sup>95</sup> + Tax 2 Large Pizzas & 20 Wings', and 'SCIARRINO'S • 610-543-8400'. A small disclaimer at the bottom of the ad reads: 'With this special, please make separate orders for delivery orders. Not valid with other offers. Expires 6/30/23.'



## ▶ Submitting Corrections

- If corrections are necessary, click the **CORRECTIONS** button. You will be able to either markup your proof or describe changes you would like made.



The screenshot shows a web interface for managing a proof. At the top, there is a header with the text "CL-4643180.IND" and a dropdown menu labeled "Select new status". Below this, there is a row of buttons: "PDF", "Approve", "Corrections", and "Add Watch". A red arrow points from the text "Click here make corrections" to the "Corrections" button. Below the buttons, there is a tabbed interface with tabs for "Proof", "Ad Jacket", "Contacts", "Run Dates", "Components", "Tickets", and "History". The "Proof" tab is selected. Below the tabs, there is a message: "This image has been scaled to fit the width of this window. You may need to scroll up or down to view the entire proof." Below this message, there is a preview of an advertisement for Sciarrino's. The advertisement features a large pizza and text: "MONDAY SPECIAL Large 16\"

# Corrections Panel 1 - Annotations

- The first panel is the Annotations panel. Click on specific areas requiring a change to "pin" the instruction to the proof.
  - Click and drag to draw a rectangle around the area you wish to annotate.
  - Alternately, click anywhere on the image to drop an annotation marker. In this mode, it will place a single dot over where you have clicked.
  - Once you have touched or dragged an annotation area, simply enter the text you'd like to display (please limit to 1,000 characters and click **CLOSE** to save the annotation.
  - Repeat this process for as many annotations as you need.
  - If you change your mind, choose "delete annotation".
  - If you do not wish to use annotations, simply click "next" to bypass this panel.

NEW CORRECTION FOR CL-5060121.INDD



NEXT

CANCEL

## ANNOTATIONS FOR THIS PROOF

Click anywhere on the image to drop an annotation marker, or click and drag to highlight an area. Enter the text and color choices for your annotation. Annotations will be saved when you complete your submission.

**SPRING SPECIALS**  
Prices in effect through April 18th 2022

1-Year Driveway Sealer \$12 <sup>95</sup>	5-Year Premium Driveway Filler & Sealer \$19 <sup>95</sup>	Asphalt Crack Filler \$12 <sup>95</sup>	Driveway Crack Filler \$9 <sup>95</sup>
Car Mats \$9 <sup>99</sup>	Door Mat \$5 <sup>95</sup>	Utility/Boot Tray \$3 <sup>99</sup>	Acid/Scrub Brush \$4 <sup>99</sup>
Rubbermaid Microfiber Flexible Sweeper \$9 <sup>95</sup>		Rubbermaid Wringable Microfiber Flat Mop \$9 <sup>95</sup>	

# Corrections Panel 2 – File Submission

- The next panel is the file submission panel. Here you may upload any relevant images or reference material needed for your corrections. If no file uploads are needed, click "next" to bypass.

NEW CORRECTION FOR CL-4693562.INDD

NEXT PREVIOUS CANCEL

**SUBMIT FILES FOR THIS AD**

I am not submitting files at this time.  
 This order will include a fully-designed or press ready ad.

Upload Files:

Select files... Drop files here to upload

The following file types are allowed:

type	extension	description
ART	.ai	Adobe Illustrator Graphic (AI)
ART	.bmp	Bitmap Graphic (BMP)
ART	.eps	Encapsulated Post Script (EPS)
ART	.jpeg	JPEG Compressed Image Format (JPG)
ART	.jpg	JPEG Compressed Image Format (JPG)
ART	.pdf	Adobe Portable Document Format (PDF)
ART	.png	Portable Network Graphic (PNG)
ART	.ppt	Microsoft PowerPoint Pre-2007
ART	.pptx	Microsoft PowerPoint 2007 or later
ART	.psd	Adobe Photoshop Graphic (PSD)
ART	.tif	Tagged Image File Format (TIF)
ART	.tiff	Tagged Image File Format (TIFF)



# Corrections Panel 3 – Instructions Panel

- Next, is the Instructions/Ad Copy Panel. Here you may type in any revisions that you did not include on the annotations panel. If you used annotations and do not have any additional corrections, you may click "next" to bypass this panel. Be sure that any corrections entered on this panel are written clearly in a numbered or bulleted list.

The screenshot shows a dialog box titled "NEW CORRECTION FOR CL-4693562.INDD" with "NEXT", "PREVIOUS", and "CANCEL" buttons. The main section is "INSTRUCTIONS/AD COPY".

**INSTRUCTIONS/AD COPY**  
Instructions and notes (Not appearing in the ad):

- Supplied instructions were not followed (Describe below)
- Additional corrections required

Below the checkboxes are two text input areas, each with a "B" (Bold) and "I" (Italic) button:

**Instructions and notes (Not appearing in the ad):**

1. change all the red to blue
2. add holiday graphics
3. make all the text bigger

**Ad copy (appearing in the ad):**

1. change the headline to "save big this summer!"

# Corrections Panel 4 – Submission Summary

NEW CORRECTION FOR CL-4693562.INDD

SUBMIT PREVIOUS CANCEL

### SUBMISSION SUMMARY

Add this ad to my watchlist

#### NEW CORRECTION REPORT

Ad Number:	CL-4693562.INDD	Account:	CL408116
Advertiser:	BELTWAY BUILDERS	Submitted By:	Amanda Jordie
Submitted:	Wed, Jun 17, 2020 6:53 PM (UTC -4)	Email:	amanda.jordie@clippermagazine.com
Phone:			

**Instructions / Comments**

1. change all the red to blue
2. add holiday graphics
3. make all the text bigger

**Ad Copy**

1. change the headline to "save big this summer!"

Deadline Type	Deadline
Materials Due By	06/20/2020 09:00:00
First Proof Due By	06/20/2020 12:00:00
Corrections Due By	06/20/2020 11:59:55
Approval Required By	06/20/2020 11:59:55
Other Proof Due By	

- Finally, you will see the Summary Panel. Always review your instructions and when you are ready, click "submit" to send them to production. You may also add the ad to your ATOL watchlist.



# DEMO

