CEA BASICS -
WIKI PAGES

What's a Wiki?

- Wiki pages (think Wikipedia, but for Clipper use only) are a place to house ongoing, permanent and general information about client accounts.

  - CEAs create wiki pages for all accounts assigned to them

  - Valuable tool for keeping notes

  - Used when providing coverage

  - Used by other departments for ad creation expectations

What Info Goes in a Wiki?

- CEA note section - used for information relevant to how the CEA will work with that client, including:

  - Client name

  - Client phone number

  - Client email

  - Preferred method of communication

  - Ad copy notes – what to expect for copy entry

  - General notes – client preferences, behaviors, expectations, needs

- Department note sections -- CEAs may enter notes in these sections if applicable, or members of those departments may add their own notes. Sections include:

  - PreMedia – notes pertaining to processing ad files and images for the client (example: client will always send supplied ads that need resized)

  - Ad Creation – notes pertaining to client preferences and needs about their ad designs. (example: client does not want the color blue used on their ads)

  - Digital Assets – notes pertaining to permission releases and corporate approval needs

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Eric Shoes (34567) [edit]

CEA Notes [edit]

- Name: Abraham
- Phone Number: 917-297-3048 (cell)
- Email: ericshoes28@gmail.com
- Best Method of Comm: phone
- Ad Copy: email client that you will need ad copy and when. Send h his last ad and last years ad
- Notes:
  - emaill client a pdf of his ad and call him to let him know you sent it
  - Client sends in Mock up's of his changes
  - only do what he asks do not assume because he has duplicate info in that he wants you to delete it
  - this is a WHITE GLOVE ACCT
    - Mark Lear is the first change artist, he is ok if you just send him the mock up--**If you put ads in Mark's Work Space, please chat him and let him know you put an ad in his WS**Link title. He is not in DPS all the time.
  - Matt Friedman is the back up artist, he needs you type up changes and send the mock up

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PreMedia [edit]

- Account is excluded from pickup

5/24/13- Although shoe images are mfr images, we are making them (E) to Eric shoes because of the size restrictions and the amount that come in at at time. It is just easier with the DPS system to label them this way. cmb-3584

TC Notes: New images sent in to scan must remain at 100% the size they come in as (same with images sent in CDD). The client does not want a reduction in size from the other images of swipe ads that remain from reference ad. Follow placement of text and images precisely, advertiser is very particular about placement and sizing of images and text. -3538CJL 2/1 [8/31/2012 11:30:18 AM]

- If client changes sends in a mock up ref ad, please check to see if it is usable, ok to make small changes to ad (type safe, ok to sign off on lo res images)

Ad Creation [edit]

Client Preferences [edit]

This is a white glove account to be worked on by Mark Lear only. ONLY ON PRINT NIGHTS can ads be worked on by 2nd shift designers.

This ad will go through many rounds of changes.

They always send in word docs and sometimes mockups/pdfs of ads with what changes they want. They like to combine ads to make one at times too.

The job jacket can get very full with shoes, logos, word docs, etc. It is suggested to try to clean them out to just have the items you need in it that round.
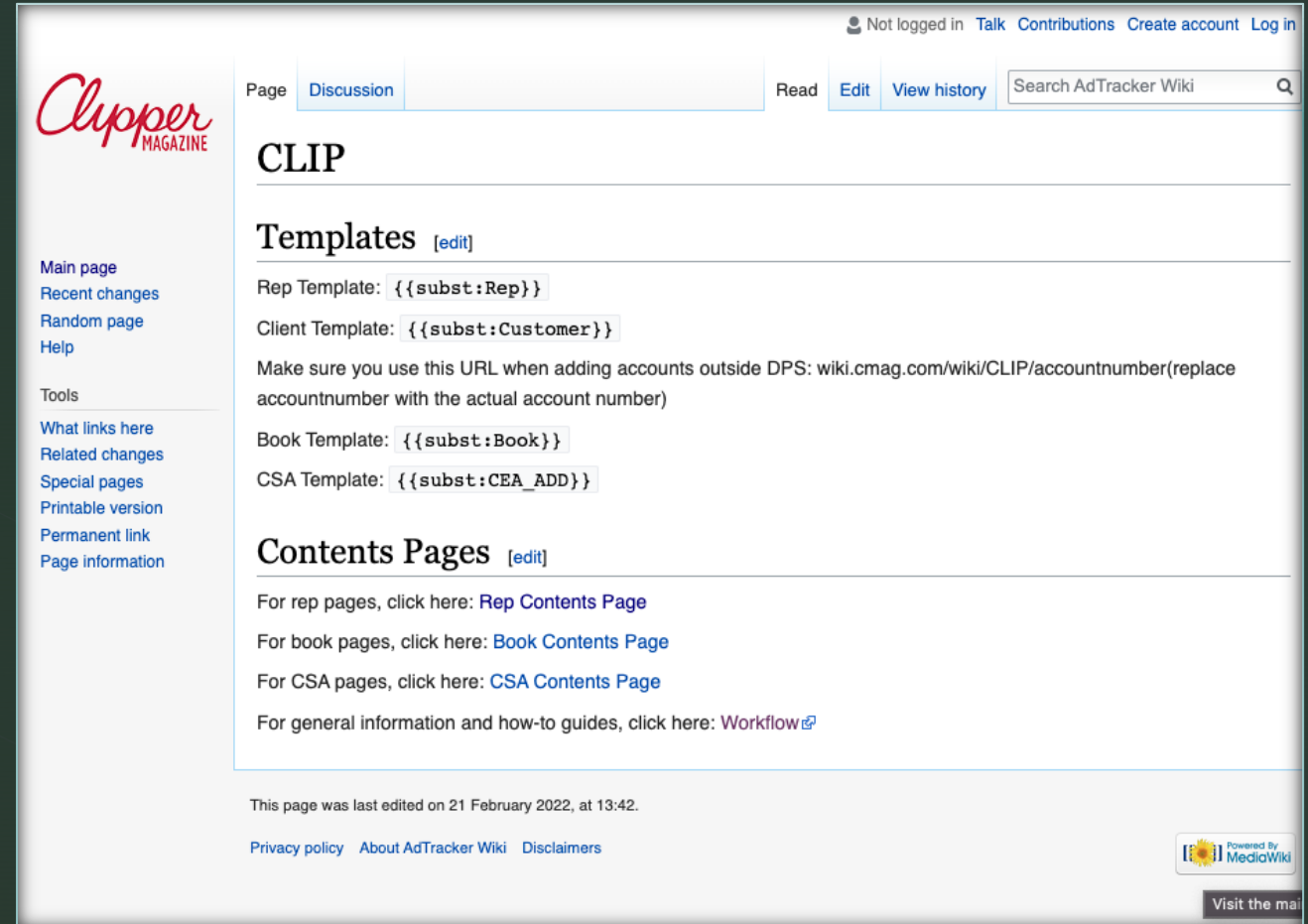
And they always seem to send in the same shoes/logos over and over too at times.

They can run in many different areas at different sizes and use some of the same items, etc. Try flip flopping back and forth for shoes/logos/layouts, etc.

Be extra aware of the background of the shoes, some have a greyish tints, some white. Depends on when/how they were processed over time. So a lot of times whatever background color was the most on the shoes, it was used for the background color (to try to save siloing time) and used multiply a lot too if possible. Same goes for logos.

Wiki Home Page

- http://wiki.cmag.com/index.php/CLIP

- Be sure to bookmark this site

- Houses template codes necessary for creating pages

Creating a wiki account

First, you'll need to create a wiki account:

1. Choose "create account" at the top right of any wiki page
2. Your username should be your Clipper login; your password can be anything you'd like.
3. Be sure that you are signed in when creating/editing pages.
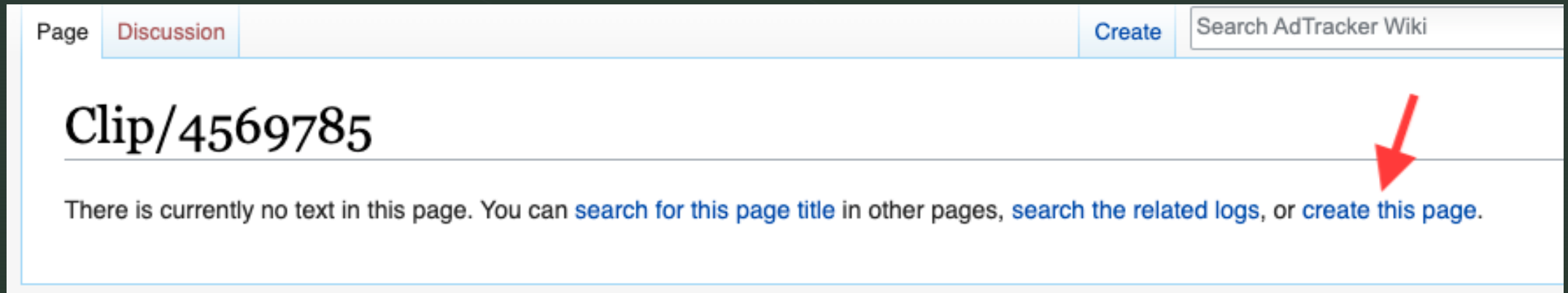
Creating a wiki page – step 1

- Go to wiki.cmag.com/wiki/CLIP/xxxxxx (x's should be replaced with the client's account number)

- Click "create this page"

Creating a wiki page – step 2

- Copy/Paste the customer template code from the home page into the box and click SAVE

- The page will now contain editable sections where you can enter client information

- NOTE: if the page already has information on it, DO NOT DELETE the old info. Paste the template code ABOVE the old information.

Editing a Wiki Page

- Once the page has a template, to edit a section, click the blue edit text where you'd like to add information.

- Make sure to fill out the customer name and account number in addition to the section notes

- Keep this page up to date with current information about that client

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