



# GETTING STARTED MODULE 2: **LIFE OF AN AD BASICS**

# THE LIFE OF AN AD - SALES

- Sales rep sells advertisement space in the magazine, or other ad product to a local business. That local business is now our CLIENT.
- Sales rep enters an INSERTION ORDER which is a contract that assigns the advertisement a unique AD NUMBER. Ad numbers start with CL- followed by 7 digits (example: CL-4859652)



# THE LIFE OF AN AD – AD COPY

- CEA (that's you, the CUSTOMER ENGAGEMENT ASSOCIATE) retrieves initial ad creation instructions, called AD COPY from the rep and client and enters it into our online portal, AdTracker:Online, or ATOL.



## 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

[Forgot password?](#)

# THE LIFE OF AN AD – AD CREATION

- Production team creates the ad, and sends the AD PROOF, a visual of the created ad back to the CEA



<b>CLIPPER MAGAZINE</b> Proof Release <b>Approve By: 06/14/22</b> Contact your Account Service Coordinator: <b>Stacey Ackerman</b> Team: 1J phone: 717-509-4119 email: 1J@cmag.com fax: -	<b>ROYAL GARDENS LANDSCAPING</b> Account #: CL208963 Ad #: CL-5254026.INDD <b>ROBERT IPPACH &amp; MELISSA</b> phone: 815-648-1400 email: rgi1980@aol.com fax: - Sales Rep: Julie Hillier	Mail Week: 06/27/2022 Area: 00188-06-22 Lake Co.-N; 00359-06-22 McHenry Co./NW Illinois
This ad is the property of CLIPPER MAGAZINE and may not be reproduced. Please review your proof carefully. CLIPPER MAGAZINE is not responsible for any error not marked. COUPON PLACEMENT MAY CHANGE PRIOR TO PUBLICATION.		

APPROVE YOUR AD OR SUBMIT CHANGES BY CLICKING THE APPROPRIATE BUTTON ABOVE OR SIGN YOUR PROOF & FAX TO THE NUMBER ABOVE.

Ad is approved     
  Ad is approved with changes     
  Ad is not approved make changes indicated

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_ NEW NEWS \_\_\_\_\_

## Have a Picture Perfect yard this year.

Starting with our Summer Clean Up!

**WEEKLY LAWN MAINTENANCE**  
**\$45 off**  
 First Month Of Service  
New customers only. Maxed by 8/5/22.

- Landscape design & installation
- Sod, seeding & grading
- Seat walls
- Retaining walls
- Summer cleanup
- Weekly lawn maintenance
- Lawn fertilizing & weed control
- Drainage problems fixed in 1 day (most cases)
- Hardwood shredded mulch installed
- Privacy hedges
- Shade trees planted free

More coupons for above services @ [royalgardenlandscaping.com](http://royalgardenlandscaping.com)

**LANDSCAPE DESIGN**

**\$100 off**

Professional landscape design that fits your style, budget and beautifies your property

815-648-1400 • Royal Gardens Landscaping  
\*With this coupon only. New customers only. Expires 8/5/22.

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**WEED CONTROL**

up to 1/4 acre      up to 1 acre

**\$74.99\*    \$199.99\***

One-time weed spray application. No need to sign up for the whole year.

815-648-1400 • Royal Gardens Landscaping  
\*With this coupon only. New customers only. Expires 8/5/22.

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**SUMMER CLEANUP**

**\$100 off**

Includes: hand rake property, removing all winter debris, edge paved surfaces, spade edge planting beds, cultivating all soil and mulch beds, and 1 mowing. Leaving your property looking beautiful

815-648-1400 • Royal Gardens Landscaping  
\*With this coupon only. New customers only. Expires 8/5/22.



**ROYAL GARDENS LANDSCAPING**

Call today for a free no-obligation estimate!

**815-648-1400**

royalgardenlandscaping.com

# THE LIFE OF AN AD – CORRECTIONS & APPROVAL



- CEA consults client about the AD PROOF. From there the ad is either APPROVED for print or requires CORRECTIONS.
- If the ad requires CORRECTIONS, the CEA will enter those corrections into ATOL, the ad will go back through production and a new AD PROOF will be created. This cycle can happen multiple times before a client agrees to that the ad can be APPROVED.

## DEFINITIONS REVIEWED:

- CLIENT: local business running an advertisement with us
- INSERTION ORDER: contract entered by sales rep at time of sale
- AD NUMBER: unique number assigned to every ad
- CEA: Customer Engagement Associate, responsible for post-sale production needs
- AD COPY: the initial ad creation instructions
- ATOL: online ad portal
- AD PROOF: visual of the created ad
- CORRECTIONS: revisions required for an ad proof
- APPROVED: ad is ready for publication



THANK YOU!