



GETTING STARTED

MODULE 3 –

UNDERSTANDING PREP

WEEKS and PRINT DAYS

PRINT DAYS

- ▶ The majority of our magazines go to print on **MONDAY or TUESDAY**. Most ads will need to be approved by a Monday or Tuesday deadline.
 - ▶ Ads need to be approved by 5pm EST
 - ▶ NOTE: the PRESS DATE in ATOL shows the day AFTER the ad must be finalized and approved by.
- ▶ Off-Page products may or may not ship with a magazine and therefore can have a variety of different print deadlines on any day of the week.
 - ▶ NOTE: the PRESS DATES in ATOL shows the ACTUAL date the ad must be finalized and approved by.
 - ▶ NOTE: some off page products can have a flexible deadline
 - ▶ We have a few exception products/magazines that print Wednesday through Friday. If responsible for these, you will be made aware.

Week Structure

- ▶ Production print cycles run from Wednesday – Tuesday
- ▶ The current Wednesday – Tuesday cycle you are in is referred to as PREP WEEK. Ads printing within this time frame are called PREP ADS or referred to as being in PREP.
- ▶ Upcoming Wednesday – Tuesday cycles are called 100% WEEK, 75% WEEK, 50% WEEK and 25% WEEK.
 - ▶ The percentages refer to the approximate progress expected during each week.
 - ▶ All of these weeks are considered FUTURE WEEKS

WEEK STRUCTURE VISUAL EXAMPLE

- ▶ In this example, today is JUNE 29th.
- ▶ All ads on deadline to print between June 29 – July 5 are in PREP.
- ▶ All ads printing July 6-12 are in 100%
- ▶ All ads printing July 13-19 are in 75%
- ▶ All ads printing July 20-26 are in 50%
- ▶ All ads printing July 27 – August 2nd are in 25%
- ▶ Once the current date is July 6th, July 6-12 will be the new Prep week. All ads that were 100% will now be in Prep. All ads that were in 75% will now be in 100% etc.

| 2022 JULY | | | | | | |
|-----------|---------------------------|---------------------------|-------------------------------------|----------------------------|---------------------------|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| 26 | 27 | 28 | TODAY PREP WEEK (DAY 1) 29 | PREP WEEK (DAY 2) 30 | PREP WEEK (DAY 3) 1 | 2 |
| 3 | PREP WEEK (DAY 4) 4 | PREP WEEK (DAY 5) 5 | 100% WEEK 6 | 100% WEEK 7 | 100% WEEK 8 | 9 |
| 10 | 100% WEEK 11 | 100% WEEK 12 | 75% WEEK 13 | 75% WEEK 14 | 75% WEEK 15 | 16 |
| 17 | 75% WEEK 18 | 75% WEEK 19 | 50% WEEK 20 | 50% WEEK 21 | 50% WEEK 22 | 23 |
| 24 | 50% WEEK 25 | 50% WEEK 26 | 25% WEEK 27 | 25% WEEK 28 | 25% WEEK 29 | 30 |
| 31 | | | | | | |

Week Structure & CEA Responsibilities

- ▶ CEAs should always focus primarily on ads that are in PREP (printing that week), followed by FUTURE WEEK ads (printing in 100%, 75%, 50% and 25%).
- ▶ There are ad copy and approval metric goals for 75%, 100% and PREP. In order to meet these metrics, working ahead when ads are in 25% and 50% is necessary for success.

Thanks!