

# OPP Workflow for Truman Accounts

Below you will find the information needed to locate your OPP ads and the workflow for the four different scenarios of OPP ads. For each Truman account, all OPP ads should follow the respective workflow.

- **OPP ADS CAN NEVER BE PULLED BACK. IF AN OPP AD THAT WAS PREVIOUSLY APPROVED NEEDS CHANGES, EMAIL E4, ELVIN & URIAH. THEY WILL INFORM IF AND WHEN THE AD CAN BE PULLED BACK.**
- **NEVER ASSUME ANYTHING WITH OPP. If you have questions, ASK!!! Email E4, Elvin & Uriah and they will assist you.**
- **Due to the number of products and the stipulations and particulars with these ads, OPP ASCs will frequently reach out to you for help or with information. Be sure to respond to these emails in a timely manner.**
- **For ALL OPP ads, search for the ad in Desoto to double check the correct print deadline.**

## ○ OPP Ads in DPS

- How to determine if you have an OPP ad
  - Create an OPP query in DPS for each rep that you run regularly.
    - Select your rep from the drop down.
    - Under status, choose not equal to and from the drop down, select DONE, KILLED, VERSION-DONE, and OLD SYSTEM.
    - Select OPP.
    - Save query as Rep Name OPP (ex. Dean Marrone OPP).
    - Repeat this for each rep assigned to you.
  - \*\*\*When you create this query, you can have all Truman OPP ads reassigned to your sub-team at that time, but keep in mind, the sub-team may revert back to the team E ASC at any time.
- Workflow
  - Submit ad copy (or corrections) through ATOL.
  - Change sub-team in DPS job jacket to assigned CEA sub-team.
    - Due to programming settings, the sub-team may change throughout the creation process and may need to be changed more than once.
  - Add a note in the general notes of the ad stating this is a Truman account.
  - Log the OPP ad on your personal account excel spreadsheet in Teams. **(see below for creation)**
  - Once the ad is approved, remove the ad from your excel spreadsheet.
- Notes
  - If you put in ad copy and bundle ads together but then receive separate proofs, this is because that particular product cannot be bundled identical.

## ○ OPP Ads in DPS for Book 00750

- How to determine if you have an ad in 00750
  - Save Inserts in book 00750 will now show in your regular on-page queries. This product is no longer handled by Team E.
- Workflow
  - These ads will follow the normal on-page workflow.
- Notes
  - Ads MUST be approved by 2pm on print day. If the ad is not approved, email Team E Support to see if you can get more time. If you cannot, the rep will need to delete the order and re-enter it for the future.
  - Ad copy is due the Friday before deadline but for grocery stores/liquor stores/menus, please put copy in at least a week before deadline.
  - Ads in this book can NEVER be bundled identical.
  - If multiple advertisers want to run on ONE insert, we need approval from Valassis. Email this request to Team E Support, Scheduling Notification, Crystal Williams, and CLP-InsertProd.
  - All Save Inserts are double sided but the Big 4 folds so for this proof, page 1 is the outside and page 2 is the inside.

## ○ OPP Ads in DPS for Book 03102 (Solo Direct Mail Postcards) – Previously, we produced these. Then One Brand took them and now, we they are moving back to Clipper.

- How to determine if you have an ad in 03102
  - Solo Direct Mail Postcards will appear in your rep OPP query (see steps for creating this query above).
    - For this product only, DO NOT CHANGE THE SUB-TEAM. This product must be assigned to E11.
- Workflow
  - Submit ad copy through ATOL. – BE SURE TO SELECT REP PROOF ONLY FROM THE PROOFING DROPDOWN.

- For reference material (if you are referencing a previous ad, reach out to E11 to see what we have on file – no references will be in DPS)
- Alert E11 that you have submitted ad copy for a Solo Direct Mail Postcard for a Truman account.
- When the ad is rep proofed and you receive the email, review the proof for accuracy and send it to the client.
- Follow up with the client for changes.
- Continue this process until the ad is approved.

- Notes

- Solo Direct Mail Postcards have a rolling deadline. The ad cannot print if the order has not been paid. If the ad gets approved but money is owed, E11 will place the ad on HOLD and re-approve once payment is received.
- A document containing the deadline for each issue is on teams. If you are concerned about the print date, reach out to E11 to see how flexible the deadline can be.

- **OPP Ads Not in DPS**

- How to determine if you have an OPP ad not in DPS

- Open Turbo Copy
- From the drop down on the left, select a rep
- Click Start New Ad Copy
- This screen will display ALL contracted ads for that rep that are not in DPS and do not have copy submitted (once copy is submitted through Turbo, the ad will no longer appear on this screen).
  - If the ad is for a Truman account, continue below.
  - If the ad is not for a Truman account, disregard it.
- Along with the ad will be the book code, print date and the mail date. As noted below, these deadlines may not be correct so double check with E4 for when this ad needs to be approved.
  - \*\*Currently, an issue is occurring with ads for book 00750 appearing in Turbo Copy. Query this book code in DPS and make sure the ad is there (it should be). If the ad is in DPS, nothing needs to be done in Turbo Copy.
- Repeat this process for each rep assigned to you. You should check Turbo Copy every day for new ads contracted.

- Workflow

- Submit ad copy through Turbo Copy.
- Forward the automated Turbo Copy email to the reps off page ASC sub-team (also forward to Clipper Digital Delivery email to them if elements are uploaded with the Turbo Copy).
  - In your email, note that this is a Truman account, and the proof email should be sent to your sub-team.
- Log the OPP ad on your personal account excel spreadsheet in Teams. **(see below for creation)**
- You will receive a proof email from the off-page ASC or the designer with your information in the proof header.
- If changes are required, email the changes to the off-page ASC and again, note that this is a Truman account.
- If no changes are required, email the approval to the off-page ASC. Remove the ad from your excel spreadsheet.

- Notes

- If this is a business builder package and includes a pen, be sure to include in one of your emails what color the pen should be (reference for the pen color options can be found on Teams).
- Deadlines for the OPP products that are not in DPS may not always be the easiest to determine. If you are unsure of the deadline, reach out to the off-page ASC. If a proof has been created, the deadline will be in the proof header.

- References

- Below is a screenshot of how your OPP sheet should look in your excel spreadsheet. This sheet tab should be the furthest to the left and should be labeled OPP Ads. Be sure to log all your OPP ads on this table and remove them as their deadline passes.

	A	B	C	D	E	F	G
1	Deadline	Ad Number	Account Name (& Number)	Status	DPS or PAPER	Rep	Notes
2	1-Jul	5029627	Revive Wellington (547158)	COPY IN	DPS	Dean Marrone	
3	5-Jul	5026930	Gino's of Merrick (548905)	PROOF OUT	PAPER	Lisa Kovesdy	Proof emailed to client and client called on 6/23.
4							
5							
6							

- **Menu Company Ads** – Menu Co ads are dine in and takeout menus that will not insert into another book. They go directly to the client to use in their business. These ads will be allocated under book 00060. Menu Co ads have a rolling deadline, meaning they do not have a specific print date. The menu will not go to print until full payment is received.

**IGNORE ALL BELOW INFORMATION REGARDING MENU COMPANY ADS. At this time, CEAs will not handle ads for menu company.**

← How to determine if you have a Menu Company ad printing

- Unfortunately, there is no system to easily locate if you have a menu company ad printing. We suggest that you contact your reps and ask that they inform you if they sell a menu company ad.

← Workflow

- Email ad copy and any ad elements to [E8@cmag.com](mailto:E8@cmag.com). Be sure to include in your email that this menu is for a Truman account and that the proof should be emailed to your sub team, not the rep or client.
- Log the menu ad on your personal account excel spreadsheet in Teams. **(see below for creation)**
- You will receive a proof email from E8 or the designer with your information in the proof header.
- If changes are required, email the changes to E8 and again, note that this is a Truman account, and the proof should only go to your sub team.
- If no changes are required, email the approval to E8. Remove the ad from your excel spreadsheet and the Team E SharePoint table.