

# THE ROLE OF THE PRODUCTION COORDINATOR

# PRODUCTION COORDINATOR DEFINED

The production coordinator (often abbreviated to PC) is an intermediary role between the CEA and the production team (designers, creative specialists, pre-media, proofreading etc). They are responsible for making sure an ad is ready and able to be worked on by the production team.

A title used for this role used to be "Trafficker". You may see or hear this term used interchangeably with Production Coordinator.

# PC RESPONSIBILITY: PROCESS AD COPY & AD CORRECTIONS

When a CEA enters ad copy or ad corrections via ATOL, that ad changes to the status COPY REVIEW or CORRECTIONS RVW.



Production Coordinators use our DPS program to review the instructions and files entered/submitted by the CEA. Their review includes:

**Clarity**

**Completeness**

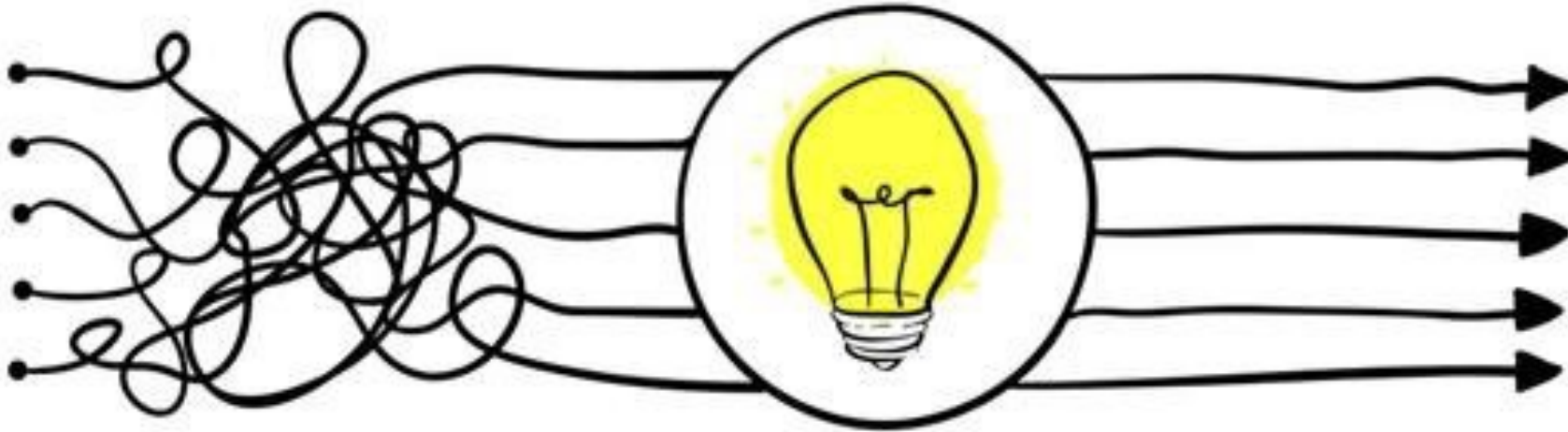
**Legal Content**

**Images  
Supplied**

**Retrieve  
Materials**

# CHECKING FOR CLARITY

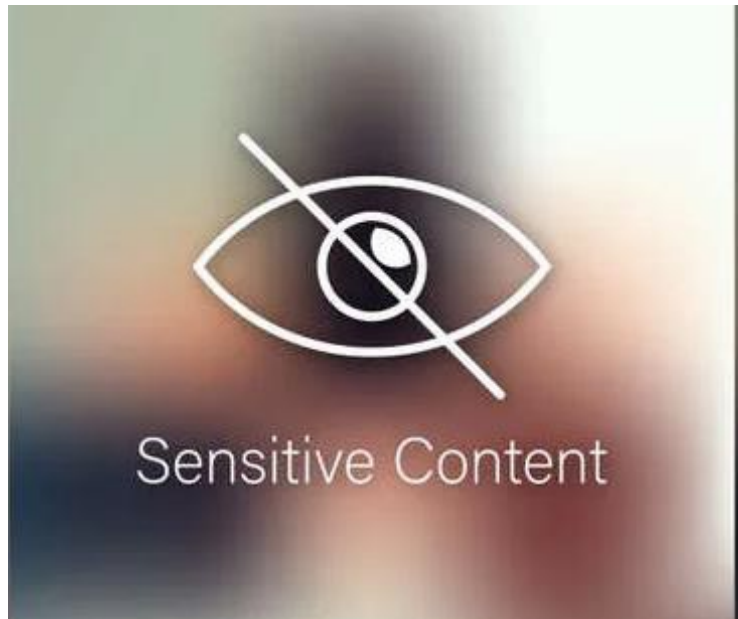
(Enter copy in a numbered list and **NOT** a bulleted list)



# CHECKING FOR COMPLETENESS



# CHECKING FOR LEGAL CONTENT



# REVIEWING IMAGES SUPPLIED



# RETRIEVE MATERIALS





# PC RESPONSIBILITY: CORPORATE APPROVAL

Jersey Mike's



**All ads must be pre-approved** Ads should come in press ready and require preapproval. May not modify ads at all, except straight pick-up expiration date change.

# WHEN TO CONTACT A PC

- Questions about anything related to processing ad copy/corrections, images, legal or corporate approval
- Expediting ads at **COPY REVIEW** or **CORRECTIONS RWW** status
- Updates on Legal or Corporate Approval Processes
- Adding changes/copy information after an ATOL submission has been made but before the new proof is created. (Example, ad is at corrections and the client just emailed you an additional change)
- Finding images or reference files that the CEA is unable to find on their own
- Requesting In House Changes
- Questions about ads at **ILLEGAL ART** status
- Manufacturer Image or Logo Downloads

THANK YOU!

