

CEA role with OPP ads

OPP (Off-Page Products) are ads that we sell other than what prints in the magazines. These products can be mailed as separate pieces or be placed loose inside the magazine. As a CEA, here are some things to know about OPP.

- There are many different kinds of OPP ads
- The frequency and type of OPP products you handle will be dependent on your sales rep and the area they live in. Some sales reps sell a lot of OPP, some don't sell any at all.
- OPP ads often have special rules around how they need to be handled in production, which will be handled by a Production Coordinator.
- OPP ads typically have a front and a back side. When speaking with customers about their ad designs be sure to address both sides of the product.
- OPP have different deadlines than magazine ads.
- Your CEA trainer will set you up with a query in our DPS program so that you can more easily see your OPP ads. Be aware that while magazine ads need to be approved the DAY BEFORE the press date, OPP ads must be approved on the SAME DAY as the press date. You should check this query every day.
- OPP products used to be handled by a special team called Team E before CEAs began working with OPP ads.
- Some OPP products are not entered in ATOL. They are entered in a different System called TURBO COPY.
- The first time you work with a new type of OPP, consult another CEA to walk you through the process. Because of the level of detail around OPP, it is easiest to teach the specifics when you encounter an actual ad sold by your sales rep.