

CEA role with CCO ads

The role of the CEA when it comes to CCO ads is largely the same as any other ad. You will work with the clients to collect ad copy, corrections, and approval.

Some things to note:

- CCO ads will have a “deal ribbon” placed on the ad. Customers cannot remove, move or change this deal ribbon.
- The purpose of the ribbon is to drive consumers to the website to buy the deal.
- Other than the deal ribbon, the print ad can look however the client would like it to.
- The first time a CCO ad runs for a client, there will be an additional URL ad. This ad does not print in the magazine, it goes directly onto our Local Flavor website.
- If the client is running a CCO in a future issue, but the deal offer remains the same as the first time, there will not be a URL ad to create. The original one will just have additional certificates loaded onto the website to sell.
- URL ads have a very specific template that consists of business info, an explanation of the 50% (or more) off deal, a deal disclaimer and an image that reflects the deal.
- We have a special team of people who work on URL ads called DEAL REVIEW – this team creates the ads and approves of the content in them.
- If the deal review team does not approve of any of the copy/corrections requests, they will put a note on the ad and your production coordinator will reach out to you to find a resolution.
- If your client or rep requests something that you know will not be approved by deal review, you can reach out to them preemptively to resolve before you enter the copy/corrections.