

Process for New Advertisers Sold During Prep

This document outlines the communication expectations and guidelines for new advertisers sold during Prep week and how communication and expectations on those accounts should be handled between the sales rep and the CEA

When New Advertisers are Sold During Prep Week

1. As soon as the rep makes you aware of the ad being booked, or you see it show up on your prep week list, reach out to the rep immediately via email
2. This email needs to:
 - a. Include the account name and number
 - b. Ask the sales rep if any copy was discussed with the client at the time of sale
 - c. Have your Team Leader, Tara Witmer, and Karen Coreano copied in on the email so they are aware that a new advertiser was sold during prep week
 - d. Open the topic of expectations for the ad

How to Handle Rep Involvement and Copy Scenarios

If the rep provides copy from the time of sale:

- Enter the copy provided immediately upon receipt
- If additional information is needed for the copy entry, there are 3 options
 - Get the copy started with the plan to have the additional information added later
 - This works well for missing coupons, a missing image, or other small elements that can be added to the jacket later or entered in corrections
 - In copy entry state for the artist that these elements will be supplied later and should have space left for them. Set expectation with the client that the ad may come out with space left for those elements to be added later
 - Reach out to the client to get the additional needed information and enter copy
 - If the rep is requesting to be involved with getting the additional information, they should take full ownership of the account for this round
 - Set the expectation that if the rep is taking point on getting the additional copy, they will need to own the account the first round and take responsibility for the ad
 - Also set the expectation that after this first round, you will take over the account for future rounds

If no copy is available from the time of sale:

- Inform the rep you will be reaching out to the client immediately get their copy
 - Loop the rep in right away if you are struggling to get response from the client and loop your Team Leader in as well. This would be the time to discuss pass off for the rep to take point for this round if needed.
- If the rep requests to be involved in the copy entry (Saying they are going to get the copy later, rep expectation has been set with CEA that they want to be more involved in new advertisers, etc)
 - Inform the rep that they will have full responsibility for the ad during the first round, but you will take over on the next round
 - Copy in your Team Leader so they are aware what expectations were set

Additional Advice and Information:

- If at any time concerns pop up or there are changes in expectations of a new advertiser in prep, loop your Team Leader in so they can support you
- Have discussions with your reps early in the relationship to discuss your expectations for new advertiser copy with your sales reps
- When facing disagreement between Rep/CEA when you determine the rep should be responsible for an ad due to circumstances and tight turn time, make your Team Leader aware. Try to compromise on responsibilities, end goal should be driven by a concern for providing client with the most attentive and timely service, which will typically require rep and CEA teamwork
- If you need guidance with the design aspects of a new advertiser ad, loop in Karen Coreano and Tara Witmer as they can help with any concerns you might have regarding getting a new advertiser through the system