

**Ad Requests**



# **Ad Copy for Bundles**

# Save Your Bundle(s)

- Once your bundles are completed, “Quick Save” and then “Save” your quote. Each bundle created will require ad copy. In this example, 2 ad copy requests will be auto-generated for you once the quote is approved.

Sandbox: SFTRAIN2 | [Log out](#)

**valpak** / *Clipper.*

Franchise Sales Home Sales Lens Virtual Envelope Leads Contacts Accounts Tasks Quotes Opportunities VPO Orders Cases Dashboards Reports \* More

Q-446156 | [Edit Quote](#)  
Total: USD 3,634.01

[Distribution](#) [Commission](#) [Clone](#) [Update](#) [Generate Document](#) [Add Products](#) **1** [Quick Save](#) [Calculate](#) **2** [Save](#) [Settings](#) [Refresh](#)

Quote Information

Account Name: **Ad Request Instructions** Frequency:  Title:

Sales Campaign:

#	PRODUCT NAME	START DATE	QUANTITY	VOLUME	DIST	PROMOTION	PROMO APPLIED	RATE CARD	LIST UNIT PRICE	ADDITIONAL DISC.
1	Clipper On Page	9/30/2024		45		Standard	<input type="checkbox"/>	0.000		
2	Full Page	9/30/2024	45,425	45,425	✓			25.000	USD 25.000	
3	Local Flavor Online Coupon	9/30/2024	1					0.000	USD 0.000	
4	Clipper On Page	8/26/2024		45		Standard	<input type="checkbox"/>	0.000		
5	Front Cover	8/26/2024	45,425	45,425	✓			55.000	USD 55.000	
6	Local Flavor Online Coupon	8/26/2024	1					0.000	USD 0.000	

# Submit for Approval

- Next, click on the “Submit for Approval” button.
- Once the quote is accepted a case will be auto-generated for each bundle.

The screenshot displays the Valpak Clipper software interface. At the top left is the Valpak Clipper logo. A search bar is located at the top right. Below the logo is a navigation menu with items: Franchise Sales, Home, Sales Lens, Virtual Envelope, Leads, Contacts, Accounts, Tasks, Quotes, Opportunities, and VPO Orders. The 'Quotes' menu item is highlighted. Below the navigation menu, a quote card is shown for 'Quote Q-446156'. The card includes a shopping cart icon and a red box around the 'Submit For Approval' button, with a green hand cursor pointing to it. Other buttons on the card are 'Edit', 'Delete', 'Edit Lines', and 'Generate Document'. Below the quote card, there are fields for 'Account' (Ad Request Instructions), 'Opportunity' (Ad Request Instructions 00494728), 'Primary Contact' (Jennifer Tester), and 'Primary Contact Email' (testing@cmag.com.example). To the right of these fields, there are two 'Submit For Approval' buttons, one above the other, with 'Approval status' and 'Draft' labels below them. Below the quote card, there is a row of icons and labels: 'Quote Lines (6)', 'Quote Documents (0)', 'Agreements (0)', 'Approvals (0)', 'Quote History (3)', and 'Launch Campaigns (0)'. At the bottom, there is a navigation bar with 'Details', 'Staff', 'Commission', 'Distribution', and 'Related Quotes'. On the right side, there is a sidebar with a 'Dis' icon, a 'PRODUCT' label, and a dropdown menu showing 'CL-ONPAG'.

# PLEASE WAIT Until Accepted!

Even though the Ad Request is auto-generated upon Approval, you will need to wait to start the process until you have an **ACCEPTED** contract .

If you do not wait, the information will not be received by the graphics team.

# Ad Request Case

- You can scroll to the bottom of the quote to complete the request.
- Select the case number for the ad copy you want to complete. For this example, 2 cases have been created. One for the half page and one for the full page.

Quote  
Q-446156

Ad/Data Request Assignm... Account Ad Requests Account Data Requests Locations

Ad/Data Requests Assignment(2)

Search Phrase

	<input type="checkbox"/> N..	Effective ...	Product Display	Ad Reques...	Case ...	Data Requ...	Data ...
1	<input type="checkbox"/>	2 09/30/2024	-Full Page [CL-FP]	00414590	00414590		
2	<input type="checkbox"/>	5 08/26/2024	-Front Cover [CL-FCOVER]	00414591	00414591		

# Ad Request Case

From the master request, click on the related case number or subject link.

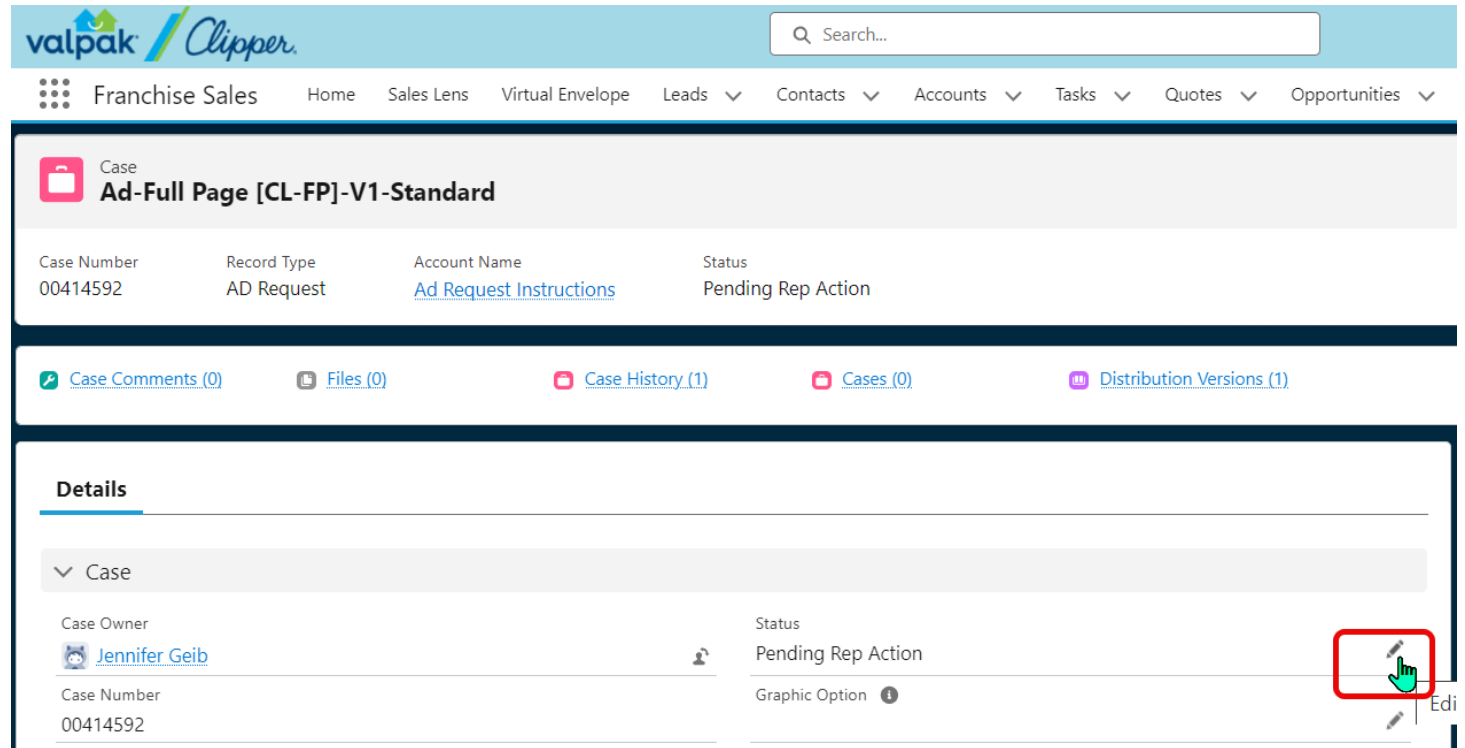
The screenshot displays a user interface for an Ad Request Case. At the top, the case title is "Ads Parent-Full Page [CL-FP]". Below the title, there are navigation links for "Related Cases (1)", "Case Comments (0)", "Case History (1)", and "Cases (0)". A red note states: "Note: This is master ad request case. It will not go to artists. Case comments and status changes made to master ad request will be copied to all open related (versioned) cases." The left sidebar shows the "Details" section with fields for Status (Working), Graphic Option, VPO Graphic Status, and VPO Reference Ad. The main content area shows "Case Comments (0)" and "Related Cases (1)". The "Related Cases" section contains a table with one row:

	Case ↑	Subject	Details	Status	Graphic O...
1	<a href="#">00414592</a>	<a href="#">Ad-Full Page [CL-FP]-V1-Standard</a>		Pending Rep Action	

A red box highlights the subject link "Ad-Full Page [CL-FP]-V1-Standard", and a mouse cursor is shown clicking on it. A tooltip below the link shows "Ad-Full Page [CL-FP]-V1-Standard" and a "view All" link.

# Step 1

## Change the Status



valpak / Clipper

Search...

Franchise Sales Home Sales Lens Virtual Envelope Leads Contacts Accounts Tasks Quotes Opportunities

Case  
**Ad-Full Page [CL-FP]-V1-Standard**

Case Number	Record Type	Account Name	Status
00414592	AD Request	<a href="#">Ad Request Instructions</a>	Pending Rep Action

[Case Comments \(0\)](#) [Files \(0\)](#) [Case History \(1\)](#) [Cases \(0\)](#) [Distribution Versions \(1\)](#)

### Details

Case

Case Owner <a href="#">Jennifer Geib</a>	Status Pending Rep Action
Case Number 00414592	Graphic Option ⓘ

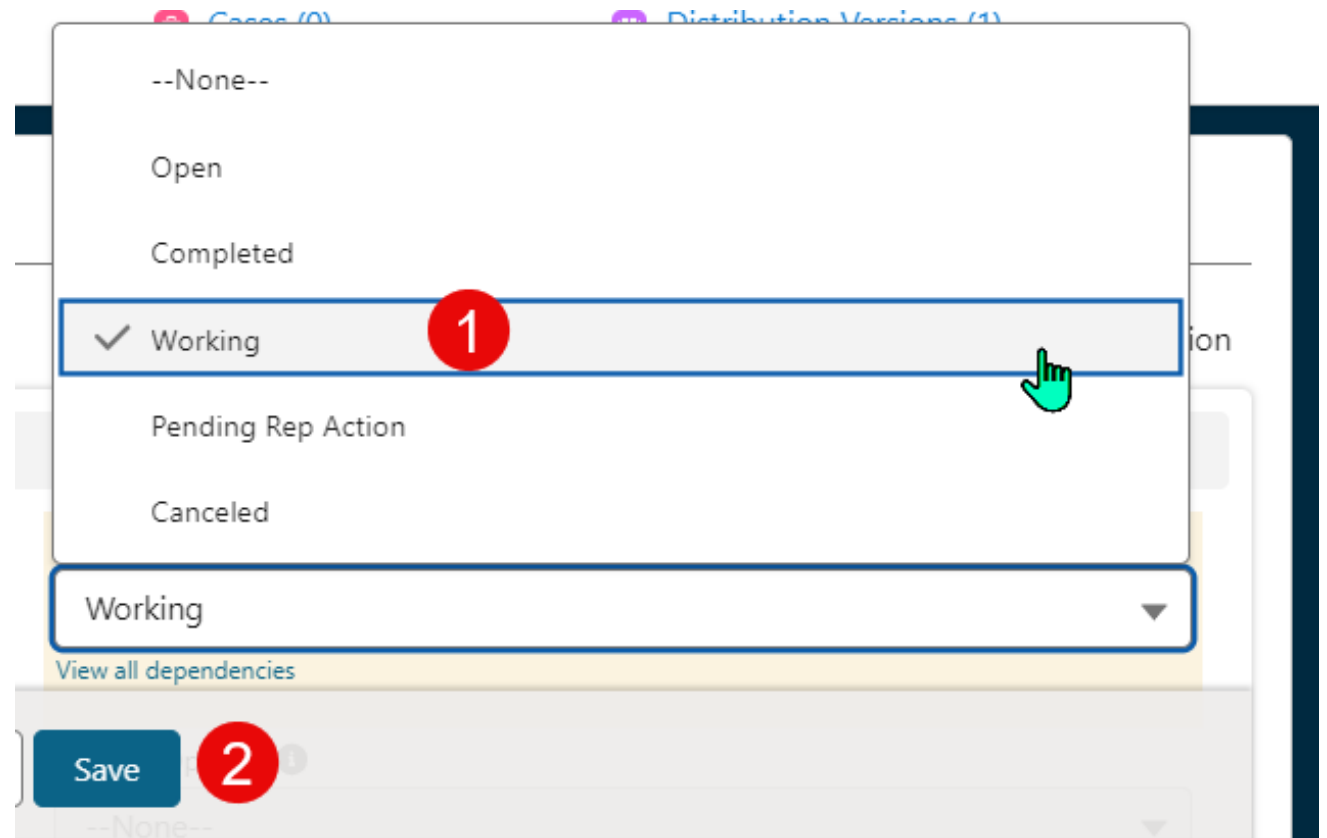
Edi

- **FRST** – Change the status of the case by selecting the pencil icon.
- You must do this step first so the request will flow properly through the various systems.



# Step 1 continued

- Change the status to “Working”
- Click “Save”

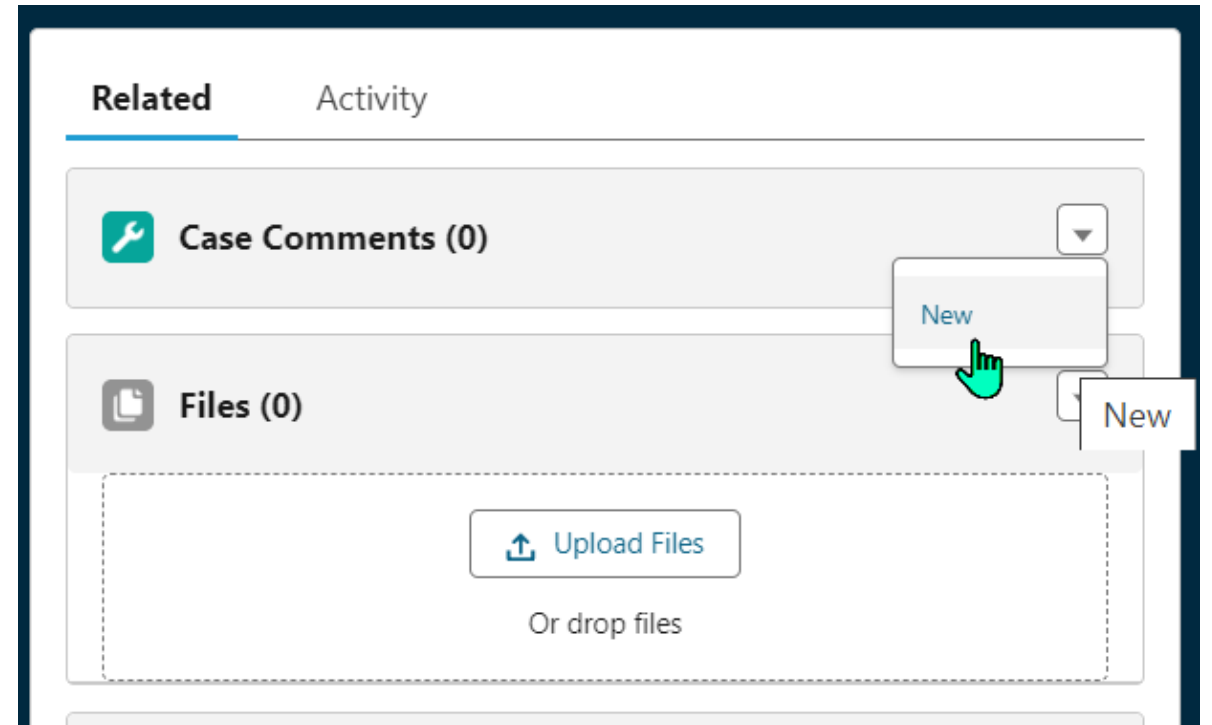


# Step 2

## Ad copy instructions

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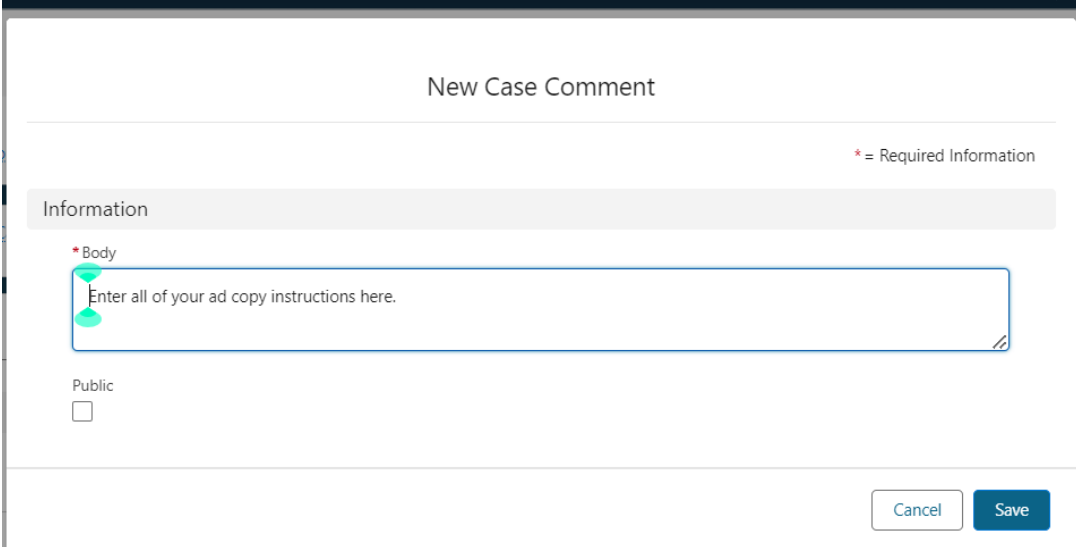
- On the right side, select the drop-down arrow beside “Case Comments”.
- Select “New”.



# Step 2 continued

## Ad copy instructions

- Enter all of your ad copy instructions including:
  - Offers
  - Business information
  - Body copy
  - Design instructions
- If you need additional space, just add another comment.
- Save your changes.



The screenshot shows a web form titled "New Case Comment". At the top right, there is a legend: "\* = Required Information". Below this is a section header "Information" in a grey bar. Underneath, there is a required field labeled "\* Body" with a red asterisk. The field is a large text area containing the placeholder text "Enter all of your ad copy instructions here." Below the text area is a "Public" checkbox, which is currently unchecked. At the bottom right of the form, there are two buttons: "Cancel" and "Save".

# Step 2 continued

## Referencing an ATOL Ad

If you want to reference an ad that was previously in ATOL, you will need to add the following information to your Case Comments.

### **PREFERRED METHOD: Ad Number**

You should be able to find this on your Allocation Report.

Full	HICKORY FALLS FAMILY ENTERTAINMENT CENTER (274555) <b>Ad # 5599706</b>	CR
Half	LU HIBACHI BUFFET GRILL (250222) Ad # 5527231	CR
Full	MARKETS AT HANOVER (280118) Ad # 5595244	CR
Half	PEAK MOBILITY (224103) Ad # 5586792	CR

# Step 2 continued

## Referencing an ATOL Ad

If you are unable to find the Ad Number, you will need to provide the following:

- ESP Account Number
- ESP Account Name
- Book Number & Issue Code

You can find this information on your Production Allocation or in Order Entry.

# Step 2 continued

## Referencing a SF Ad

If you want to reference an ad that was created in SF, you will need to add the Clipper Reference Ad number.

- From the account or quote, select “Cases” from the quick links.

valpak / Clipper

Franchise Sales Home Sales Lens

Account  
**Ad Request - Grp 3**

Type Prospect VPO Status Phone (717) 222-222

Contacts (1) **Cases (8)**

- Open the case that you want to reference.

Accounts > Ad Request - Grp 3  
**Cases**

8 items • Sorted by Date Opened • Updated a few seconds ago

<input type="checkbox"/>	Case	Subject
<input type="checkbox"/>	<a href="#">00414749</a>	Critical Change needed for Approved Ad
<input type="checkbox"/>	<a href="#">00414708</a>	Ad-Full Page [CL-FP]-Grand Opening - Washington-S
<input type="checkbox"/>	<a href="#">00414709</a>	Ad-Full Page [CL-FP]-South Hills & others-Standard
<input type="checkbox"/>	<a href="#">00414707</a>	Ads Parent-Full Page [CL-FP]
<input type="checkbox"/>	<a href="#">00414699</a>	Ad-Full Page [CL-FP]-V1-Standard
<input type="checkbox"/>	<a href="#">00414700</a>	Ad-Fron Ad-Full Page [CL-FP]-V1-Standard

- Scroll down to the Clipper Reference Ad field.

*This is the number that you will need to provide in your details.*

Additional Fields

Clipper Reference Ad **Reference Number**

# Step 3

## Adding files

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- If you have graphics to use in the ad:
  - Supplied ads
  - Pictures
  - Logos
- You will need to upload those in the “Files” box located under the Case Comments.

The screenshot displays a user interface with two main sections: 'Case Comments (1)' and 'Files (0)'. The 'Case Comments' section includes a user profile for Jennifer Geib, a 'Public' checkbox, a 'Created Date' of 7/25/2024 11:22 PM, and a text area for 'Comment' with the instruction 'Enter all of your ad copy instructions here.' Below this is a 'View All' link. The 'Files' section is currently empty and features a red-bordered box containing an 'Upload Files' button with an upward arrow icon and the text 'Or drop files' below it.

# Versioning



In situations where you need different ads for NTAs, instead of creating individual bundles, you can request different versions.

We will be using the following scenario:

- One location is having a Grand Opening
- One location has reduced hours
- All other areas are receiving the same ad.

To fulfill this request, you will create a quote that has 5 NTAs and 3 ad version using the following steps.

# Step 1

## Start your Quote

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- From the Account, start your new Quote.
- Select the product from the drop-down list.
- Select “Create”.

Create a quote and opportunity by choosing a product and related fields. Select Create to begin quote creation or Cancel to return to the account. Select the 'I will Choose Later' option to create a quote without a product. Further modifications can be made at the next screen.

**Product** 2 Create

Select Product ⓘ Click

Clipper On Page [CL-ONPAGE] 1

A screenshot of a web form for creating a quote. At the top, there is a paragraph of instructions. Below it, the form has a section titled 'Product' with a blue underline. To the right of this section is a red arrow with the number '2' pointing to a 'Create' button. Below the 'Product' section is a label 'Select Product' with an information icon. To the right of this label is a 'Click' button. Below the label is a dropdown menu with the text 'Clipper On Page [CL-ONPAGE]' and a red arrow with the number '1' pointing to the dropdown arrow.

# Step 2



## Select the Size

- Select your product size.
- Select “Save”.

Q-446410  
Configure Products

Clipper On Page

MAGAZINE DIGEST SAVE WRAP SPECIALTY OTHER OPTIONS

Magazine			
PRODUCT CODE	PRODUCT NAME	PRODUCT DESCRIPTION	
<input type="radio"/> CL-FCOVER	Front Cover	Front Cover Outbound	
<input type="radio"/> CL-BCOVER	Back Cover	Back Cover Outbound	
<input checked="" type="radio"/>  CL-FP  <b>1</b>	Full Page	Full Page Outbound	
<input type="radio"/> CL-TOAP	Third of Page (1/3)	1/3 of a Page	
<input type="radio"/> CL-HHP	Half Page	Half Page	
<input type="radio"/> CL-2PS	2 Page Spread	2 Page Spread Outbound	

Save

# Step 3

## Quick Save



Q-446410 | Edit Quote

Total: USD 0.00

Distribution

Commission

Clone

Update

Generate Document

Add Products

1

Quick Save

### Quote Information

Account Name **Ad Request Princess**

Frequency ?

9

Sales Campaign ?

PRODUCT NAME	START DATE	QUANTITY	VOLUME	DIST	PROMOTION	PROMO APPLIED	RATE CARD
▼ Clipper On Page	8/29/2024		50		Standard	<input type="checkbox"/>	0.000
Full Page	8/29/2024	50,000	50,000		Standard	<input type="checkbox"/>	0.000
Local Flavor Online Coupon	8/29/2024	1					0.000

# Step 4

## Distribution

- Select the “Distribution” button.
- On the next screen, select the compass.

Q-446410 | Edit Quote  
Total: USD 1,212.50

**Distribution** Commission


Quote Information


Account Name Ad Request Princess

Sales Campaign

PRODUCT NAME	START DATE	QUANTITY	VOLUME	DIST
Clipper On Page	8/29/2024		50	
Full Page	8/29/2024	50.000	50,000	⚠
Local Flavor Online Coupon	8/29/2024	1		

If some of your mo

 Distribution

PRODUCT	DIST
CL-ONPAGE	
Full Page	

Edit Distrib  
enough NT.

# Step 5

## Add Versions

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- Select “Add Version”.
- Add a version for each different ad that needs to be created.
- For this example, we are going to add 3 versions.

NTA Selection Ad Request Princess Q-446410

Multi-Client

PRODUCT	LOCAL QTY
Clipper On Page	0 0 selected

**+ Add Version** Selected version: V1

 Outbound -Full Page [CL-FP]

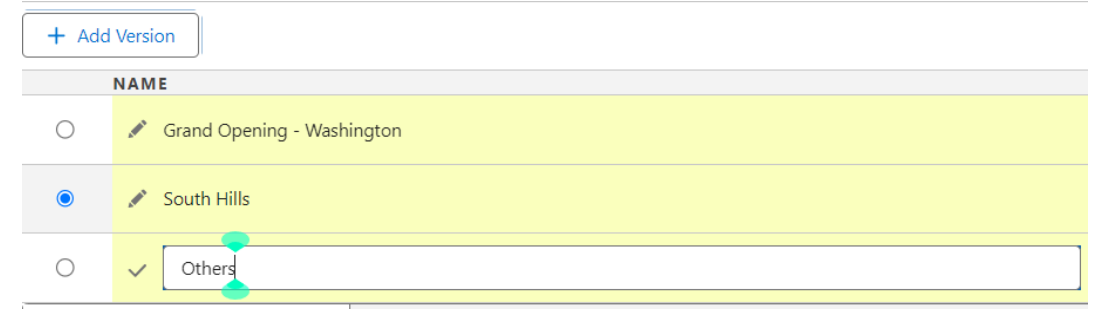
Search For Market

Search for a market

# Step 6

## Name Versions

- Select the pencil icon to change the version .
- Use a name that will help you to easily identify the version and/or market.
- Do this for each of the versions you are requesting.



# Step 7

## Associate Markets

- Select the radial button beside one of the versions.
- Add the Market.
- Select the distribution for this version.

NAME	
<input checked="" type="radio"/> 1	Grand Opening - Washington
<input type="radio"/>	South Hills
<input type="radio"/>	Others

Outbound -Full Page [CL-FP]

Search For Market

PA-Pittsburgh [4637]

PA-Pittsburgh [4637]

Filter Job / NTA      Mail From Date      Mail To Date

NTA'S	MAIL DATE	IN HOME DATE	NTA QUANTITY
PA-Pittsburgh [4637] (3 jobs found)			
<input type="checkbox"/> 698510 (1 / 16)	Sep 30, 2024	Oct 2, 2024	
<input type="checkbox"/> QB - Pittsburgh-Greensburg/Latrobe			45,425
<input type="checkbox"/> QC - Pittsburgh-Eastern Suburbs			48,348
<input checked="" type="checkbox"/> QD - Pittsburgh-McMurray/Washington			50,605
<input type="checkbox"/> QE - Pittsburgh-Mon Valley			43,835
<input type="checkbox"/> QF - Pittsburgh-South Hills			56,679
<input type="checkbox"/> QG - Pittsburgh-Greentree/Dormont			26,344

Load From File      Cancel



# Step 8

## Associate Remaining Versions

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- For this example, we selected 3 NTAs to receive the version named Other.

<input type="checkbox"/>	QD - Pittsburgh-McMurray/Washington	50,605
<input type="checkbox"/>	QE - Pittsburgh-Mon Valley	43,835
<input type="checkbox"/>	QF - Pittsburgh-South Hills	56,679
<input checked="" type="checkbox"/>	QG - Pittsburgh-Greentree/Dormont	26,344
<input checked="" type="checkbox"/>	QH - Pittsburgh-South Central	50,799
<input checked="" type="checkbox"/>	QI - Pittsburgh-Beaver Co.	49,377
<input type="checkbox"/>	QJ - Pittsburgh-Kiski Valley	51,164
<input type="checkbox"/>	VS - Pittsburgh-Western Suburbs	62,426

# Step 9

## Double-check distribution

- The selected NTA distribution will show up next to the version name.
- Double-check that the correct distribution is attributed to the right version.

PRODUCT	LOCAL QTY	OUTBOUND QTY	START DATE
Clipper On Page	0 0 selected	50,000 233,804 selected	Aug 29, 2024

[+ Add Version](#)

	NAME	OUTBOUND QTY
<input type="radio"/>	Grand Opening - Washington	50,605
<input type="radio"/>	South Hills	56,679
<input checked="" type="radio"/>	Others	126,520

# Step 10

## Save

- The combined distribution will be displayed.
- “Quick Save”
- Then “Save”

valpak / Clipper

Search...

Franchise Sales Home Sales Lens Virtual Envelope Leads Contacts Accounts Tasks Quotes Opportunities VPO Orders Cases Dashboards Reports More

Q-446410 | Edit Quote  
Total: USD 3,834.39

Distribution Commission Clone Update Generate Document Add Products Quick Save Calculate Ca Save

Quote Information

Account Name Ad Request Princess Frequency 9 Title

Sales Campaign Search Campaigns

#	PRODUCT NAME	START DATE	QUANTITY	VOLUME	DIST	PROMOTION	PROMO APPLIED	RATE CARD	LIST UNIT PRICE	ADDITIONAL DISC.
1	Clipper On Page	9/30/2024		234		Standard	<input type="checkbox"/>	0.000		
2	Full Page	9/30/2024	233.804	233,804	<input checked="" type="checkbox"/>			16.400	USD 16.400	
3	Local Flavor Online Coupon	9/30/2024	1					0.000	USD 0.000	

# Step 11

## Cases

- Scroll to the bottom of the quote
- You will see one Ad Request case (*remember 1 bundle = 1 Ad Request case*)
- Select the Case Number link

Ad/Data Request Assignm...

Account Ad Requests


Account Data Requests

Locations

 Ad/Data Requests Assignment(1)




Search Phrase

	<input type="checkbox"/>	N... ▾	Effective ...	Product Display	Ad Reques... ▾	Case ... ▾	Data Requ... ▾	Data ... ▾
1	<input type="checkbox"/>	2	09/30/2024	-Full Page [CL-FP]	00415222	<a href="#">00415222</a>		

# Step 12

## Version Ad Copy

- You will see all the versions you added in the Related Cases.
- Complete the ad request process for each version following the earlier instructions.

 **Related Cases (3)** ⚙️ 🔄

3 items • Sorted by Case • Updated a few seconds ago

<input type="checkbox"/>	Case ↑	Subject	Details	Status	Graphic O...	Last Modified Date
1	<input type="checkbox"/> <a href="#">00415223</a>	Ad-Full Page [CL-FP]-Grand Opening - Was...		Pending Rep Action		7/22/2024 4:21 PM
2	<input type="checkbox"/> <a href="#">00415224</a>	Ad-Full Page [CL-FP]-South Hills-Standard		Pending Rep Action		7/22/2024 4:21 PM
3	<input type="checkbox"/> <a href="#">00415225</a>	Ad-Full Page [CL-FP]-Others-Standard		Pending Rep Action		7/22/2024 4:21 PM

# Dashboard

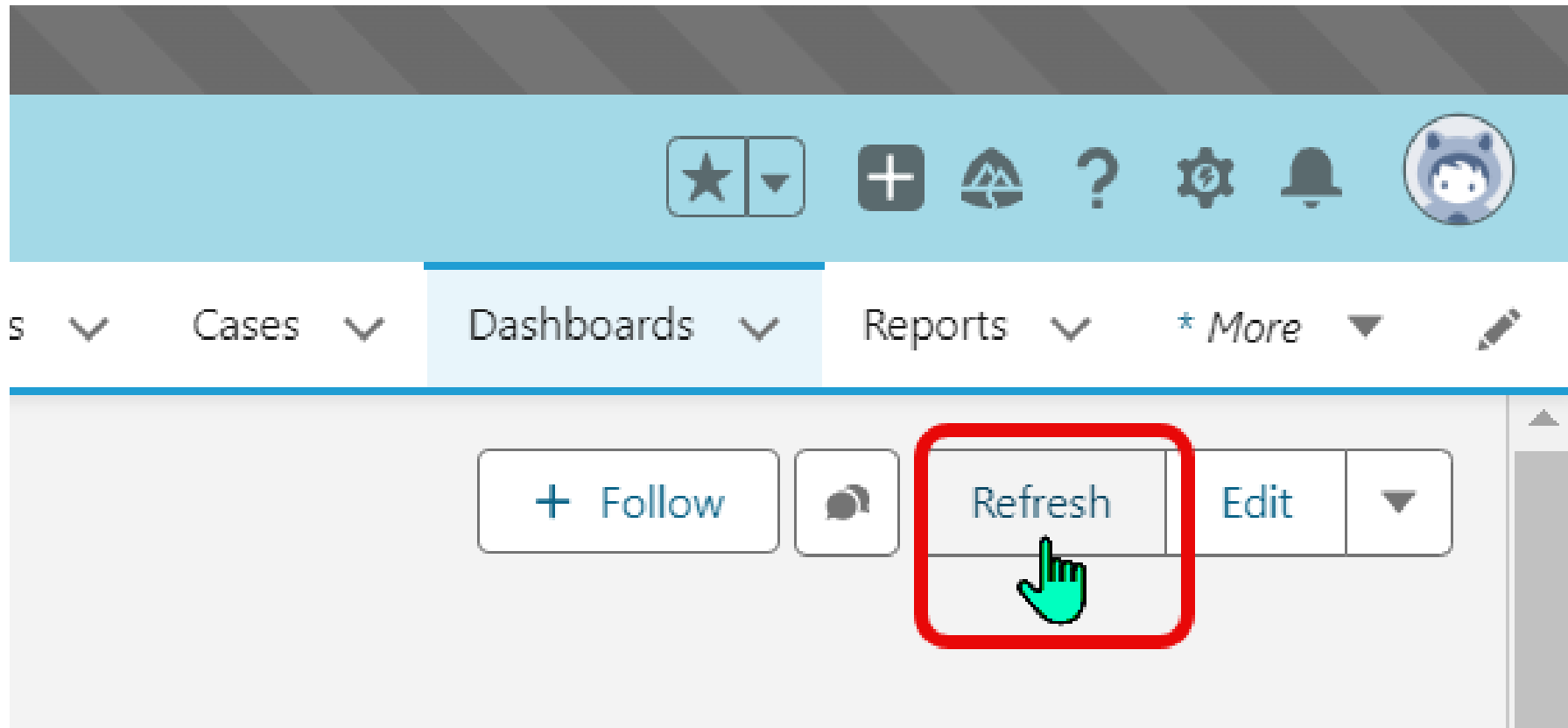
# To see the status of your ad requests, on your home screen select the Franchise Support Cases: Reps dashboard

The screenshot displays the Salesforce dashboard for a Sales Owner/Manager. The top navigation bar includes the Valpak Clipper logo, a search bar, and various utility icons. The main dashboard area is divided into several sections:

- Dashboard Header:** "Sales Owner/Manager Home Dashboard" with a refresh button and a note: "Last refreshed 26 days ago. Refresh this dashboard to see the latest data." The date and time are "As of Jun 21, 2024 9:22 AM - Viewing as Jennifer Geib Change".
- Key Metrics:** Four cards showing counts for "Quotes in Manager Review" (1), "Quotes in Client Review" (0), "Quotes Waiting for Count..." (0), and "Activities Created Today" (0).
- Key Links:** A row of six icons representing different dashboard sections.
- Right Sidebar:** A list of dashboard links, including "Salesforce Billing Commissions", "Chargent Rep", "Franchise Support Cases: Reps" (highlighted with a red box), "Activity Tracker Calls and Appointments", and "PlusOne Inventory Report".

The footer contains a navigation bar with links for "Help and Support", "Daily Dashboards & Reports", "Daily List Views", "CPQ Help Links", "Payment Help Links", "Salesforce Help Links", "Sales Tools", "Recent Enhancements", and "To Do List".

Always make sure to “Refresh” so that you get the most up-to-date information





# My Cases – Pending Reply

- This section will include things that are waiting on some kind of action from you including:
  - Ad copy instructions
  - Proofs and reproofs
  - Questions from the design team
- You can access the request by clicking on the corresponding link

Work: My Cases Pending Reply

Case ...	Case ...	Account Name	Case Rec...	Type	Subject	Case Last Modified ...
00414577	Jennifer Geib	breaking the system	AD Request	Artwork - Ad Re	Ad-Full Page [CL-FF]-V1-Standard	7/17/2024
00414581	Jennifer Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Front Cover [CL-FCOVER]-V1-Standard	7/17/2024
00414585	Jennifer Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Front Cover [CL-FCOVER]-V1-Standard	7/17/2024
00414589	Jennifer Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Front Cover [CL-FCOVER]-V1-Standard	7/18/2024
00414593	Jennifer Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Front Cover [CL-FCOVER]-V1-Standard	7/18/2024

[View Report \(My Pending Support Cases\)](#)

# My Cases – In Progress

This section will show items that are currently with the graphics team or other support department.

## Info: My Cases in Progress

Case Nu...	Case ...	Account Name	Case Reco...	Type	Subject	Age
00414580	Jennife r Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Full Page [CL-FP]-V1-Standard	0
00414584	Jennife r Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Full Page [CL-FP]-V1-Standard	0
00414588	Jennife r Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Full Page [CL-FP]-V1-Standard	0
00414592	Jennife r Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Full Page [CL-FP]-V1-Standard	0

[View Report \(My Working Support Cases\)](#)

# My Cases – Closed in Last 30 Days

This section will include all of your cases that were closed in the last 30 days including your approved ad requests.

Info: My Cases Closed in Last 30 Days

Case Nu...	Case ...	Account Name	Case Reco...	Type	Subject	Close
00414045	Jennife r Geib	Ad Request Princess	AD Request	Artwork - Ad Rei	Ad-Full Page [CL-FP]-V1-Standard	7/11/
00414089	Jennife r Geib	BKS - Breaking the System	AD Request	Artwork - Ad Rei	Ad-Full Page [CL-FP]-V1-Standard	7/12/
00414091	Jennife r Geib	BKS - Breaking the System	AD Request	Artwork - Ad Rei	Ad-Full Page [CL-FP]-V1-Standard	7/12/
00414477	Jennife r Geib	Testing LDP-V	AD Request	Artwork - Ad Rei	Ad-LDP-V Postcard [CL-LDPV]-Standard	7/17/


[View Report \(My Closed 30 Day Support Cases\)](#)

# Proofing Ads


# Graphics Link

- Access the Ad Request Case (either by clicking on the link in the dashboard or from the quote), scroll down until you see the Graphic Links field
- There will be a link from the graphics team.
- You will need to email this link to your client or send them screenshots of the ad.

▼ Advertiser Account & Product Info

External Graphic ID 

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Graphic Links ⓘ **Graphics link will appear here** 

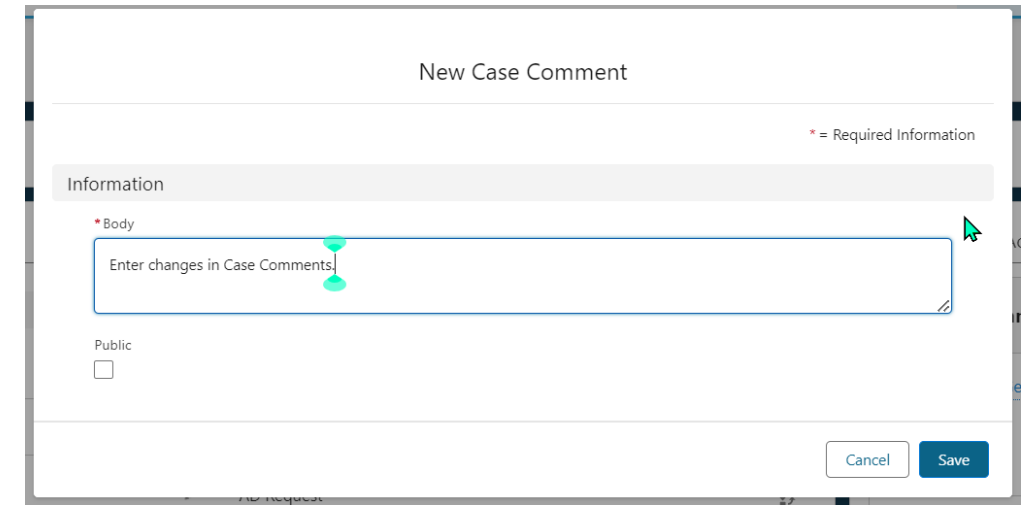
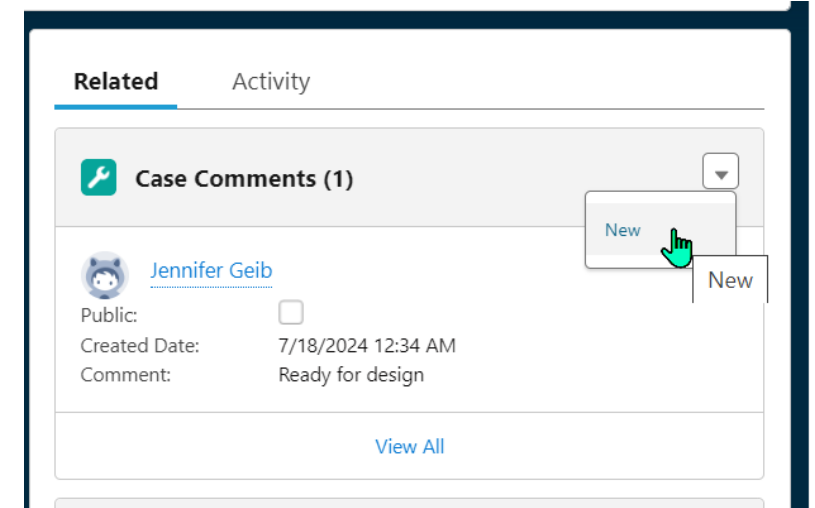
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# Changes & Reproofs

# Documenting Changes

You will communicate any changes received from the client via the Case Comments.

This will automatically change the status back to Working and will be submitted to the graphics team.



# Documenting Changes

## Adding/Changing image

If you need to change or add an image, upload the new file.

You **MUST** also submit a Case Comment or the request will not go over to the design team.

Related Activity

Case Comments (1) 2

[Jennifer Geib](#)

Public:

Created Date: 7/25/2024 11:22 PM

Comment: Enter all of your ad copy instructions here.

[View All](#)

Files (0)

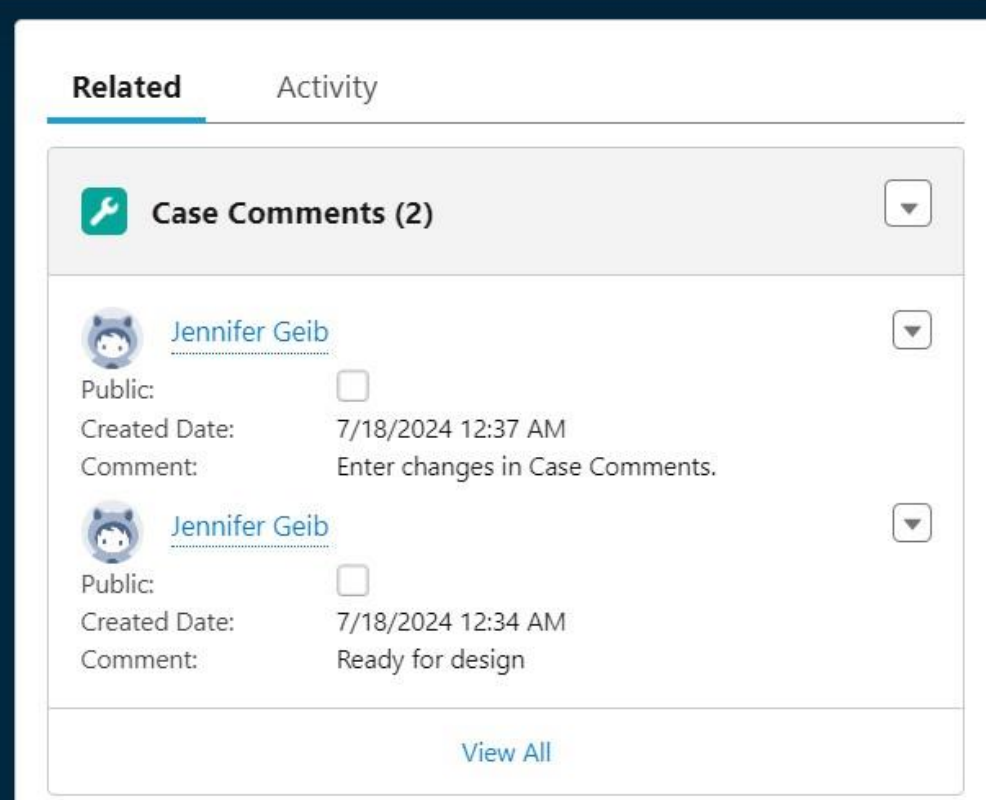
1 [Upload Files](#)

Or drop files







# Communication History

In the case comments you will be able to view the timeline of all of your communications with the design team.



The screenshot displays a user interface for viewing communication history. At the top, there are two tabs: "Related" (which is selected and underlined) and "Activity". Below the tabs, there is a section titled "Case Comments (2)" with a green wrench icon and a dropdown arrow. This section contains two entries, each with a user profile picture and name "Jennifer Geib" and a dropdown arrow. The first entry shows a "Public" checkbox, a "Created Date" of "7/18/2024 12:37 AM", and a "Comment" of "Enter changes in Case Comments." The second entry shows a "Public" checkbox, a "Created Date" of "7/18/2024 12:34 AM", and a "Comment" of "Ready for design". At the bottom of the list, there is a "View All" link.

Related	Activity
<b>Case Comments (2)</b>	
 <a href="#">Jennifer Geib</a>	
Public: <input type="checkbox"/>	
Created Date: 7/18/2024 12:37 AM	
Comment: Enter changes in Case Comments.	
 <a href="#">Jennifer Geib</a>	
Public: <input type="checkbox"/>	
Created Date: 7/18/2024 12:34 AM	
Comment: Ready for design	
<a href="#">View All</a>	

# Reproofs

- Once your changes are completed by the design team, the status of the case will change back to Pending Rep Action and will show in your dashboard under My Cases Pending Reply.
- You can click on the link to quickly access the case.

Work: My Cases Pending Reply

Case ...	Case ...	Account Name	Case Rec...	Type	Subject	Case Last Modified ...
00414577	Jennifer Geib	breaking the system	AD Request	Artwork - Ad Re	Ad-Full Page [CL-FR]-V1-Standard	7/17/2024
00414581	Jennifer Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Front Cover [CL-FCOVER]-V1-Standard	7/17/2024
00414585	Jennifer Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Front Cover [CL-FCOVER]-V1-Standard	7/17/2024
00414589	Jennifer Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Front Cover [CL-FCOVER]-V1-Standard	7/18/2024
00414593	Jennifer Geib	Ad Request Instructions	AD Request	Artwork - Ad Re	Ad-Front Cover [CL-FCOVER]-V1-Standard	7/18/2024

[View Report \(My Pending Support Cases\)](#)

# Reproofs

An updated link will appear in the Graphics Links field that can be viewed and sent to your client.

## Advertiser Account & Product Info

External Graphic ID



Graphic Links 

Grapics link will appear here



# Approvals

# Step 1

## Changing Status

To approve the ad, change the status to “Completed”.

**Details**

Case

Case Owner	<a href="#">Jennifer Geib</a>	Status	Pending Rep Action
Case Number	00414592	Graphic Option	<span>ⓘ</span>
Parent Case	<a href="#">00414590</a>	Case Record Type	AD Request

--None--

Open

**Completed**

Working

✓ Pending Rep Action

Canceled

Pending Rep Action

[View all dependencies](#)

Graphic Option ⓘ

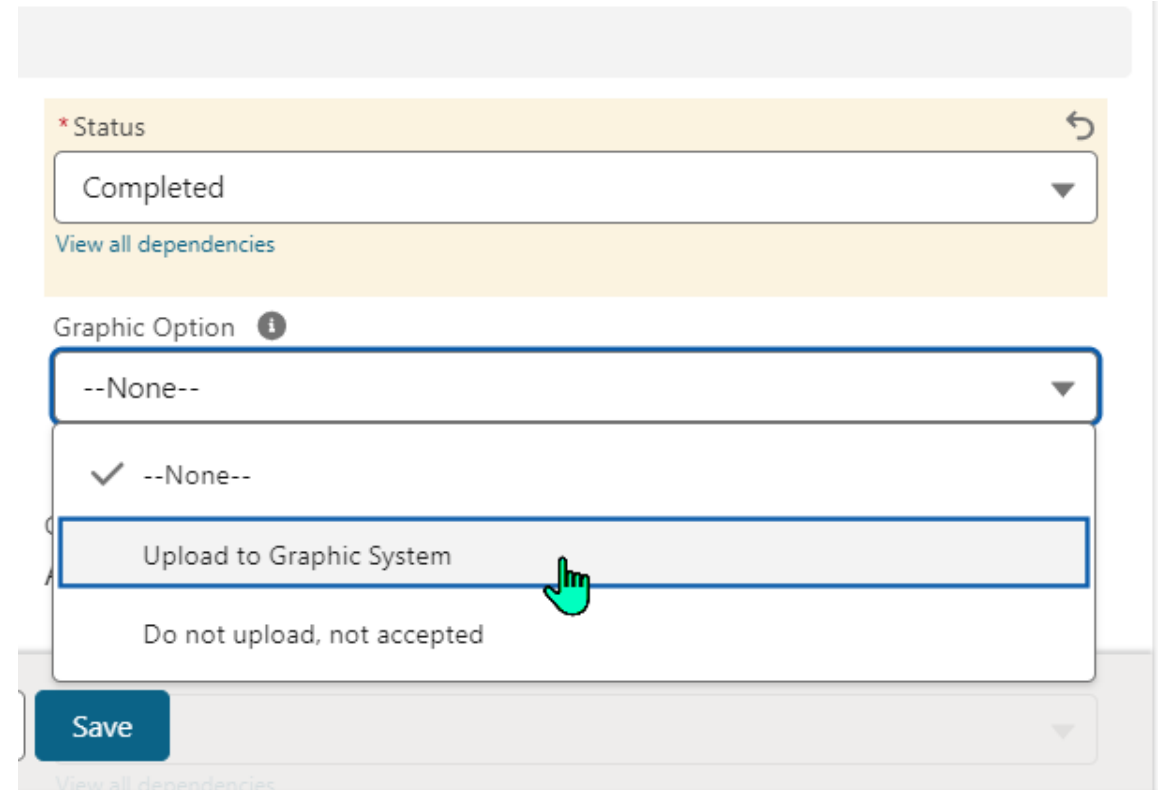
--None--

[View all dependencies](#)

## Step 2

# Send to Print

- To complete the process, In the Graphics Options field select “Upload to Graphics System”.
- Save your changes.



\* Status ↶

Completed ▾

[View all dependencies](#)

Graphic Option i

--None-- ▾

✓ --None--

Upload to Graphic System 👉

Do not upload, not accepted

Save ▾

[View all dependencies](#)

# Dashboard

Once the ad is approved, the ad request will show up in the My Cases Closed in Last 30 Days section of the Franchise Support Cases: Reps dashboard.

## Info: My Cases Closed in Last 30 Days

Case Nu...	Case ...	Account Name	Case Reco...	Type	Subject	Close
00414045	Jennife r Geib	Ad Request Princess	AD Request	Artwork - Ad Re	<a href="#">Ad-Full Page [CL-FP]-V1-Standard</a>	7/11/
00414089	Jennife r Geib	BKS - Breaking the System	AD Request	Artwork - Ad Re	<a href="#">Ad-Full Page [CL-FP]-V1-Standard</a>	7/12/
00414091	Jennife r Geib	BKS - Breaking the System	AD Request	Artwork - Ad Re	<a href="#">Ad-Full Page [CL-FP]-V1-Standard</a>	7/12/
00414477	Jennife r Geib	Testing LDP-V	AD Request	Artwork - Ad Re	<a href="#">Ad-LDP-V Postcard [CL-LDPV]-Standard</a>	7/17/

[View Report \(My Closed 30 Day Support Cases\)](#)

**Changes**

**AFTER**

**Ad is Approved**



You will not be able to submit changes to the design team through the case comments after the ad request has been marked as completed.

You will need to submit a support case using the following instructions.

# Step 1

- Go to the business account record.
- Select the Support tab.
- Select Operations from the category options.

The screenshot displays the Valpak Clipper interface. At the top, the logo and navigation menu are visible. The main content area shows the account details for 'Ad Request - Grp 3'. Below the account information, there are several tabs for different categories: Contacts (1), Cases (7), Opportunities (2), Quotes (2), Chargent Payment Requ..., Payment Consents (0), VPO Orders (Print Accou..., and VPO Orders (Di. A message states 'We found no potential duplicates of this Account.' Below this, a navigation bar shows the 'Support' tab selected, with a red circle and the number '1' next to it. Under the 'Support' tab, there is a 'Quick Case Create' section with a radio button selected for 'Operations' (marked with a red circle and the number '2') and another radio button for 'Billing'.

valpak / Clipper

Search...

Franchise Sales Home Sales Lens Virtual Envelope Leads Contacts Account

Account  
**Ad Request - Grp 3**

Type	VPO Status	Phone	Category	Account Ext ID
Prospect		(717) 222-2222	General Services [4]	

Contacts (1) Cases (7) Opportunities (2) Quotes (2)  
Chargent Payment Requ... Payment Consents (0) VPO Orders (Print Accou... VPO Orders (Di

We found no potential duplicates of this Account.

Details **Support 1** Billing Dates Statement AR Sales Locatic

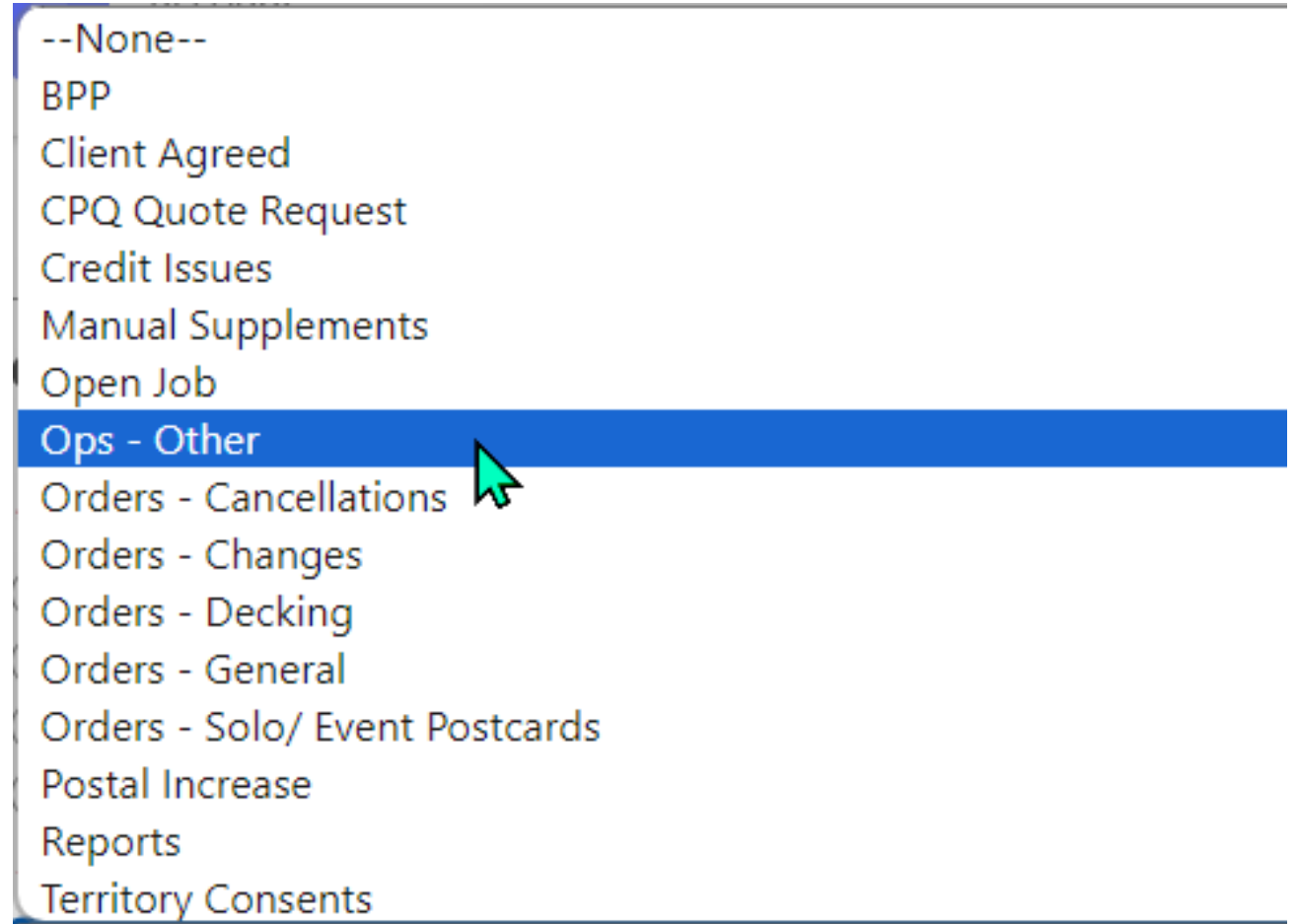
Quick Case Create

\* Category

Operations 2  
 Billing

# Step 2

Select “Ops – Other” from the dropdown list.



# Step 3

Add a subject line and then select "Next".

**Territory Consents:** Request permission to pursue a client located in another franchise's territory

Product

\*Subject

Case Opened On Behalf Of ⓘ

Next

# Step 4

- Enter your changes and supply the Ad Request case # for the ad that needs to be changed.
- Select “Next” to continue.

Details **Support** Billing Dates Statement AR Sales Locations Feed

**Quick Case Create**

Compose text

Salesforce Sans 12 B I U

Change phone number to 717-222-2222 for ad request [00414699](#)

**Warning!** Details will clear if navigate to previous screen. Save copy of text outside of case create before clicking Previous button to avoid losing work.

Previous **Next**

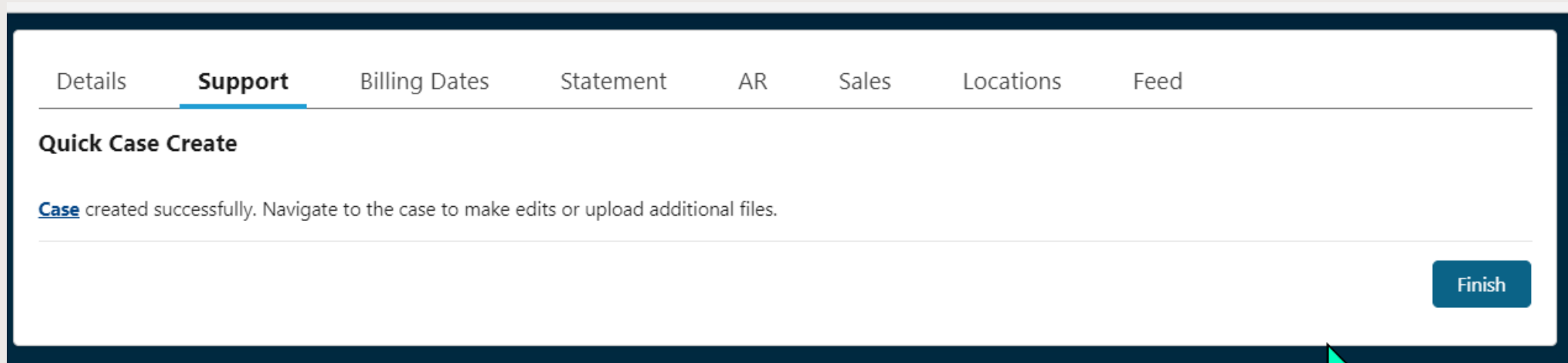
- You can find the Ad Request case number by hovering over or selecting “Cases” from the quick links.
- Copy the number and paste it into the instructions.

The screenshot shows the Valpak Clipper web application interface. At the top, there is a navigation bar with the Valpak Clipper logo and a search bar. Below the navigation bar, there are several menu items: Franchise Sales, Home, Sales Lens, Virtual Envelope, Leads, Contacts, and Accounts. The main content area displays the account name "Ad Request - Grp 3" and a list of quick links: Contacts (1), Cases (7), Opportunities (2), and Quotes (2). The "Cases" link is highlighted with a red circle and the number 1. Below the quick links, there is a section titled "Cases" with a brief description: "7 items • Sorted by Date Opened • Updated a few seconds ago". A table lists the cases with columns for Case, Subject, and Date Opened. The table contains 7 rows of data. The case number "00414699" in the fourth row is highlighted with a blue selection box and a red circle with the number 2. A mouse cursor is pointing at the highlighted case number.

Case	Subject	Date Opened ↓	
1	00414708	Ad-Full Page [CL-FP]-Grand Opening - Washington-Standard	7/18/2024 4:23 PM
2	00414709	Ad-Full Page [CL-FP]-South Hills & others-Standard	7/18/2024 4:23 PM
3	00414707	Ads Parent-Full Page [CL-FP]	7/18/2024 4:23 PM
4	00414699	Ad-Full Page [CL-FP]-V1-Standard	7/18/2024 3:57 PM
5	00414700	Ad-Front Cover [CL-FCOVER]-V1-Standard	7/18/2024 3:57 PM
6	00414697	Ads Parent-Full Page [CL-FP]	7/18/2024 3:57 PM
7	00414698	Ads Parent-Front Cover [CL-FCOVER]	7/18/2024 3:57 PM

# Step 5

Upload any files and select “Finish”.



The screenshot shows a software interface with a dark blue header and a white main area. The header contains a navigation menu with the following items: Details, **Support** (highlighted with a blue underline), Billing Dates, Statement, AR, Sales, Locations, and Feed. Below the header, the main area displays the text "Quick Case Create" followed by a message: "Case created successfully. Navigate to the case to make edits or upload additional files." In the bottom right corner of the main area, there is a dark blue button with the text "Finish".