**Pre Campaign**

* Once the artwork is received TMA will share jpegs and mockups of artwork within 1 working day
* Lead time to execute the campaign will start one day after the mockup is approved
* POC to be shared for field inspection from the advertisers only, 1 day before only
* Artwork guidelines to be followed as mentioned on “HyperLink” or as shared by your Account Manager
* Approval from the finance team is mandatory for the campaign to go live
* Kindly adhere to the payment terms and timeline as shared by your account manager

**During the Campaign**

* TMA will share a few images/videos the day execution starts
* Execution won't occur during public holidays, festivals, or Sundays
* POC from advertiser need to visit inspection site as per the timeline shared by TMA

**Post Campaign**

* Start day pictures will be shared for all cabs in a PPT format
* End date images for all cabs are difficult to share due to operational reasons; however, TMA will try to share the maximum possible. Generally, it is around 60-70% we have experienced during the past campaigns. Please talk to your Account Manager to get more specific details on this.

**Note:**

For reasons related to labor issues, weather, festivals, etc, the campaign can get delayed but TMA will keep you posted on such issues and will try its best to complete the campaign as per the committed timeline.