**Pre Campaign**

* + - Once the artwork is received TMA will share jpegs and mockups of artwork within 1 working day
    - Printing to be done in batches of (a particular number), for a small campaign like 100 hoods it will be done at once only
    - 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 or by 9.30-10.30 am the day when the campaign starts

**During the Campaign**

* + - TMA will share a few images/videos the day execution starts
    - 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 autos in a PPT format with number plates visible

**Note:** For reasons related to labour 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.