



Pre-Execution & Post-Execution Guidelines

Created by: The Media Ant

Team: Team AdOps

Vertical: Print

Pre-Execution Guidelines:

(!) Campaign Confirmation:

- Proof of Execution emails has to be sent to introduce the timeline and POC for the campaign to the client/AM 24 hours prior to the campaign going live.
- Along with the proof of execution mail, the pre-execution guidelines have to be sent as well.
- A process time of 24 hours has to be given to ensure the proper execution of the campaign.
- Only soft copies will be shared as proof of execution for campaigns.
- **Hardcopy images will be considered only after proper consultation with the ops team.**
- For campaigns going live on weekdays, the hardcopy images will be sent at least after 48 hours once the campaign has gone live.
- In case of urgent bookings, the timeline for sharing the proof of execution will be extended by 24 hours.

(| |) Creative Status:

- Creative should be received by the ops team 48 hours prior to the campaign going live.
- Creative should be received before 5 pm, which is to be shared with the publication for approval.
- Any changes related to the campaign must be informed 72 hours prior to the campaign going live.

Post-Execution Guidelines:

- Proof of Execution will **only** be shared in the form of Soft copies.
- Soft copies will be shared next day after 11 AM once the campaign went live.
- Soft copies will be uploaded in the drive in the format
clientname_newspaper/edition_date&monthofcampaign; once the campaign has ended.