

SOP

CONVERSION WEEKEND: IN-COLUMN PHOTOS

DATE: June 19, 2009

When you are converting in-column ads, it is inevitable that ad reps will come across an ad with a photo attached. Please use the following procedure to obtain the photo for that ad.

In-Column ad takers:

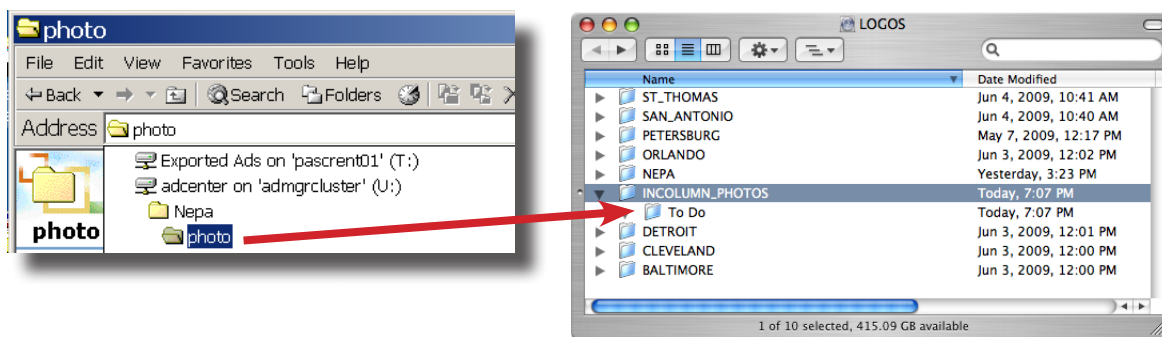
When you find an ad in Atex that has an in-column photo attached, begin to input the ad text and other information into Vision Data.

Call the IT department at x8200. Tell them the Atex order number, and the new Vision Data order number.

You can continue to work on the ad, however, be sure to record the order number and come back to it later when the photo is available in the Vision Data server.

IT Staff:

When an ad rep calls you for a photo, find the original Atex order number within the Atex database. Copy the file into the correct directory in the Vision Data server, into the folder called "To Do". Rename the file to the new Vision Data ad number that you got from the in-col ad rep.



Toning Staff:

Monitor the folder on the Vision Data server, and when you get a photo file, open the photo and crop it to 0.889" wide, and save it.

Move the photo out of the "To Do" folder so that the in-col ad reps know it is done and ready to be placed.

