STANDARDS AND GUIDELINES FOR PRINT ADVERTISING

PRODUCTION METHODS

• All ads must specify the **appropriate** production method when scheduled. If unsure on the appropriate production method, please consult with an ad trafficker for assistance.

• Pick up numbers must be included on all ads booked as a **Pick Up** or **Pick Up w/ Change**.

• **Changes to the production method** after the ad is scheduled must be submitted to the layout dept.

• **To request a spec ad**, fill out the corresponding form on the internet at [www.mediaonepa.com/adservices](http://www.mediaonepa.com/adservices).

DEADLINES

• Any ad with materials or corrections uploaded before 7pm will be returned by 7am the following morning.

• First materials/corrections should be uploaded **2 business days** prior to ad approval deadline. The second round of corrections should be submitted the next day, followed by approval on the final day.

3 DAY RULE • SAMPLE DEADLINE SCENARIO

<table>
<thead>
<tr>
<th>DAY 1</th>
<th>DAY 2</th>
<th>DAY 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials and/or corrections are uploaded.</td>
<td>Ad is proofed. Final corrections are uploaded.</td>
<td>Deadline day. Ad approved and in pagination.</td>
</tr>
</tbody>
</table>

• All ads must be approved by the corresponding sales rep before 5pm on the day of deadline. It is the responsibility of the sales rep to check their ads, including ones that are camera ready, for mistakes before clicking approve in eProofs.

• Affinity is staffed extremely light during our morning hours and heavily in the evening. Keep this in mind when submitting ad materials and/or corrections to maintain realistic expectations.

AD CREATION

• When submitting any instruction, no matter how small, **be as specific as possible**. Taking the time to type thorough instructions could prevent having to resubmit the ad because it did not come back correctly.

• Whenever possible, **include a sketched layout** of how the ad should look. Use the “lettered system” to ensure ad components are placed properly in the ad. See example below:

**INSTRUCTIONS**

A: Use artwork of balloons.
B: Use uploaded photo titled tiger.jpg in this space.
C: Use uploaded photo titled monkey.jpg in this space.
D: Ad copy: Be sure to visit the new MOPA zoo at our grand opening this weekend, etc...
E: Place uploaded logo in this space.
F: Use Contact Info Below:

For Further Assistance, Contact

**Jason Markel**
Senior Ad Trafficier  
(717) 767-3483  
jmarkel@mediaonepa.com

**Shannon Yordy**
Ad Trafficier  
(717) 767-3544  
syordy@mediaonepa.com

BEST PRACTICES

• **When requesting assistance via email**, always include both ad traffickers in all correspondence to ensure the issue can be handled promptly.

• **Feedback** for creative, whether positive or negative, should only be submitted through the link found on the ad services website titled **Creative Evaluation Form**.

• **If an ad needs to be removed from pagination** to make corrections, contact an ad trafficker for assistance to ensure the correct version runs.

• To ensure the best quality print reproduction, **camera ready ads** should be submitted in PDF format with placed images set at 200dpi.

ADS REQUIRING CREATIVE SERVICES:

New Build: An ad that requires a new layout, design and creative elements.

Pick Up with Change: Any version of a previous ad that has run that will have elements changed within the ad. Previous ad number required.

Spec: An ad that has not been sold yet and is being used as a sales aid. This ad requires a new layout, design and creative elements.

ADS NOT REQUIRING CREATIVE SERVICES:

External: An ad that will be uploaded camera ready and does not require any changes.

Pick Up: A previous ad that has run and identically matches size and color specifications. No changes need to be made. Previous ad number required.