

Chicago Tribune Media Group

creative marketing department

PROCESS ENHANCEMENTS & GUIDELINES

This document is intended to help all clients understand the Creative Marketing Department structure, processes and enhancements. Please refer to it as needed. For questions/concerns, contact any of the leadership team members. This information can also be found online at: <http://marketing.tribune.com/guidelines.pdf>

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the creative team

The Creative Department is organized into three teams of Designers with each team being matched to support specific internal client groups and guided by Team Leads. The Team Leads serve as the department liaisons between the Designers and our client groups. They can address all matters related to their respective areas of focus.

stephanie spencer

Manager: Design/Strategy/Product Development-- All areas/brands
x3369

alexis karter

Associate Designer/Traffic Coordinator: -- All areas/brands
x3738

laura hutchinson

Sr. Designer/Team Lead:
B2B Print
x5014

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SUPPORTS:

B2B Advertising
B2B Classified
Tribune Media Net
RedEye

.....

TEAM MEMBERS:

Lisa Heckler, Designer - x3167
Designer - Open
Designer - Open

emily lytle

Sr. Designer/Team Lead:
B2C Print
x4598

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SUPPORTS:

B2C Advertising
B2C Classified
Circulation, Corporate,
Development, Events & Hoy

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TEAM MEMBERS:

Chuck Betzold, Sr. Designer - x4672
Geno Olvera, Designer - x4861

joe perz

Sr. Designer/Team Lead:
B2C Interactive
x3949

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SUPPORTS:

chicagotribune.com
Metromix
ChicagoSports.com
Subscriber Advantage

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TEAM MEMBERS:

Chris Weibring, Designer x4551
Designer - Open

turn-around times & project grades

Please Note: Turn-around times below apply to initial first drafts; additional time is required for final delivery.

grade 1 projects

(1-2 Business Days)

- Template adjustments
- Pickups with minimal changes

grade 2 projects (2-3 Business Days)

- Pickups or templates with extensive revisions
- Advertisement comps
- HTML email updates
- Conceptual development

grade 3 projects

(3-5 Business Days)

- Most presentations
- Flyers & sales sheets
- HTML mockups
- POP development
- Rate card alterations
- In-paper layouts
- Online advertisements and Flash animations

grade 4 projects

(TBD by Team Lead)

- Websites
- Media kits
- Multi-tiered strategic projects
- Other intensively conceptual or labor involved projects

rush projects

(3-8 Hours)

- Immediate opportunities tied to revenue or potential revenue that will quickly expire

other projects

- All mounting projects requested with less than (1) day's notice will be referred to **Kwik Copy Printing, 500 N. Michigan Avenue, #105, (312) 644-2679, <http://www.kwikkopychicago.com>**.
- Also note that scanning, business cards, labels, badges and CD burning requests will be referred to the Xerox Center.
- Likewise, premium ordering/volume printing payment is the responsibility of the client. We will contact the printer/vendor for proper file distribution, but will require a p-card to capture costs.

project requests

how to submit a project request

Beginning Thursday, July 19, all projects should be initiated using **Myorderdesk.com**, a web-based program that allows our clients to submit projects and instantly track the status online, 24 hours a day/7days a week. The convenient, intuitive interface also has comprehensive help menus, wherein, you can look up FAQs, submit questions or chat live with a support representative. The following pages walk you through how to initiate a project with the department. If you have any questions about the system, please contact Stephanie Spencer.

1 Log-on to the system by going to: myorderdesk.com/CTCreativeMarketing



1 Enter your e-mail address and “tribune” as the password. Most of our clients’ information has been added to the system, however, if you’re a new user and the “tribune” password doesn’t work, you may also create a new log-in by selecting **New to Our Site, Start Here**. After logging in, you have the option of changing your password under **My Account**.

project requests

2 Choose “Project Request” from the menu options

You'll have (4) options to choose from:

- **Change Request** - Copy changes, quick edits, things that do not require design time
- **Creative Brief** - More illustrative, multi-element projects with longer turn-around times
- **Project Request** - Turn-key projects with quicker turn-around times
- **Send a File** - Submit attachments only



The screenshot shows the Chicago Tribune Company website interface. At the top, the Chicago Tribune logo is displayed in a blue box, followed by the text "Chicago Tribune Company". Below this is a navigation bar with the following options: Home, Send Files & Orders, My Jobs, My Account, and Logout. The "Send Files & Orders" option is currently selected. Below the navigation bar, the text "Welcome Steph Test Test" is visible. The main content area features a "Next Step: Select a form for this job." section with a list of four options: Change Request, Creative Brief, Project Request, and Send a File. The "Project Request" option is circled in red. Below this section is a "Software Utilities" section with a link to "Software Downloads & Utilities" and a "Get Help or Contact Support" link. At the bottom, there is a "TOP" link and links for "Privacy and Refund Policies" and "Terms of Service".

project requests (cont.)

3 Complete the project request form

Chicago Tribune
Chicago Tribune Company

Welcome Steph Test Test
Home Send Files & Orders My Jobs My Account Logout

Form Selected: Project Request

Chicago Tribune CREATIVE MARKETING project request

* Required information.

Job Specifications

Project Name *
Initial Proof *
Final Draft *
Project Lead *
**This person serves as the liaison between the designer and primary stakeholders and provides final approval on all proofs and revisions.*
Primary Stakeholder #1 *
Primary Stakeholder #2 *
**These people communicate project direction and revisions to the Project Lead (see above.)*

Estimated Revenue & Cost Center Acct. Information

Estimated Revenue *
Business Unit: *
Budget Ledger#: *
Department #: *

Creative Specs

Creative Elements *
Color *
How is artwork sent? *
Proof *
Quantity *
Printed Sides *
Paper Size *

Job Specifications

Job Notes *

To expedite projects, please limit changes to a maximum of three rounds. Projects with more than three rounds will be subject to an hourly fee.

Last Step: Attach & Send Your Files or Information

Attach Files
 Send - No Files to attach

Send Click to send.

[Get Help or Contact Support](#)

4 You can switch between forms if you'd like, using this drop down menu.

5 Fill in the fields as you would normally.

6 Attach any necessary fonts, graphics, documents, etc. pertinent to the job here, by selecting **Attach Files**. If there are no attachments needed, select **Send - No Files to attach**, and hit the green **Send** button to submit the job.

project requests (cont.)

7 Email confirmation

After submitting the job, you'll receive an instant email alert, letting you know that the job has been received on the Creative Marketing internet server, along with a job tracking number. With that tracking number, you can select, **My Jobs** in the interface and follow the status.

 JOB RECEIVED


 The Chicago Tribune Interactive Internet server has received your job,
 Tracking #1523693.

 REVIEW OR PRINT A COPY

 To review or print a copy of the order you sent us, use this link:
<http://PrintNotify.com/Go.asp?L=J=93134=1523693> <<http://PrintNotify.com/Go.asp?L=J&P=93134&J=1523693>>

 Thank You,
 Chicago Tribune Creative Marketing Department

 Transfer Time: 1 second
 Time Savings due to Compress: 0.0000
 Actual Files Size: 0.0707



Chicago Tribune Company

Welcome Steph Test Test

Hotlinks > MY JOBS | Job ID | HELP

[Home](#) [Send Files & Orders](#) [My Jobs](#) [My Account](#) [Logout](#)

[Jobs Sent](#) [My Favorites](#)

Jobs Sent by Me
 Since 6/2/2007 Page: 1 of 1

Filter jobs by
 Age, show past 45 days

The Jobs Sent tab is an overview of all the jobs (orders, files and quote requests) you sent. Click the underlined job number in the "Tracking #" column (below left) to see its complete details. [tell me more...](#)

Tracking # <small>Sort # / Size</small>	Job Status / Approval Status <small>Sort Status / Sort App1</small>	Sent / Rec'd Date <small>Sent: Newest 1st Sort S. Oldest / Sort R</small>	Vendor <small>Sort Vendor</small>	Project / Form Name <small>Sort Proj / Sort Form</small>
<p>Icon Key</p> <p>You have no jobs for the time period selected (From 6/2/2007 - 7/17/2007) You may have jobs/files that are older – use the pulldown list above to select a longer time period.</p>				

Check mark all Jobs on this page [Set Jobs/page_Refresh](#)

Job Control Center

Jobs above, click one:
[Update Favorites](#) * HV upgrade needed. [Details](#)

[Job Report](#) [Details](#)

Example:
Email confirmation

Example:
My Jobs tracking interface

project requests (cont.)

what happens next? (the internal process)

- Once we've received your project request, we will assign one of the categories below to the job as it moves through the production process, via a status update email.
- The designated categories are:
 - Closed
 - Designer & Job# Assigned
 - In Progress
 - On Hold
 - Proof Sent to Client
 - Revision Alert - more info. to come
 - Unable to Process Job
 - Unspecified - misc. notes
- Afterwards, the Designer logs in, downloads the artwork and job ticket. The Designer and the Client are then free to discuss the job.
- To receive email alerts and status updates from us, **please add autonotify@PrintNotify.com** to your address book.

july 16th meeting recap

revisions

Project revisions are limited to three rounds. Clients will be notified when they are approaching their third. Please note, additional changes may be subjected to an hourly rate. While we recognize there are varying levels of what could be considered a revision, we'll work with you to maximize your "bank" of rounds.

customized collateral

Customizing collateral (ex. Powerpoint presentations, award certificates, basic sell sheets, etc.), will be evaluated on a case by case basis. We certainly recognize the need for specialized materials, depending on the client and the opportunity, and we will still continue to provide creative in those instances. For access to our templates, please visit: <http://marketing.tribune.com/ppts.html>

filler ad process

With guidance from Bob Robinson, the Marketing team, will now determine filler ad sizes based on:

- Amount of copy
- Run dates
- Specified sections
- Requested special sections

What this means for stakeholders:

- Increased efficiency
- Fewer ads competing for space
- More probability sizes will run

message management

What is message management?

- A program to highlight upcoming content
- The process will be spearheaded by the new Brand Specialist reporting to Sherri Turk
- The new Brand Specialist will also be a copywriting resource

To maximize the effectiveness of message management in the future, we are exploring the following options:

- Utilizing smaller, non-traditional sizes
- Developing "franchise" positions
 - Fixed ad sizes and designated sections
 - List format, not consisting of heavy design elements
- Developing online iterations
 - This new approach will enable us to promote print content, online

july 16th meeting recap

interactive/print/advertising integration

Part of the Creative Department's transformative change process is to be collaborative, strategic partners in meeting your business objectives. Through this process, we will:

- Continue to provide strong creative concepts
- Build loyalty through brand execution
- Create conceptual solutions that extend client campaigns
- Increase integration of print and online solutions
- Serve as a strategic resource for growing revenue & readership

Innovative Media Kit

This integrated sales tool will act as a narrative to innovation, serving as a creative, quick, portable, reference for both current and potential advertisers. The kit will highlight "out of the box" advertising opportunities, across our suite of products, in print and online.

To preview the innovative media kit or website, please contact Joe Perz.

Strategy & Development - Miller High Life Games

Another example of our transformation from creative services to a dynamic agency, is the work we're doing with Miller High Life, a project with a projected \$230K in revenue.

- There will be 20 Chicagoland bars and sponsors, facilitating a series of bar games, spanning six weeks, where participants can win prizes and giveaways
- The majority of creative will be done in house by both Creative Marketing and Chicago Tribune Interactive
- Utilizing both RedEye and Chicago Tribune Interactive products, in addition to leveraging the Events/ Sponsorship opportunities, the Miller High Life Games project is a shining example of the great integrated strategic work that Chicago Tribune Media Group can provide and will continue to do more of in the future.