



Operations Guide: Production and Design

Production Department Activities:

The production manager is assigned to assure that the following activities are completed on schedule.

- Log books - Ads (orders), articles, and classifieds are logged into the appropriated log books and kept up-to-date.
- Database is updated with new Order information for both regular ads and classifieds.
- Copies of all new orders and copies of log book pages (ad log books and classified log books) are sent to the billing department for billing.
- Order forms and final proofs are filed in the customer files.
- Autofax reminders and flyers are sent on schedule.
- Ad designs are performed expeditiously and signed proofs are obtained from the customers.
- Articles are processed properly, proof read, and compared to Article Submission Guidelines.
- Classified section and Health Calendar.
- Production schedule (3-2-1-0).
- Proofing.
- Communication with printer.
- Handling and management of email.
- Updates to web site.

New Orders, New Ads and New Articles

New Orders: When a new order comes into the office, the order form is placed in the new orders box at the front desk for the publishers signature. Once the Order is reviewed by the publisher and signed, the order is placed in the New Orders box in the production department for processing All new orders should have a Design Order attached so the production department knows how to proceed with the ad design.

- 1) Log the new orders in the appropriate log book.
- 2) Update the database with the new order information.
- 3) Use the Design Order to produce a new ad design on a proof form, and complete a Design Charge sheet. Place the Design Order in the New Classified box in the Production room. This will be used to update the classified layout.
- 4) Send a copy of the order and the Design Charge sheet to the billing department for billing.
- 5) Send a copy of the ad design to the salesperson for their approval.
- 6) Make any changes necessary and send a copy of the ad design to the customer for approval. The customer may send the proof back, but may need to be prompted to do so. If necessary call the customer and tell them they need to send the proof form back. In cases where the customer desires changes, then have them indicate the changes, sign the proof and send it back. Once the changes are made, send a final proof back to the customer so they see the final design.
- 7) Signed proofs are to be filed in the customer file.

New Articles: New articles come into the office a number of ways and a copy must be placed in the Article log book for the appropriate edition.

- 1) Enter the submitters name in the article log book. If there are articles which you feel certain are coming but have not been received then write those submitters names in the log book so you can follow-up on the article with the sales team and customer.
- 2) Compare the article with the Article Submission Guidelines to be sure the article is submitted in the right form and the content is appropriate. If the format, or content, is not correct, then fill out a Article Evaluation form and have the Manager or Editor review it. Send a copy to the submitter so they can correct any problems. If we make minor changes to an article to make in consistent with the Article Submission Guidelines, then we send a copy to the customer so they can see the changes before printing it.
- 3) Process the articles using GV OCR, OP OCR, converting to MSWord 6.0, adjusting the type, the heading, the author, type size, font, spacing. Reprint the article in word format and place with original.
- 4) Proof read the article to make sure all typo's, formatting, names, etc. are correct so the article can be placed in the paper layout in the corrected form.

New Classifieds and Listings: New classified ads and Listings for regular customers must be added to the classified layout when the come in. If listings arrive after the deadline, then they are added the following week. If a classified ad arrives after the deadline, then the ad will be added only if the ad contains dated material.

- 1) Enter the classified ad order in the Classified log book.
- 2) Classified display ads will be set-up the same way regular ads are and sent to the customer for approval.
- 3) Updating listings for regular customers is done using the Design Orders.

Update Database: The company maintains all contacts with customers and prospects on a large Customer/Prospect database. See Database Operations on page 108. The Production department must also keep track of contacts with customers and prospects using the database.

Order information must be added to the database in the “Order Information” area as soon as practicable.

Status is used for a number of different functions in the office, so this information must be maintained meticulously at all times.

Billing: Send copies of all orders and log book pages to the billing department on Mondays. To be included in this package are:

- New orders received over the past week.
- Design Charge sheets for any charges made by the Design Shop.
- Updated pages for the edition just printed, the edition going to press this week, and the edition going to press two weeks out.

The billing department will indicate that the customer has been billed by putting an invoice number in the “Inv#” blank on the log sheet. This is how we track billing so this information must be maintained accurately and meticulously at all times. For prepaid ads, enter the amount and date paid in this box before sending the log sheets. If they are paying by credit card, enter a cc in this box on the log sheet.

Inserted (page#)	acct #	Customer name (and Ad Name if different)	Ad size	Price	Inv #, cc or Amt paid	Ad on File?	Placement	Color Y/N? What color?	Article Y/N?	SP (initials)	Design Charges
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											
16											
Page totals (# of Ads, \$ amount for ads, \$ amount for Design Chges)											

WARNING!! Once Entered - Any Change to This Log Book Requires Direct Authorization of The Company President or His Designee.

Articles and Reminders:

Sources for Articles: Articles are received from several different sources.

Articles from customers: Your HEALTH is designed to have articles about current health topics written by local health professionals. In this way, the public can read about a problem they have and know where to go and who to see for a solution. We encourage professionals to write articles because 1) It helps them get patients they can help, and 2) The public will be able to find someone to help them.

The articles received from professionals must be objective and of general interest. The company's article submission guidelines are developed to offer the author a guide to generate the best material possible.

When an article comes into the office, it is compared with the guidelines to be sure it is acceptable for publishing.

In some case, the author talks about himself/herself in a way to promote their own point of view, qualifications, experience, etc. Although this may seem like a way the author can get a favorable reaction from the public, it most likely will have the opposite effect. The public is not going to respect or respond favorably to a self-promoting article.

On the other hand, if the article focuses on the patient's problem, offering strong information to help the patient understand the problem, then that professional will be sought out for services. In this way, the patient gets what he/she needs, and the professional gains a patient to help.

Press releases:

Press releases are generated by companies and individuals that feel something newsworthy is happening and they want to make the media aware of it. For example, a new health facility is planned but the public is unaware of the planning. By sending a press release to the media, the media can then pass the information on to the public.

Press releases should be written in a form that a newspaper can reprint without rewriting the entire story. However, many people writing press releases don't know this and submit items which are self promoting and fall outside of the guidelines. Keep in mind that press releases are generated to inform the press, not necessary to be used as articles.

In order for a press release to be printed as an article the following must be done:

- 1) The material must be written from a third person point of view.
- 2) It must be informational and not self promoting, and,
- 3) The headline must be rewritten to be of interest to the general public.

In most cases it is easy to edit a press release so it can be used as an article. Since press releases are informational in nature, they may be edited without the authors consent, or guidance as long as the facts are reported accurately.

In cases where press releases are received and promote one point of view, it is always advisable to get the other points of view so the information is as factual as possible.

Internally written articles

The editorial department may generate articles from time to time about current health topics. These articles must follow the same guidelines as other articles.

Article Topic Suggestions

The editorial department may require, at times, the sales or customer service department to seek out professionals of a certain specialty or training to gain articles about breaking or important health topics. In this way the publication can run feature stories and special editions that focus on a particular topic or area.

Articles from the Internet

It is relatively easy to find a huge amount of information on the internet that can be reformatted and reprinted. The areas where this is available include web sites of major health related associations, i.e. Cancer Society, NIH, US Public Health Service, FDA, Heart Association, news groups, etc.

In addition to articles, comics, crossword puzzles, graphics and other materials can be directly acquired from the internet.

News Services/Syndicates

Many services exist which will provide high quality article material at a reasonable cost. These services usually provide materials only to subscribers to their service. The cost can run from a few dollars a month to several thousand. Examples of services/syndicates are Associated Press, Reuters, Knight-Ridder etc. There are literally thousands of services that will provide editorial matter for newspapers.

Article material acquired this way can help generate sales by gaining sponsors for the articles/section. For example: YOUR HEALTH could decide to run several articles about seniors.

Reminders

Article Reminders: Customers need to be reminded of deadlines so they can prepare articles and other materials. By sending them a reminder, we can avoid delays and avert complaints from customers that, they did not know or did not have enough time.

For all regular customers, the Status field in the database tells us whether they are running in this edition. Using this field we send them an automatic fax reminding them of the deadline with the attached Article Submission Terms and Conditions.

- 1) Reminders should be sent on Monday for the Edition coming out next week.
- 2) Be sure the database is completely updated before faxing reminders.
- 3) Perform a Find in the database for all customers who need a reminder. Select the Edition (County) field for the Edition coming up next week, and the status for that will include all current customers and those who ran (but expired) in during the past three months. Press Find. Check to be sure you have selected the right group.
- 4) Click the target button that says Go To Autofax Screen.
- 5) Under Reminders enter the Edition and the deadline.
- 6) Then click the small button beside Article Reminder.

The Article reminders will be faxed to the customer, and a log of who received a reminder will be placed in the Fax History log on the database.

Article Preparation

Articles are received from sources which include: Health Professionals, Government Agencies, Public Relations Companies, Press Offices, wire services, and internally.

Articles are received by: fax, hard copy, computer media(diskette), email, or internally typed.

When an article is received it must be printed and placed in the article log book. The article must be logged into the log book.

Once the article is printed it must be evaluated by either the Sales/Customer service Department, Production Department, Editorial Department to assure that it meets the companies guidelines for article submission. The guidelines are printed on the back of each advertising order form so each customer will have a copy. The guidelines are available as a separate sheet to fax or send to customers or others wishing to have materials printed in YourHEALTH.

If it is determined that the article is inconsistent with the guidelines, a article evaluation form is completed by the production department indicating the areas or concern and the article with the evaluation are sent/faxed to the customer by the Production Department, Sales/Customer Service/Editorial Department/or Office Manager. The article is attached to the evaluation form and kept in the article log book. When a corrected article is received, the article and evaluation are filed in the old article material box and replaced in the article log book by the new article.

Each person submitting an article authorizes use of the article in YourHEALTH™ and agrees to have the material printed in YourHEALTH™ without any expectation of remuneration.

Article Reminders - All customers who will be advertising in a current month will receive a reminder call for article submission at least one week in advance of the deadline date. These reminders can be sent by the Editorial department/Sales Customer Service/Production Department/Office Manager and when they are sent, they must be entered properly in the company's database.

Processing Articles Articles must be placed in the proper Article Log Book, and logged including, the name of the article and the submitter/author. In some cases when it is known that an article is coming but it hasn't arrived, the name and submitter should still be logged in. These articles can be allotted space in the paper layout. Once the article is in the office, this should be checked on the log sheet.

During article processing, each step must be checked off in the log book. When an article is typed it must be sized and the size entered in the column provided. To determine size of an article in column inches use this formula:

$$((\# \text{ of words}/39) + 2)$$

Formatting Articles - Articles must be formatted in MSWord documents. They are prepared including:

- Title (bold/centered)
- the by line (By (name, company name))
- typing in 10 point Times
- 12 point leading, justified, word wrapped
- .25 indentation on paragraphs
- and no other special formatting.

Articles are placed in a Word document in several ways, including:

- Typing from the key board
- OCR(Optical Character Recognition) using Global Fax OCR or Omnipage Direct
- Copied from a floppy disk or zip disk
- Copied from an email document

If the articles are submitted in the proper format, at least 12 point type and a block type like helvetica or arial, then the articles can be converted to Word documents easily, efficiently and in a short time period. Therefor the company stresses this with people submitting articles.

Once they are formatted in Word documents, they must be proofed for errors, spellchecked and corrected.

Articles must be saved on the Layout Shop 2 hard disk in a folder for the month they will be running. The article file must have the same name that appears in the article log book.

Editorial Control - YourHEALTH reserves the right to edit any material it sees fit, including ads, articles, or other materials. All articles must be compared with article guidelines to assure compliance with YourHEALTH article guidelines. If there is question about a particular article, this should be brought to the editors attention immediately.

Typing Articles - Articles that need to be typed are typed into a Word document in the above format.

OCRing articles - Articles can be OCR'd using the following two systems:

1. OmniPage Direct - This requires the use of a scanner and both the Layout Shop and Design Shop computers are equipped with this technology. OmniPage Direct is named so because it scans the article directly into a Word document.

- Open a new Word document.
- Place the document on the scanner in the proper orientation.
- Under the Apple menu, select OmniPage Direct.
- In the dialogue box that appears, indicate if the document is one page or multiple pages.
- Select Scan. The scanner will begin scanning the document. (There are several adjustments that can be made by the person fully trained in the use of this software. To do this check the Software Documentation, or seek advise from a supervisor.)
- Once the article has been completely scanned, check Done.
- The article will then appear in the Word document and can be formatted appropriately.

2. Global Fax OCR - This program is available on the fax computer, and saves time.

- Open the fax document to be OCR's.
- Using the editing tools, select the portion of the document to be OCR's.
- Select the alpha symbol in the control strip at the bottom of the page.
- In the dialogue box that appears, select the format (this should be preset to MSWord and come up auto-matically), uncheck the box that says scan all pages, and name the document. GV OCR only scans one page

at a time, so if the document is more than one page, it is necessary to go through this process for each page. Name the document "name.#" with the # indicating which page it is. However many pages that are OCR's, that will be the number of Word documents created.

- Select Recognize in the dialogue box. This will read the document and save it in a Word document. Perform this process for each page.

- If there is more than one page, then open name1 in Word. Then open name2 etc. Copy the contents of name 2 etc into the name1 and save the entire document. Place the document on the Layout Shop 2 computer in the appropriate folder.

- Print the document and correct the format, spelling, and compare to article guidelines.

Email Articles - Articles that are email can be taken directly from the company's email server. They are copied by selecting the type, selecting copy, and pasting into a Word document where they can be printed, formatted and compared to article guidelines.

Article submitted on a diskette/zip disk - Articles submitted this way whether prepared on an IBM compatible or a MAC, can be opened by Word. Place the disk into the Layout Shop computer, and from Word, open the document. Then the article must be printed, formatted and compared to article guidelines.

Your HEALTH Magazine

8500 Leesburg Pike • Suite 409 • Tysons Corner VA • 22182 • (703) 288-3130 • fax (703) 288-3174
4201 Northview Dr • Suite 401 • Bowie MD • 20716 • (301) 805-6805 • fax (301) 805-6808

ATTN: _____ fax #: _____

FROM: _____ fax #: _____

YourHEALTH Magazine's "Article Submission Terms and Conditions" state requirements for submitting article(s) for publication, and appear the Article Reminder sent to you via facsimile.

The attached article was received by YourHEALTH Magazine and requires your attention. Please review the comments and checked boxes for more information.

Title: _____ Submitted by: _____

Fax Number: _____

Comments: _____

- The article format required is;
 - Block type, at least 12 point. Acceptable block type is Helvetica, Geneva or Arial. One or more of these fonts are found on all word processing and page layout programs.
 - Maximum length of 500 words and minimum length of 150 words.
- The article must be objective. Both sides of an issue or opinion were not discussed.
- The article speaks adversely toward another person, professional, provider, service delivery system, philosophy or position.
- Statements made as fact must be submitted with sources or research findings to substantiate the claims made. Please provide current and valid documentation of the claims made.
- Sources, where referenced, must be acknowledged.
- Quotes, when used, must indicate the source quoted.
- Article was self-promotional and articles should be objective for best results.
- The perspective of the article was not in the correct person, i.e. first, second, third.
- The article was received after the deadline.
- Other: _____

Please make the appropriate modifications and fax back the reformatted version to _____ on or before _____.

If you have any question, please contact our office.

Designing the Ad

On the file server for the Layout Shop, under YourHEALTH/Med News Layouts/ADs/AD Templates, there is a template for each size ad offered by YourHEALTH.

Naming the Ad:

To begin designing the ad, determine what size the ad is from the Design Order and launch the appropriate template in Pagemaker. Name the ad, and save the ad into the correct folder under Ads. When naming the ad be sure to name it in a way that it can be found. The company has thousands of ad designs on file and if the ad is not named properly, then it may be difficult to find. The name of an ad should include the company name, and if it is a persons name, the last name should be first. After typing in the name, put a date at the end of the name for the month and year the ad is to run. Example, Smith.Joe.7.99. Use periods only to separate names and dates.

Proof Block Information:

At the top of each ad template is a Proof Block. This information must be filled out for all ads. It can be filled out in the computer and printed out with the ad or written in after the ad is printed out. This information includes a name, including: company name and contact person, the date, fax number, month, edition the ad is for and the due date.

The Basic Ad Design

Each ad is submitted on a design order. The information on the design order guides the basic form of the ad. The template is set-up with margins that are exactly the width of the ad, and the height can be adjusted accordingly. On the pasteboard adjacent to the page layout on each side there are marks indicating where the top of the ad and bottom of the ad are located. The guides are locked in these positions and may not be moved or changed.

Using the guides provided, draw a box around the border of the ad. Type in the information from the design order. Use a different text block for each different size type, and each different style font to be used. NOTE: Do not let the text block hang over the edge of the ad. on the sides or bottom.

Once all the information is typed into the ad, adjust the font style and size of the type. Reposition the type so it is aesthetically pleasing and effective. Also, it may be advisable to use a graphic border which can be imported using the “place” command from the File menu. If a graphic or picture is to be included, it can also be imported using the Place command from the File menu.

After completing the basic ad design, print the ad and submit it to the sales department for approval. If the sales department is not available to approve the ad, then the editor can approve the ad design.

Once the ad is approved, fax it to the customer using the information from the Design Order. After the faxing is complete, write the date, time and initials of the person faxing the ad, on the bottom of the ad proof.

Put the ad in the box marked “Ad Proofs” in the design shop.

Put the Design Order in the box marked Classifieds

Put the ad design materials in the box marked Set-Up Materials

Put photographs in the boxes for photographs and file them by last name or description.

Put graphics in the box marked graphics for ads.

Advanced Ad Design

Ad designs are usually basic when dealing with small companies or people who are not familiar with effective ways to advertise. The experts say this will be about 80% of the people advertising. When more advanced advertisers or companies are involved, it may be necessary to perform a more advanced advertising design. In this case, type size, font and positioning, graphics, and photographs may be used in ways that can substantially increase ad performance. Principals from textbook training, known design effectiveness standards, and tested advertising methods can be used in these cases, and may require the input of several staff members including the Editor. Becoming an expert in advertising design takes a great deal of work, experience and study.

The textbook “Tested Advertising Methods” is in the Design Shop and should be understood by the Production staff to assure that standard principles are used when designing ads, and that we can reference the material for customers. Exerps from that book are included here for a quick reference.

Want to get results from your advertising campaign?

Here's what the experts say.

Copywriters rely on tested and proven methods of writing headlines, making offers and moving people to action. Amateurs usually rely on what they think looks good. The difference is found in the results.

The experts say:

- An advertisement must have three parts:
 - 1) An appealing headline or graphic to get the readers attention. The opportunity to get the reader's attention is only a few seconds, so this is no place to take chances.
 - 2) An appealing body explaining the product and making an offer.
 - 3) An appealing call to action.

There are three types of headlines that must be understood and used correctly to assure the most effective campaign.

1) Self-Interest. The most powerful headline appeals to the readers self-interest.

Example of a good self-interest headline: **Here's how your family can stay healthy.** The self interest is evident. The reader wants his/her family to stay healthy. And, "Here's how" makes the reader want to read more of the copy.

Example of a poor self-interest headline: **Doctors Family Medical Clinic.** This headline doesn't address the self-interest of the reader.

2) News. The second most powerful headline is news; News of a happening, news of a new technology or news about a person. People are always interested in news.

Example of a good news related headline: **High Tech Medical Center Opens.** The reader will want to know more about this and will read on.

Example of a poor news related headline: **Specialty Care Services.** This headline doesn't make the reader feel that there is something newsworthy to read about.

3) Curiosity. The third most powerful appeal is curiosity. Something that will peek the curiosity of the reader will get them to read the ad.

Example of a good curiosity headline: **These three things prove that doctors care.** People want to know what the three things are and read the ad to find out.

Example of a poor curiosity headline: **Doctors Care.** There is nothing to get the reader to read further.

To be successful, a headline should be written in a way that has one or more of these important attributes. When writing headlines, compare them to these age old axioms about headlines and see how well they measure up.

NOTE: Excerpts from John Caples, Tested Advertising Methods, were used in this circular.

TIPS FROM...



DESIGN SHOP

Advertising Campaigns That Get Results Use These Basic Principles

• There are three types of headlines that work. All the others, believe it or not, do not work. Here are the three types of headlines that work.

- 1) Self-interest
- 2) News or Information
- 3) Curiosity

A headline that doesn't include these is very unlikely to get results. This has been tested and proven, however, many small businesses fail to design ads that include these. Consequently they develop a jaded opinion of advertising, or keep spending money without getting the results they desire.

• There are four appeals that work. Just as with types of headlines, other appeals do not work. If your copy doesn't include one or more of these appeals, it is very unlikely to work.

Sex/sex appeal. Not just—or primarily—the physical act, but also love, affection and friendship.

Greed. All the things—physical and emotional—that money can buy.

Fear. Fear of losing what you have...of not gaining what you hope to achieve...or both.

Duty/honor/professionalism. Not what's in it for me, but what is best for those I serve—the right medicine, the longest lasting sewer pipes, the most effective fire engine.

How does your copy measure up?

If you're trying to get results, put your own headlines and copy to the test before you spend your money running the ads.

Determine what "type" of headline you have. Is it focused on the self-interest of the reader? Does it offer news or new information to the reader? Does it make the reader curious enough to read the rest of the ad? If it doesn't, then change it so that it does, and test it again.

Does it have a strong appeal?

Is it sexy? Like it or not, people like to see appeals that are sexy, emotional, or loving.

Does it appeal to the greed of the reader; the desire for the things that money will buy?

Does it evoke fear from the reader? Does it show how the reader can lose what they have?

Does it appeal to the readers sense of duty or professionalism?

Again, if it doesn't, then change it so that it does and test it again.

There are many techniques and advanced practices that copywriters use to get results. For more information, the following literature is suggested:

John Caples, Tested Advertising Methods, fifth edition. Prentice Hall Business Classics. 1997.

David Ogilvy, Ogilvy On Advertising. Vintage Books. 1985.

Claude Hopkins, My Life In Advertising. NTC Business Books. 1966.

TIPS FROM...



DESIGN SHOP



RULES FOR DESIGNING HEADLINES/ADS

To assist you in achieving the very best results from your advertising campaign we have condensed material from leading literature on advertising design, which you may find helpful in reaching the target population and gaining the best results.

• **Three types of headlines:**

- 1) Self-interest
- 2) News or Information
- 3) Curiosity

Consider with each headline/ad if it appeals to one or more of these three.

• **Four appeals that are most effective:**

Sex/sex appeal. Not just—or primarily—the physical act, but also love, affection and friendship.

Greed. All the things—physical and emotional—that money can buy.

Fear. Fear of losing what you have...of not gaining what you hope to achieve...orboth.

Duty/honor/professionalism. Not what's in it for me, but what is best for those I serve—the right medicine, the longest lasting sewer pipes, the most effective fire engine.

• **Writing the headline,** these are tested formulas for making an effective headline.

Headlines that have announcement quality, or that have a news style.

Begin your headline with one of the following words or phrases:

- 1) Introducing
- 2) Announcing
- 3) New
- 4) Now
- 5) At Last
- 6) Starting/Beginning (date)

Feature the price or a special offer.

- 1) Feature price in your headline
- 2) Feature reduced price
- 3) Feature a special merchandise offer

4) Easy payment plan

5) Free offer

6) Offer information of quality

Using keys words in headlines.

- 1) "How to" or "How"
- 2) Why
- 3) Which
- 4) Who Else
- 5) Wanted
- 6) This
- 7) Because
- 8) If
- 9) Advice

Other types of headlines

- 1) Use a testimonial style
- 2) Offer the reader a test
- 3) Use a one-word headline
- 4) Use a two -word headline
- 5) Warn buyer to delay buying
- 6) Speak directly to the reader in first person
- 7) Address the headline to a specific group or audience
- 8) Ask a question
- 9) Offer benefits through facts and figures.



DESIGN ORDER

Date: _____

GENERAL INFORMATION:

Please use the information to the right, on the back of this form and the information attached, to create a Ad Design Proof for:

Customer name: _____ Date proof is needed: _____

Size(s): 1/8 1/6 1/4 Mini1/2 1/2 Exclusive Page Full Page

Edition: AS AF PW LWF PG AA MC SM Spec Other _____

Month it will run: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Fax Proof of ad to the attention of: _____ Fax #: _____

- The space to the right is provided to indicate the information which best meets the needs of the customer when creating this design.
- Indicate clearly what information is to be included.
- Show placement of photo's or special art work and attach them to this Design Order.
- Any additional text which will not fit in the space provided ~~should be written in a larger space on the back of this form or~~ **ATTACHED IN HEALTH PROFESSIONALS DIRECTORY: Each Customer Receives a (3) line listing in the Directory of Health Professionals under (1) heading. Please indicate the heading desired and the exact verbiage :**

HEADING: _____

Line 1: _____

Line 2: _____

Additional comments: _____
Line 3: _____

YH.DESIGN ORDER (rev. 9.10.01) Initials of person making this order: _____

Headlines:

1) _____

2) _____

3) _____

Message text:

Offer:

Call to action:

Address(es) and phone #(s):

Use the other side of this form to show design layout.

Sample Proof Block

Rating Advertising Designs

By rating advertisements against known principals we can assess the potential success of the design. Here is a simple form that can be used to rate ads. All ratings are on a scale of 0-10, 0 being the lowest.

Ad designed for whom? _____

Name of Ad (if no name, give a name)? _____

1) Advertisements must be directed to the target audience. Rate how well it does.

Who is the target audience? _____

Who does the ad appeal to? _____

.....

2) The structure of the ad should contain a headline (or graphic), a message/body, an offer and a call to action. Rate how well it has these components.

.....

3) The appeal must be effective to gain and keep the attention of the reader. The known effective appeals are listed here. Rate the ad against each one.

Sex/sex appeal. Not just—or primarily—the physical act, but also love, affection and friendship.

Greed. All the things—physical and emotional—that money can buy.

Fear. Fear of losing what you have...of not gaining what you hope to achieve...or both.

Duty/honor/professionalism. Not what's in it for me, but what is best for those I serve—the right medicine, the longest lasting sewer pipes, the most effective fire engine.

4) The headline must be effective to get the reader to read the ad. The three types of known effective headlines are listed here. Rate the ad against each one.

Self-interest of the reader

News or Information about something the target market has an interest

Curiosity

Rating:

TIPS FROM...



DESIGN SHOP

Classifieds

Classified deadline is the Monday immediately preceding the regular deadline.

Directory of Health Professionals

- Should be maintained weekly.
- All display advertisers get a 3 line listing free. The information for this listing is taken from the design order. Once the Operations Manager has finished with the design order, they will be placed in the PSD box in the Design Shop, use these design orders to update the listing.
- Paid directory ads - these ads will be mailed, faxed, or brought in and must be prepaid. First log the ads into the classified log book. Then fill out a billing agreement & submit it to the office manager with payment. Once the payment has been posted the agreement will be given back. Log the payment date & type into the classified log book. Write the start & stop month & issue at the top of the agreement. Attach the agreement to the front of the book to be added to the listing on Wednesday.
- Ads that are called in - When calls are received a billing agreement must be filled out. If the customer has a fax machine fax the agreement for a signature, if not write voice authorization on the signature line. Credit card payments can be taken over the phone (visa & MC). If the customer is going to mail the payment, do not run the ad until payment is received.

Entering Ads & Updating Listing

• Classified layouts are stored on L.Shop 2 - YourHEALTH - Layouts - Classifieds - Classified Layouts. Ads are updated weekly and are saved as the issue that they appeared in. Remember when updating to always open last weeks publication, not last months layout for the publication you're working on.

1. Make sure month & year on the flag in the upper corner are up-to-date.
2. Go through the layout & remove boxes from around the paid display ads & remove small fillers at bottom of columns.

*******SAVE FREQUENTLY....IT WOULD BE A SHAME**

TO LOSE ALL YOUR HARD WORK*****

3. Get all ads that need to be added and update the layout. After each ad is entered, put a check mark with enterers initials at the top of the page & place the agreement in the back of the log book.
4. Once all ads are entered go through and make sure headings aren't duplicated.
5. Start formatting the layout. Make sure there is a heading at the top of every column.
6. Once formatting is complete, put boxes around paid display ads & insert filler house ads where needed.
7. Print out & proof (Make sure all ads in the display ad log book are listed in the Directory of Health Professionals. Make sure all ads in the Classified log book are in.)
8. Make corrections in red ink.
9. Make corrections in computer, print out, & place on the paper layout boards in the design shop. Save your final corrections.
10. Go through the classified ad log book for the next issue & call to renew agreements if they expire with the current issue.

Health Calendar

Hospitals have the opportunity to print a calendar of health events. This information must be submitted by the deadline, one week prior to the press day, and will be formatted according to existing standards. This space is provided free of charge to the hospitals, so it is not intended for use by the hospitals to advertise classes that they charge for. Only items that are free can be promoted in the health calendar. If the hospital is an advertiser, a more lenient approach can be used and other than free programs/classes can be included.

Hospitals and other institutions that may be hospital related, government, institutional or educational are notified (1) week before the deadline for health calendar information, i.e. (2) weeks before press day. Notification may be performed by telephone, fax, or mail, but must be done on schedule in order to assure materials are received timely.

There is a specific box provided for Health Calendar materials in the press room. All health calendar materials should be placed in this box.

The Health Calendar should be completed three days before press day. Each area has hospitals that participate in calendar events. These materials should be compiled and entered into our health calendar format. (Times, size 10; heading bold & centered, text justified). There is a Health Calendar file in the computer for each issue. Those files can be found on Layout Shop 2 under A-Med News; Layouts; Health Calendars. Health Calendar information should be entered and saved as a word document under the Health Calendar folder. Once all information has been entered and saved the document can be placed into the Health Calendar Template (the health calendar template for each issue is deemed to be the Health Calendar layout from the previous month).

Open the Health Calendar Template & change the month & year on the template's master page. Save as HC-Current issue.month/year. Look at the paper 'dummy' and determine what page the Health Calendar will be on. Enter the page number in the Health Calendar layout & place the word document on that page. The Health Calendar is always positioned near the back of the paper on an even numbered page.

Health Calendar Reminders: Health calendar reminders are sent the same way as article reminders. Use the database to select hospitals and other Health Calendar submitters. There is a special field which indicates people who need to receive a Health Calendar reminder. Select this field, enter Y, go to Autofax screen, enter the edition, deadline, and press the button for Health Calendar reminder. This will fax a reminder to the selected group and place an entry in the Fax History log in the database.

Paper Layout and Proofing Schedule

3-2-1-0 Procedure - The procedure derives its name from the numbers that correspond to the number of days before press day and day 0, which is press day. Press days are Friday unless it is a holiday. In that case press day may be on Thursday or Monday.

Day 3 before press day (Tuesday) - There is a production meeting on Day 3 to ensure proper communication between all departments for the upcoming edition.

Steps to be completed prior to the production meeting:

- Production will need to know exactly what additional ads to expect, so sales and Customer Relations must have completed projected sales forms for the production meeting, indicating size of ads. Note: space that is not logged into the ad log book, or spoken for at the production meeting, will most likely be placed in the last third of the paper.
- All ad orders logged into the ad log book by Production/Administration.
- Paper Layout Calculations completed by Production department.

9:30am Production Meeting

Determine the number of pages needed based on the monthly goal.

For example, say the current publication value is \$9,223. The goal for this week's publication is \$11,636.

Answer these questions:

How many pages of ads are needed for: (get figures from Paper Layout Calculation Sheet completed by Production department)

- 24 page paper: 1.3, 28-page paper: 4.9, 32-page paper: 8.5

How much in sales is needed to reach the publication's goal?

- In this case, \$2,413.00.

How many new ads are expected from inside/outside reps?

- Let's say the reps are expecting 4 1/4 page ads, an exclusive and an 1/8.

How much space will be needed for these ads, and how much will they increase the publication's value?

- 4 1/4 page ads can fit on one page, and an exclusive takes up another page, and the 1/8 will take up a small portion of a third page. So approximately 2.2 pages are expected. The expected \$ value of these ads (according to sales reps) is \$1,825.

So, after subtracting the \$ amount expected from sales reps ads, how much \$ is still needed to reach this publication's goal?

- \$588.00

Since you know you have 2.2 pages of ads coming in, a 24 page paper would not be big enough, so you'll have to do a 28-page paper. You needed 4.9 pages of ads, but after the 2.2 pages from sales reps, you only need 2.7 pages, and you need \$588.00 to reach your goal. This can easily be reached by selling those last 2.7 pages as remnant space.

10:30am-2pm

Complete administrative duties

2pm-5pm

Process articles and design/change ads.

Day 2 before press day (Wednesday) -

8:30 am Continue to process articles and design/change remaining ads.

3:00 pm Create paper layout dummy on Paper Layout Dummy (PLD) form.

1. Assign color pages, and note color on each one.
2. Assign Health Calendar and Classified.
3. Assign full-page ad on last page. Write in ad name and record location in ad log book.
4. Assign full-page ad or exclusive page on page 3. Write in ad name and record location in ad log book, (if exclusive page also record location in article log book.)
5. Assign color ads and associated headlines on color pages. Write in ad name and article name on dummy and record locations in log books.
6. Assign exclusive pages to positions available towards the front of the layout. Write in ad name and article name on dummy and record locations in log books.

Check-point 1.

At this point the PLD should include:

- All color plate assignments,
- Ads on page 3 and last page,
- All exclusive pages.
- All color ads and associated articles.
- Assigned positions for HC and Classifieds.
- All assigned positions recorded in log books.

At this point, what is left to assign is:

- Non-color ads, and associated articles, and,
- Non-color ads without articles.

8. Assign non-color ads. Fill publication from front to back.

- Assign headline articles and associated ads on pages based on position they are logged for (for example, front half or back half). Write in ad name and article name on dummy and record locations in log books.
- Assign all remaining non-color ads without articles based on the position they are logged for. Write in ad name on dummy and record locations in log books.

9. There should be a blank page or more toward the back of the layout. Assign one or more blank pages as “go-to” pages. All go-to’s will go here. Layout go-to’s on the inside of these pages first, then use the outside top, then the outside bottom.

10. There should be blank pages left depending on how many pages were discussed during the production meeting (in the example, approximately 2.7 pages should be left blank, unless sales has already sold them as remnant space).

Check point 2. At this stage, in addition to what was done at check point 1, the PLD should include:

- All non-color ads, either with or without articles, and spaces for go-to’s.
- 10.** Make copies of PLD ME.

Day 1 before press day (Thursday)

8:30 am Since the deadline for ads/articles was Wednesday at 5pm, there are probably a few ads/articles that need to be processed. Continue to process these articles and design/change remaining ads. Also, update Health Calendar and Classified.

12:30pm Place ads, articles, Health Calendar and Classified, according to the PLD. Build layout in exactly the same order as the PLD was created, finishing each step before moving on to the next step. Be sure to update Table of Contents.

5:00pm Print ALL pages and give to ME.

Day 0 - Press Day (Friday)

8:30am ME proof ads and articles with red pen.

Production needs to set up any ads/articles that were sold last minute as remnant space. This should not take long, as remnant space is generally sold to existing customers with ads already set up and old articles on file. These ads/articles are to be placed on remaining blank pages and printed. A circle should be drawn around them with a highlighter to indicate that they are new, and given to ME to proof.

10:00am Production proof same pages, ads and articles, with blue pen.

11:30am Make corrections. Staple proofed pages together, in order, and put in Proofed pages tray in layout shop. (pages with red and blue marks).

12:30pm Begin creating PDF.

1. In Pagemaker, under the file menu, select "Create Adobe PDF..." If asked would you like to save document, select yes.

2. "Distill Now" should be selected. Be sure that "Include downloadable fonts" and "Override Distiller's Options" are checked.

3. Beside "Override Distiller's Options" select "Edit..."

Color Images and Grayscales Images should read: Downsample to 200 dpi

Compression JPEG High. Be sure that Embed all Font is selected.

4. Click Okay.

5. Under Range, select only the color pages in the layout (including front and back cover). 6. Click "Create"

7. Create a new folder on Desktop named after today's date (in the format 1.1.2002). Inside this folder, create a folder called "Color Pages". Save the file as "Pages____.pdf" (fill in the blank with the page numbers, such as 1,3,12,24).

8. After this PDF file is done, repeat all steps for non-color pages, naming the new folder "No Color".

2:00pm Print the PDF files on 8 1/2 x 11 paper. Go through this copy and complete a Press Day Checklist.

2:30pm Give printed copy and checklist to ME for review. ME should verify everything on the Press Day Checklist.

3:00pm If any changes were made, a new PDF file should be created for those pages. Go through the process of creating a PDF for only the changed pages (saving them in the appropriate color folder), and save the new file as NEWPages____.pdf. The old pdf file remains the same.

Comprint must be notified of any NEW pages being sent, so they use the new changed pages instead of the old unchanged pages. Indicate NEW pages being sent on the Print Order Form before faxing, and speak with someone at Comprint.

3:15pm Stuff the pdf files. A safe file size to send individually is about 10 MB. If the entire folder size is less than this once stuffed, go ahead and send the entire paper at once. Otherwise, stuff the Color folder and No Color folder separately and send one at a time.

3:20pm Open Fetch connection to the printers FTP site. Connect to:

Host Name: 12.153.32.140

User: medicalnews

password: medical

/medicalnews

(This connection should be bookmarked as Comprint).

Drag the stuffed files to the Fetch window to begin sending to Comprint. Call Comprint to make them aware you have begun sending files and ask them to alert you if anything seems to be going wrong on their end. Check your screen frequently to make sure the files are actually being sent—if the file transfer freezes, Fetch may appear to still be sending the files, so you must be sure to check that the number of bytes transferred is steadily increasing.

Fax the small 8 1/2 x 11 copy of the paper to Comprint.

4:50pm All files should be sent. Call Comprint to verify they received everything okay.

PAPER LAYOUT CALCULATIONS OF SPACE

Edition: _____ **MONTH:** _____

_____ **INCHES OF AD SPACE.** Add all the sizes of ads in the ad log book and record total number of pages here.

56 INCHES TO FRONT PAGE. Remains constant.

_____ **INCHES TO CLASSIFIED ADS**

_____ **INCHES TO HEALTH CALENDER**

20 INCHES TO MASTHEAD

_____ **INCHES TO SPECIAL SECTION HEADERS**

_____ **INCHES TO ARTICLES.** • (find in article log book)

_____ **INCHES TO PHOTOGRAPHS** • (find in articles log book)

_____ **INCHES TO GRAPHICS** • (find in article log book)

_____ **TOTAL NUMBER OF INCHES**

1/8	6.5	x	_____	=	_____
1/6	9	x	_____	=	_____
1/4	12	x	_____	=	_____
m 1/2	18	x	_____	=	_____
1/2	24	x	_____	=	_____
m 3/4	30	x	_____	=	_____
3/4	42	x	_____	=	_____
full	56	x	_____	=	_____
Excl	56	x	_____	=	_____

TOTAL INCHES OF AD SPACE =====

20 pgs @ 57% = 638 inches. 24 pgs @ 59 % = 793 inches 28 pgs @ 61% = 956 inches. 32 pgs @ 63% = 1129 inches.

@ 20 pages, _____ **inches of ads are needed. This equals** _____ **pages.**

@ 24 pages, _____ **inches of ads are needed. This equals** _____ **pages.**

@ 28 pages, _____ **inches of ads are needed This equals** _____ **pages.**

@ 32 pages, _____ **inches of ads are needed. This equals** _____ **pages.**

The result of the production meeting is that the publication will _____ **of pages.**

This includes _____ **inches of ads already logged and** _____ **inches guaranteed by the sales force.**

Based on this # of pages the percent ads is _____ **and percent articles is** _____.

Calculate percent advertisements and percent articles, as follows: Ad inches / total inches x 100 = percent ads.
 Articles inches / total inches x 100 = percent articles

OTHER:

* Inches devoted to articles is found by the following method.
 Perform word count when article is typed. Divide number of words by 39 and add two. This will give you the total number of column inches required for the article at 10 point, 11 leading and two inches for the head-line and by-line. Maintain completed copies of this form in the press room.

1	2	3	4	5	6	7

8	9	10	11	12	13	14	15

16	17	18	19	20	21	22	23

24	25	26	27	28	29	30	31

YourHEALTH

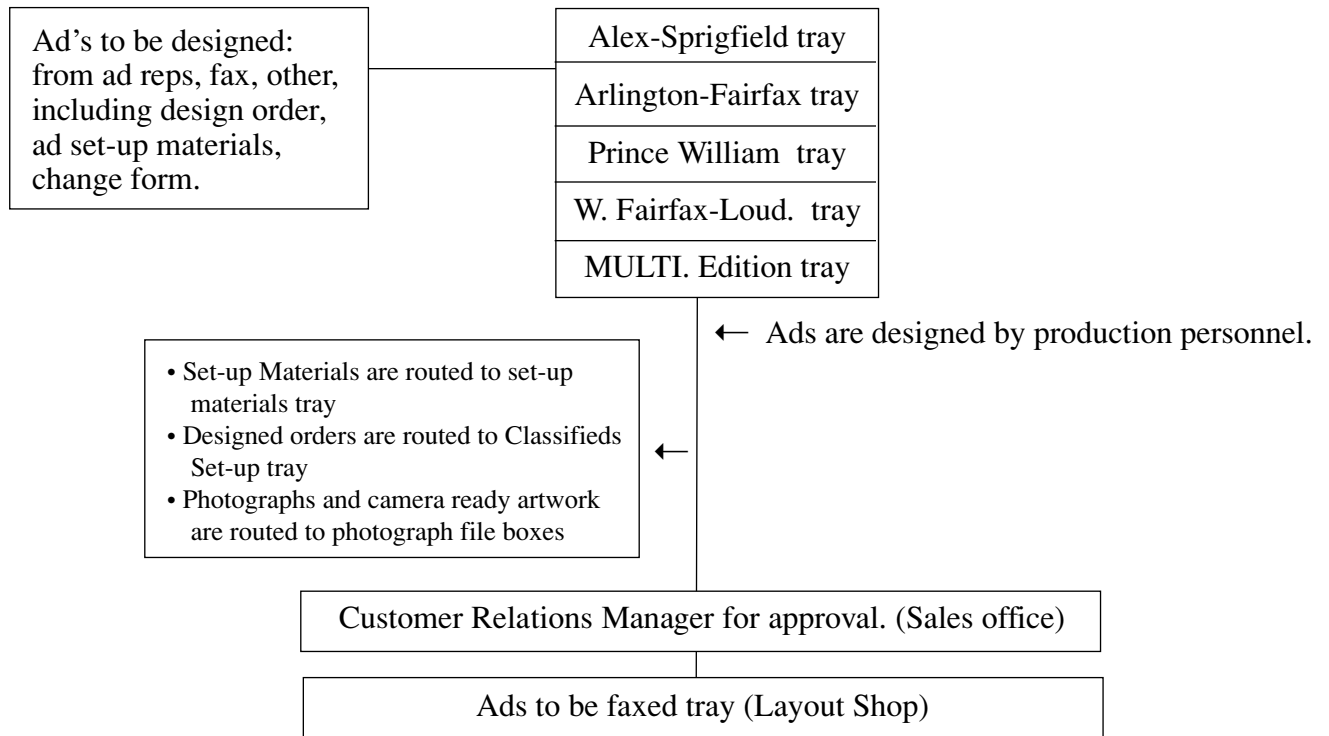
Press Day Checklist: issue _____ mth _____		date /	time /	initials
YourHEALTHflag w/ trademark		/	/	/
Colors correct, ie. good contrast and appearance		/	/	/
Volume/Issue #		/	/	/
Date on front page		/	/	/
Edition name		/	/	/
Correct postal permit #		/	/	/
Date and page #'s on each page folio		/	/	/
By-lines on each page		/	/	/
To & from page #'s		/	/	/
Table of contents, page #'s correct, consistent w/ front page		/	/	/
<i>Ads:</i>	_____ # In Log Book _____ # In Paper	/	/	/
	Are all ads proofed ? _____ # not _____	/	/	/
	Graphics/logo's/photo's correct/high quality	/	/	/
	Expiration dates correct in all ads!	/	/	/
<i>Articles:</i>	Headlines correct and appealing	/	/	/
	Go-to headlines correct and appealing	/	/	/
	Go-to format correct on all go-to's	/	/	/
	By lines correct	/	/	/
	Proofed according to proofing procedure	/	/	/
	Spell checked in pagemaker	/	/	/
	Photographs are correct and high quality	/	/	/
<i>Health Calendar:</i>	All material entered	/	/	/
	Material proofed	/	/	/
	Dates/times correct	/	/	/
<i>Classified:</i>	All material present	/	/	/
	Consistency in data entry	/	/	/
	All listings classified correctly	/	/	/
<i>Layout:</i>	All border lines correct	/	/	/
	Articles and ads laid out for best appearance	/	/	/
<i>PDF Ads included:</i>		/	/	/
		/	/	/
		/	/	/
		/	/	/
		/	/	/
		/	/	/
		/	/	/

Supervisor's Signature _____

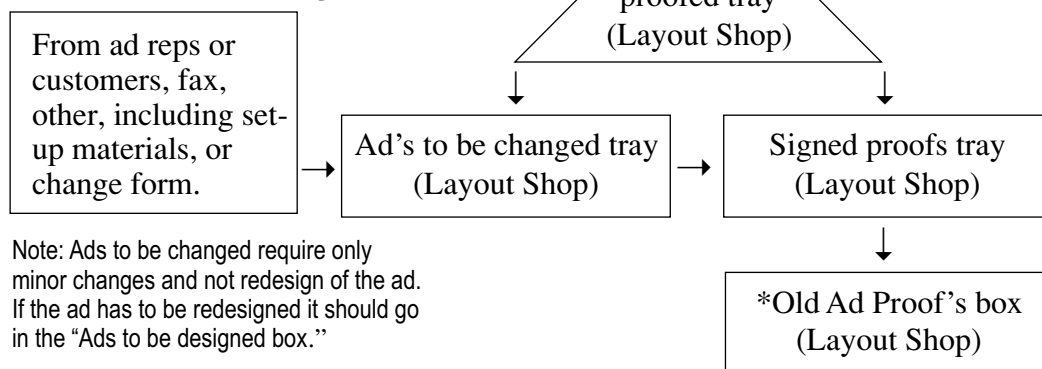
date: _____ time: _____

Layout Shop Paperwork Routing Guide

Ad's to be designed



Ad's to be changed



* Note: Old Ad proofs are stacked according to date. When moving them from the stacking trays to the file box, set them on top and they will be essentially in date order.

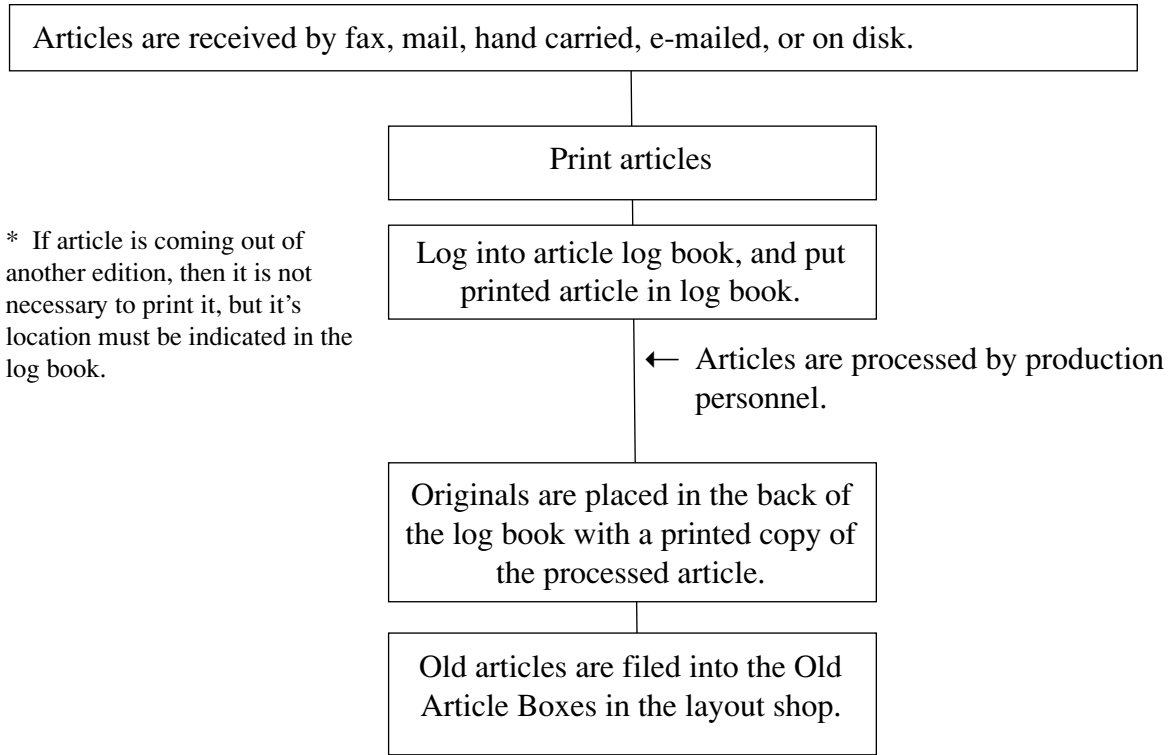
Materials used to create the ad are stacked in the Set-Up materials tray in the layout shop. Includes design order, graphics, verbiage, etc. Old set-up materials are stacked in the old-set-up materials box.

Photographs are filed in the photograph file boxes, according to last name or company name, in the layout shop.

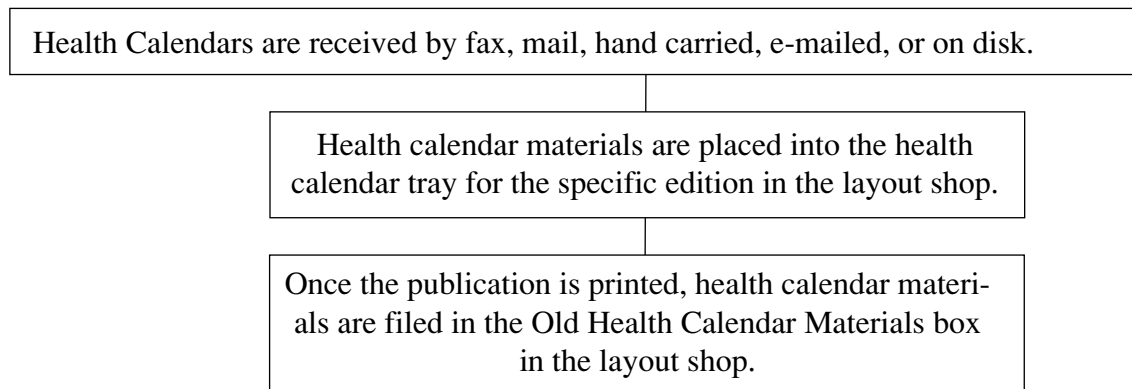
Change orders are stacked in the change order tray in the layout shop. Old change forms are stacked in the Old Change form box in the layout shop.

Layout Shop Paperwork Routing Guide

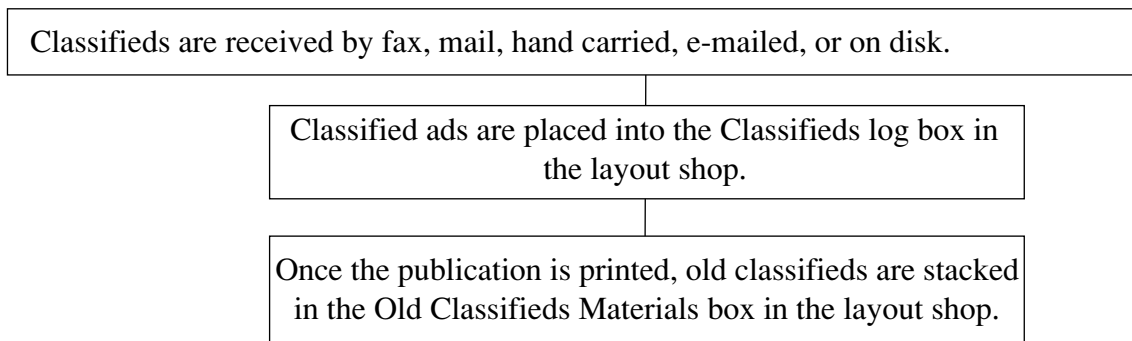
Articles/Press releases



Health Calendar



Classified Ads



Handling and Management of email

email for the office is handled by the Production dept. The email addresses as of 10.1.02 are:

Virginia: production@rcn.com

Maryland: designshop@erols.com

email needs to be checked often for the following:

email correspondence from customers and other interested persons.

- Ad designs and materials
- Articles for publication
- Resumes for Human Resources

email documents received by Production should be processed and routed to the right place.

Web-Site Management

The company maintains a web-site for the purpose of posting articles on-line. The articles are original articles produced by our customer.

The web-site is set up with:

- A main page showing the overall site map which includes a link to Health Education Articles.
- A html document where the titles, and authors, of articles are listed and are linked.
- pdf's of the articles is a specific format, which we call reprints.

The reprints are then available for the customer to download to have a copy of the article in this format. They can then print the article, use it in their own office, or hand it out as a flyer. The general public can also access the pdf's and find the information they need.

After the publication goes to press, the Production staff brings up the Pagemaker layout and a Reprint layout. The article and any phot's or graphics get redesigned into a reprint for the web-site and stored in the folder called Reprints.

Reprints

The purpose of this procedure is to bring health education to the public by way of distributing the Reprints to the author's office.

I. Reprints

A. Reprints are to be done the day after press day.

B. Coordinate a time schedule with the production assistant to use the main computer which contains the paper layouts.

C. Open the most current layout.

1. Go through & locate articles that are long enough to fit on the 8 1/2 by 11 template. If articles are lengthy, a second page of the reprint can be done.

D. Open the Reprint Template -

1. Go to the master page of the template & change the publication title & month & year if necessary.

2. Save this so that this step doesn't need to be repeated for each reprint.

E. Reduce the window of the template & of the layout so that both are visible on the monitor.

F. Copying the article from the paper layout to the template.

1. Find the article that is going to be reprinted.

2. Click on the article in the paper layout.

3. Make sure the entire article is showing to ensure that the article is not "cut-off" during transition to the template.

4. Using the arrow tool in combination with the shift key, click on all areas of the article that will be copied to the template. (Title, By line, article) Once these have been moved, select the customer's picture, if available, & the name under the picture & move them to the template.

5. Once these items have been moved to the template, save the template as Author's last name.month/year.

G. Set-up the article on the template, save, & print.

H. Repeat previous steps for each article that needs to be reprinted.

I. Distribute to Account Executives.

1. Once all reprints have been printed, proofed for errors, & corrected, give them to the account executive who was in charge of that particular publication.

2. That account exec. will then distribute the reprints to the appropriate execs.

J. Distribute to Customers

1. The account executives will hand deliver each reprint to its author.

2. The account executives should suggest that the customer do one of the following with the articles.

1. Suggest that the customer make copies of the reprint & distribute them in their waiting room.

2. Suggest that the customer frame the reprint & display it in a place that is visible to the public.