

# Save a Tree ...

## Go Paperless with

How to move to a Paperless Environment

- It starts with Order Entry
- Digitize the Ad Copy
- CAS : Web Modules
- Electronic Work Flow





# It starts with Order Entry

## Enter Accurate Ad Information

Production needs to assume the system has the correct information about the ads they need to design.

## Utilize all available input fields

Pickup Ad Information  
Source  
Copy Status

### FILL OUT TICKET

STRAIGHT  
PU CHANGE  
NEW  
COPY  
CAMERA  
SPEC

## Ad Make-Up Notes

Learn to communicate using system notes

## Stop Work Order Printing

The information you need is in the system, use the software.





# Digitize the Ad Copy

## Start Using Ad Layout Sheets

New Ad Design

Tearsheets w/ Mark-up



## Scan Hard Copies

Turn all ad copy into an electronic file.



## Get everyone on board

Encourage advertisers to also go digital.  
Provide training and documentation when necessary.





## CAS : Web Modules

### Quick Order Entry and COE

Order Ads On-Line from anywhere

### Ad Submit

Upload electronic materials

### Ad Inquiry

Real Time Ad Statuses

Customizable Ad Queries

### On-Line Proofing

Email, Auto Notifications, Approve and Mark-up on the web.

### EditionAdBoss

Edition and Ad Statuses

### eTearAdBoss

Electronic tearsheet handler





# Electronic Work Flow

## Start with a work flow diagram

Know the ad production process

## Ad Tracking

Prioritize work by establishing deadlines

Customize ad queries

## Don't be redundant

Don't replicate what you're already doing electronically.

No more ad jackets, no more bins

