

Official Co-op & Condo Directory of Services

Ad Trafficking

*****Every ad must have a folder*****

Once ads are collected from sales place into 3 categories:

Pick-ups

Pick-ups with change

New ads

Enter all of the ads into the database.

Print out all ads and place into appropriate folder.

For all new ads, once designed, run the pdf through pitstop and check for any visible errors.

Print out and place in folder.

Send out low-res pdf's to sales for approval.

Return all folders back to sales department for final approval. Make sure that all folders are initialed upon return and the Approved box is checked.

Once returned, place all folders in category order for easy access and organization.

Remember that all ads must have a category and many will also have a sub-category.