

Good Morning,

Production has asked me to reach out to you with a couple of concerns regarding the Soft Proofing System (Dalim) and the way that it is being currently used. There seems to be some confusion on what is considered acceptable when placing **PINS/NOTES** and the information contained with in those **PINS/NOTES**.

This email is intended to clarify some of these practices. Below is a list of the most common reoccurring issues Production is seeing and the proper way to handle them.

These are in no particular order.

1) Random pins placed on ads:

- **PINS/NOTES** should be placed **ONLY** where a correction and or change is required.
- **PINS/NOTES** placed on left hand side of ad requesting a change to be made on the right hand side of the ad is unacceptable.
- If a **PIN/NOTE** does not place where you intended it to go. Use the **MOVE** tool to move it. In the iPad app **TAP** and **HOLD** the pin, then drag it to where you want it.

(See Screen shots #1 & #2 below)



2) When placing PINS/NOTES on an ad, place them from TOP to BOTTOM and from LEFT to RIGHT in order.

- When placing PINS/NOTES you need to place them from TOP to BOTTOM and from LEFT to RIGHT. This allows Production to work your ad more efficiently with out having to hunt and peck through the ad.

- Any "MAJOR" changes to the ad (i.e. - Redesigns/Re-Do's, Theme changes, Color scheme changes, ad size changes....) should be the first PIN/NOTE and placed in the upper left hand corner of the ad. Both Designers and Proof Readers look here for these type of instructions.

- **DO NOT** place a PIN/NOTE for any major changes in the middle or bottom of the ad. When these type of instructions are not clearly marked and in the proper place it causes your ad to be delayed do to the fact that it will have to be reworked twice. Once for the original changes and the second time due to the request for a redesign/re-do placed in the wrong place on the ad.

(See Screen shots #3 & #4 below)



3) Place PINS/NOTES on top of where actual correction is to be made.

- Place PINS/NOTES on top of where actual correction is to be made. **DO NOT** leave the PINS/NOTES where it is and **DRAG** the text box over where you want the correction to be made.

- Any one who opens the document can move these PINS/NOTES boxes around (*not the PINS/NOTES themselves*). This will lead to your corrections not being made and or being made wrong due to confusion on "where" the correction was to be made.

- This goes hand in hand with item # 1

(See Screen shots #5 & #6 below)



4) Say what you mean, mean what you say.

- Please use plain English. no abbreviations, symbols and or assumptions.
- If you cannot convey your message/corrections using the mark up tools in the Soft Proofing System (Dalim). Please contact your City Manager first. If your City Manager cannot help you, your City Manager will contact Production and find out the best way to resolve the issue.

(See Screen shots #7 & #8 below)



5) Emailing corrections/changes to Production is NOT ACCEPTABLE.

- If changes are extensive, please contact Production and find out what is the best way to get the information to Production. 99.5% of the time the Mark Up Tools are sufficient.

- DO NOT put NOTES in the COMMENT BOX. This is not a PIN/NOTE and will not show up on the ad (on iPads, see screen shot #10). The COMMENT BOX is for Admin use only and records into the HISTORY REPORTS. Designers and Proof Readers can not see these notes.

(See Screen shots #9 & #10 below)



6) Customer with multiple ads.

- It does not matter if a customer has one ad or six. **ALL** ads must be marked up even if the changes on all ads are the same. **THERE IS NO WAY AROUND THIS.** Every ad has to be marked up in the Soft Proofing System (Dalim). Production can not guarantee that the same designer will work on one customers ads, let alone all six. This becomes virtually impossible to keep track of after corrections start coming in and the ads coming in are staggered. Not to mention the nightmare it becomes for the Proof Readers when they open an ad to proof it and all it says is “see changes made to ad XXXX-XXXXMI.” They may not have access to that particular ad if they have already proofed it and approved it. It disappears from their Que just like a Sales reps ad disappears out of their Que after Approving or Rejecting the ad.

(See Screen shots #11 below)



I have also included 2 links below to **YOUTUBE** videos that go into more detail on how to use the Soft Proofing system (Dalim) and the iPad App.

Dalim E-Proofing: Using the Dalim Dialogue App on the iPad

<http://www.youtube.com/watch?v=QyWQyJxZ9as&feature=youtu.be>

Dalim E-Proofing: Mark Up Window -- Making Notes

http://www.youtube.com/watch?v=bPw_qaLLO2w&feature=youtu.be

These items are not negotiable. They are the guide lines that SAVE ON EVERYTHING has put together to insure a consistent flow of information from Sale to Production and back to Sales. If more explanations is needed in any of the six areas that have been identified or you have a question about the Soft Proofing System (Dalim) in general, please feel free to contact me directly and we can discuss it in further detail (248) 244-2142.