



NOTES: Once Proof Reader sends out email with RSS link to ad that needs to be reviewed to Sales Rep/CSR the Sales Rep/CSR will have 48 hours to review the ad. If the ad has not been reviewed within 48 hours the ES System will send out a second notification to the Sales Rep/CSR notifying them that the ad has not been reviewed and will extend deadline 24 hours. If the ad has not been reviewed after the second notice has been sent out (24 hours) the ES system will send out a third email notification to the Sales Rep/CSR Plus CC: Sales manager alerting all parties that the ad has not been reviewed.

Misc Notes:
 - Meta Data: What Meta Data will show up in ES? Will we be able to see meta Data- Zone Codes.
 - How are emails generated with in ES. Do we have an option to create more than one email notification message? (First Proof/Final Proofs)
 - Can ES projects be set up as ISSUES with individual ads that need to be approved?

Production Ad Workflow (Digital Soft Proofing backbone)

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