

05/07/2024

NEW AD TIMELINE & PROCEDURES-GOAL IS TO HAVE AN AD WEEKLY

MONDAY- Lisa Baldwin emails ALL agents asking for ad text, photos, and number of ads they want, this is **due by Wednesday noon.**

TUESDAY- Lisa make calls for reminder

WEDNESDAY- Lisa Baldwin reserves Ad Space w/ Jacqueline Patane at Stuart News **by 3pm** on Wednesday via email to JPatane@localiq.com

Lisa Baldwin creates a word document that follows this outline...

1. Ads are listed in the order, going across and from top to bottom, of the ad
2. Ads are labeled w/ Agent Name and street address and text in an orderly fashion
3. Must use proper grammar and punctuation, do not start w/ 4/3/2! Write an ad that sounds desirable. Please note in BOLD anything like Open House so Melinda knows to include the address and time of the open house or Banners to be added.
4. This word document is saved w/ the date of the ad as its name, this is saved into the ad dropbox as well.
5. Note that photos must be saved separately outside of the word document. Photos must be labeled w/ property address and agent name.
6. Agent photos must be properly labeled.
7. **All photos MUST be HIGH Resolution...**do NOT use small image files from the MLS, check resolution before you send them.
8. This needs to be done in one word document email and then w/ photos attached properly labeled. This can't be done in 2-3 ads at a time...this is one document of text for the ENTIRE AD.

THURSDAY- Lisa Baldwin emails the word document and the photos (as separate attachments, properly labeled) to Melinda Brault at Geminye Design Group **by 10am on Thursday to** melinda@geminyedesign.com

Melinda will email back a proof to Lisa by 3pm on Thursdays...Lisa is to then check the ad and send it to the agents for them to approve the proof or make changes. **Changes must be received by 8:30am on Friday.**

FRIDAY- Lisa Baldwin will check email for changes at 8:30am, and CALL agents if she hasn't heard from them that they approved the ad. She will then email Melinda all changes (in one email) by 9am. Note we are on deadline day, and this cannot be delayed!

Melinda will make all changes and send in the ad to the newspaper by 10am in a print ready pdf to JPatane@localiq.com. Melinda will also email Lisa Baldwin the final ad.

Lisa you will then email the ad to Director of Marketing at marketing@remaxofstuart.com and add it to our advertising dropbox. Lisa you will also be responsible for tracking the agents' ads, so Deidra has it for billing.