

FREE! NEED A RIDE? **GET**

AUTO

THE PREMIER SOURCE FOR SAN DIEGO'S BEST CAR DEALERS

CHECK OUT OUR DEALER'S ENTIRE INVENTORY ON AUTOGUIDE.COM



SATURN OF WEST 78
2205 Vista Way
866.29

www.saturn.com

CONSUMER SOURCE


The BIG Book! ISSUE 0630
JUL 28 - AUG 3, 2006

auto guide

ORLANDO AREA

Your Weekly Guide to New & Pre-owned Vehicles!

free SERVICE SPECIALS INSIDE!



SATURN OF WEST 78
USED CAR AND TRUCKS

SEARCH BY MAKE AND MODEL

FREE ★ **GRATIS**



Courtesy ▶ **Ford**

2006 Ford Expedition
4x4, 3.0L Duratec, 1700 Miles, 100% Dealer Service

CALL 888-827-8282

CHECK OUT OUR CLASSIFIED ADS

CONSUMER SOURCE

The BIG Book! ISSUE 0627
JUL 07 - JUL 13, 2006

auto guide

SOUTH FLORIDA

Your Weekly Guide to New & Pre-owned Vehicles!

free SERVICE SPECIALS INSIDE!

Countyline Lexus
3805 South State Road 7 - Hollywood, FL 33023
866-386-1208



2006 Lexus SC430

FIND VEHICLES UNDER \$7,000!

CHECK OUT OUR CLASSIFIED ADS SORTED BY MAKE AND MODEL

auto guide.com

CONSUMER SOURCE

The BIG Book!

auto guide

ORANGE COUNTY

Your Weekly Guide to New & Pre-owned Vehicles!

CHEVROLET **CONNELL CHEVROLET**
2828 Harbor Blvd. - Costa Mesa CA, 92626
866.313.4779



2007 Chevrolet TrailBlazer
4x4, 6-Speed Power Window, 100% Dealer Service

CALL 866-313-4779

SEE PAGE 17 FOR MORE ON THIS CAR!

CHECK OUT OUR CLASSIFIED ADS

CONSUMER SOURCE

The BIG Book!

auto guide

Great Chevrolet

TIM MARBURGER MAZDA
288 Concord Ave. - Costa Mesa, CA 92626
888-238-2382



2006 Mazda
This car is a great example of a 2006 Mazda. Call today!

CALL 866-386-1208

FIND VEHICLES UNDER \$7,000!

CHECK OUT OUR CLASSIFIED ADS SORTED BY MAKE AND MODEL

auto guide.com

Jimmy Herlocker:
GM of Tim Marburger Mazda

mazda

**creative production
artist training manual**

Table of Contents

<u>Introduction</u>	A1-A3
<u>General Information</u>	B1-B3
<u>Artist Quick Reference Guide</u>	1
<u>Ad and Database Standards</u>	2-3
<u>File Maintenance</u>	4
<u>Naming Conventions</u>	5
<u>Equipment Inventory</u>	7
<u>Backup / Maintenance</u>	8-12
<u>Preparing Display Ads</u>	13-14
<u>Submitting Materials To Corporate</u>	15-19



a PRIMEDIA company

The History of Consumer Source, Inc. - CSI

(formerly Haas Publishing Companies, Inc. - HPCI)

In the Spring of '06 Haas Publishing Companies, Inc. changed its name to Consumer Source, Inc.(CSI). This company was founded by Marshall Haas in 1975 as an advertising source for the multi-family housing industry in the larger markets of Florida. Marshall Haas sold the company in 1989 to Dillon, Read & Company, an investment group in New York. On May 7, 1994, Haas Publishing Companies, Inc. was acquired by K-III Communications, now known as PRIMEDIA, Inc. With this acquisition, Haas Publishing Companies, Inc. joined company with Automotive, Seventeen, Funk & Wagnall's Encyclopedia and a variety of other national publications.

Since its inception in 1975, Consumer Source, Inc. has grown through new market development as well as through significant acquisitions of existing publications. Consumer Source, Inc. has firmly established itself as a leader in the multi-housing industry and is known throughout the industry for its professional sales staff and the state-of-the-art technology of its production division, Electronic Graphics Group. Consumer Source, Inc. has also led the way not only in the distribution of its own publications, but in distributing a variety of other free publications through its distribution division, DistribuTech, which is the nation's largest and most successful consumer directory distribution network.

Following is a brief description of CSI's six divisions: Publications, Electronic Graphics Group, DistribuTech, Image Design Group, HPC Interactive and the Auto Guide.

Publications (PUBS)

Consumer Source began operations with one small publication, the Jacksonville, Florida Apartment Guide. From these humble beginnings came what is now the largest producer of free apartment and home guides in the nation, with over 100 publications across the United States.

Consumer Source refers to the publications as "markets", and the general staff will include a Publisher, Account Executive(s), Customer Service Representative(s) and Administrative Assistant(s). The larger markets may include additional personnel, usually a Market Manager and a Production Coordinator. Additionally, there are several markets large enough to include a Satellite Graphic Artist who is responsible for the majority of that publication's artwork.

One unique situation is the presence of "cross-town" markets, or markets that have another Consumer Source Publication in the same area. These markets are treated as separate and are expected to compete with each

Introduction

other. While it may seem like a conflict, CSI has discovered that where a cross-town market exists, our competition is nearly extinct.

Currently, CSI owns 76 apartment publications in 38 states. The well-known title "The Apartment Guide" is joined in these markets with titles such as "Apartment Shopper's Guide", and the "Apartment Book". The most common format for these publications is the "Guide" size, or 4 inches wide by 7 inches tall. The "Digest" size (aka the Atlanta format) is 5.25 inches wide by 8.25 inches tall. While the guide-size publications are usually black and white and the digest-size are in full color, there are a few exceptions to both. The majority of the publications are monthly, however, there are several bimonthly and quarterly publications as well.

In addition to the apartment publications, CSI also owns 32 new homes publications in 16 states. All of the homes publications are in full color, and most are standard magazine size, or 8.5 x 11. While there are a few bimonthly homes publications, the majority are produced monthly. Many of these markets also include other "products", such as annual builder reviews, maps and real estate guides.



Electronic Graphics Group is the production division of CSI Publications. EGG, located in Atlanta, is a fully integrated production facility in which all CSI apartment and homes publications are produced. Created in 1994, EGG has grown from five artists to over 75 people in positions ranging from Graphic Designer and Production Designer to Art Director and Creative Services Coordinator.

EGG is not a revenue generating division of CSI Publications. As a result, the only way EGG can positively affect the company's bottom line is to work as efficiently as possible. This means that EGG must always function with just enough personnel to accomplish the job.

By using the latest graphic design and page layout programs, EGG is on the cutting edge of publishing technology. With the majority of the publication using "direct-to-plate" technology, EGG is able to produce an enormous amount of artwork with minimal production costs. EGG East processes an average of 2,800 jobs each month, as well as the monthly production of approximately 28,000 pages. EGG accomplishes this monumental task by the strict enforcement of schedules and deadlines for artwork submission and production.

DistribuTech (D-Tech)

DistribuTech is the nation's largest distributor of free publications. DistribuTech has established exclusive distribution agreements with a number of the nation's largest retail chains, and these locations comprise the primary points where DistribuTech distributes all of CSI's publications. DistribuTech delivers over 24 million CSI magazines to over 30,000 locations annually, including nearly 18,000 of these highly prized exclusive retail locations. DistribuTech generates substantial revenues by leasing pocket space to over 650 non-CSI free publications. This revenue offsets the display allowances required for the maintenance of CSI community rack programs inside the participating grocery, drug, convenience and other mass merchandiser locations in the exclusive programs.

Image Design Group (IDG)

Image Design Group is the marketing arm of CSI Publications. Formerly a part of EGG, the Image Design Group is responsible for maintaining CSI's corporate identity through target marketing efforts, promotional materials, trade show booth development and media kits. IDG produces the highly successful "Rentin' & Ravin'" newsletter, a quarterly newsletter produced by all apartment markets. These newsletters contain helpful information to the management company personnel. Additionally, IDG designs and produces all the artwork for trade shows, including the booth design and creation.

HPC Interactive

Also formerly a part of EGG, CSI Interactive is the newest addition to the CSI family. CSI Interactive is responsible for the web site, www.apartmentguide.com. With over 10,000 properties advertised on the site, CSI Interactive has its hands full staying in front of the technology wave. The web site is listed on several search engines, including Yahoo, Webcrawler and Lycos. Since going on-line in early 1999, CSI Interactive has logged over 1 million average monthly "hits" on its web site.

General Information

Please review the CSI Employee Handbook for a comprehensive review of CSI's Policies and Procedures. The following information is intended to provide a guideline of expectations for the Auto Guide division, however, the CSI Employee Handbook supercedes all information contained herein.

General Rules and Regulations

It is required that all Auto Guide employees maintain the highest level of professionalism possible at all times. This includes when speaking with market personnel either via telephone or in person, when dealing with inter-EGG staffers or supervisors, and, most importantly, when dealing with CSI corporate representatives.

Office Address/Phone Number/Fax Number

Auto Guide
3585 Engineering Drive, Suite 100
Norcross, Georgia 30092

678.421.3000
800.216.1423
678.421.3101 (fax)
678.421.3327 (autoguide fax)

Office Hours/Company Holidays

The Auto Guide's normal hours of operations are 8:30am-5:30 pm weekdays. Please refer to your Employee Handbook for a listing of recognized company holidays.

Vacation/Sick Leave/Time Off

In addition to recognized company holidays, all CSI employees receive accrued vacation time and sick leave based on their tenure with the company. Please review the Employee Handbook for specific information.

All vacation requests must be submitted to the Production Supervisor for approval at least two weeks in advance of the anticipated date. All vacation requests are subject to denial based on projected workload and production schedules. CSI does not formally recognize "comp" time off as compensation for time worked outside of normally scheduled hours.

Dress Code

Company dress code is determined by several factors, including the work environment, locale and type of work performed. Employees' dress must be neat in appearance and be consistent with a professional atmosphere, keeping in mind the impression made on customers, visitors and other employees, and the need to promote company image and employee safety.

Monday through Thursday employees are required to wear business casual. Casual attire is acceptable on Fridays only.

Examples of business casual ...

Men: No ties required. Long pants, dress jeans, khakis (Dockers for example). Shirts with a collar (short sleeve polos are acceptable). Dress sandals acceptable.

Women: Slacks, dress jeans and casual dresses are acceptable. Shorts that are part of a business suit are acceptable; however, as a general rule of thumb, they are discouraged. Dress sandals acceptable.

Business casual clothing does not include:

Tennis shoes, t-shirts, shorts, jogging/sweat suits.

Examples of casual attire

Blue jeans, tennis shoes, shorts, etc.

For those who fail to abide by this policy, the following steps will be taken:

First offense:

Employee will receive a verbal warning from their immediate supervisor.

Second offense:

Employee will be sent home to change into more appropriate attire.

Third offense:

Employee will receive a written warning.

Fourth offense:

Employee will receive a second written warning.

Fifth offense:

Employment will be terminated.

General Information

E-Mail

All CSI employees with access to CSI's Lotus Notes system have active e-mail accounts. Please refer to the CSI Employee Handbook for guidelines and regulations regarding the use of and the content of company e-mail.

Servers/Archives/Software

The Auto Guide utilizes 10 NT servers to accommodate our electronic files. Access to these servers is achieved through NetWare Client and requires a login name and password. Passwords and other technical information can be received from the CSI IT department.

FREE! NEED A RIDE? **GET**

AUTOGUIDE

THE PREMIER SOURCE FOR SAN DIEGO'S BEST CAR DEALERS

CHECK OUT OUR DEALER'S ENTIRE INVENTORY ON AUTOGUIDE.COM



SATURN OF WEST 78
2205 Vista Way
866.29

www.saturn.com



SATURN OF WEST 78 USED CAR AND TRUCKS

SEARCH BY DEALER

FREE ★ GRATIS

CONSUMER SOURCE

The BIG Book! ISSUE 0630
JUL 28 - AUG 3, 2006


auto guide

ORLANDO AREA

Your Weekly Guide to New & Pre-owned Vehicles!

free SERVICE SPECIALS INSIDE!

Courtesy ▶ Ford



2006 Ford Expedition
4x4, 2006, 17000 Miles, 100% Dealer
Call: (407) 657-6200 \$27,995

CHECK OUT OUR CLASSIFIED ADS

CONSUMER SOURCE

The BIG Book! ISSUE 0627
JUL 07 - JUL 13, 2006

auto guide

SOUTH FLORIDA

Your Weekly Guide to New & Pre-owned Vehicles!

free SERVICE SPECIALS INSIDE!

Countyline Lexus
3805 South State Road 7 - Hollywood, FL 33023
866-386-1208



2006 Lexus SC430

FIND VEHICLES UNDER \$7,000!
CHECK OUT OUR CLASSIFIED ADS SORTED BY MAKE AND MODEL

auto guide.com

2006 Lexus SC 430
Chevrolet, 100,000 Miles, 100% Dealer
Call: (866) 386-1208 \$49,995

2003 Chevrolet TrailBlazer
Chevrolet, 100,000 Miles, 100% Dealer
Call: (866) 313-4779 \$14,995

2003 Mazda
Mazda, 100,000 Miles, 100% Dealer
Call: (866) 386-1208 \$15,495

Jimmy Herlocker:
GM of Tim Marburger Mazda

auto guide.com

mazda

CONSUMER SOURCE

The BIG Book! ISSUE 0627
JUL 07 - JUL 13, 2006

auto guide

ORANGE COUNTY

Your Weekly Guide to New & Pre-owned Vehicles!

CHEVROLET **CONNELL CHEVROLET**
2828 Harbor Blvd. - Costa Mesa CA, 92626
866.313.4779



2007 Chevrolet TrailBlazer
Chevrolet, 100,000 Miles, 100% Dealer
Call: (866) 313-4779 \$14,995

SEE PAGE 17 FOR MORE ON THIS CAR!

CHEVROLET

auto guide.com

CONSUMER SOURCE

The BIG Book! ISSUE 0627
JUL 07 - JUL 13, 2006

auto guide

Great Chevrolet

TIM MARBURGER MAZDA
288 Concord
888-2



FIND VEHICLES UNDER \$7,000!
CHECK OUT OUR CLASSIFIED ADS SORTED BY MAKE AND MODEL

auto guide.com

2003 Mazda
Mazda, 100,000 Miles, 100% Dealer
Call: (866) 386-1208 \$15,495

Jimmy Herlocker:
GM of Tim Marburger Mazda

auto guide.com

mazda

creative/production

◀ Production Quick Reference Guide

DAY ONE (DAY AFTER PRODUCTION):

- Copy Account Executive photos from Tablet PCs to Production Mac *page 8*
- Backup the week's photos to CD *page 9*
- Replicate AE tablets to carry new issue date *page 9*
- Review settings on Account Executive tablets and digital cameras *page 9*
- Check LCD masking on AE cameras *page 10*
- Check SD card AutoRun for AE tablets *page 10*
- Review power settings on AE tablets *page 11*
- Move last week's materials from by_dealer to by_issue *page 12*
- Begin working on display ads for the next issue *page 13*

DAY TWO:

- Continue working on display ads for the next issue; projects as assigned by Production Manager

DAY THREE (DELIVERY DATE FOR PREVIOUS ISSUE):

- Continue working on display ads for the next issue; projects as assigned by Production Manager
- **By 5:00:** Submit Weekly Market Production Update to Production Manager *page 14*

DAY FOUR (DAY BEFORE PRODUCTION):

- Continue working on display ads for the next issue; projects as assigned by Production Manager

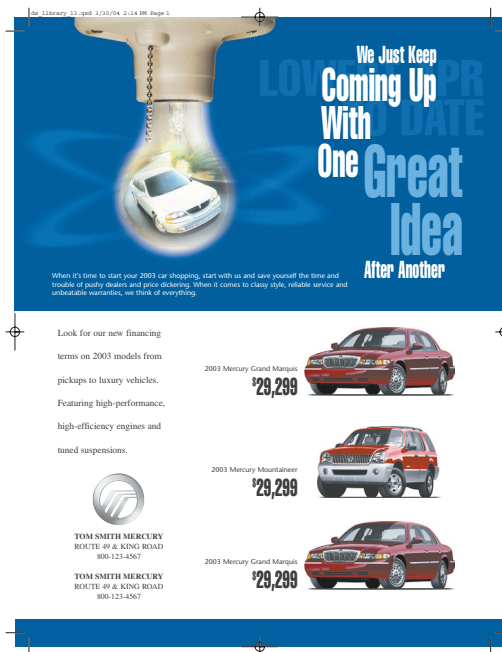
DAY FIVE (DAY OF PRODUCTION):

- Upload Display Ads to market_current_issue folder *page 15*
- Attach Display Ad .qxd files to the Classified database *page 15*
- Upload Dealer At A Glance to server *page 16*
- Upload Front Cover to server *page 16*
- **By 5:00:** Notify Production Coordinator that all Ads are Uploaded *page 17*
- Check Classified Database for any replication errors *page 17*
- **By 5:30:** Place Classified Database into Production Status *page 18*
- Indicate production status and send insertion order *page 19*
- Set issue date to the following delivery date *page 19*

◀ Creating Display Ads and Database Standards

Exclusive, ROP and premium ads are non-formatted ads that are a means to brand a dealership. Exclusive ads can run within the classified pages of the book; premium ads are the covers and fly pages; ROP (Run Of Press) ads run immediately following the last classified section of the book, in other words, in the back section. When

designing these ads, it is critical to keep in mind the image the Auto Guide would like to project.



This ad represents the idea and feel that we should always project when designing a display ads. Use of concept photography is preferable to clip or line art but is not mandatory. Ultimately the goal is to provide the dealership with an ad that the dealer likes.

Ads should be designed with the following specifications. Page size is 10.875”x13.5” or 10.375”x13.5” (CA books only). Bleed, if any, is .25” on all sides, margins are .42” on all sides. Any color or combination of colors can be used, but the colors must be CMYK; no spot, Pantone, Pantone Process

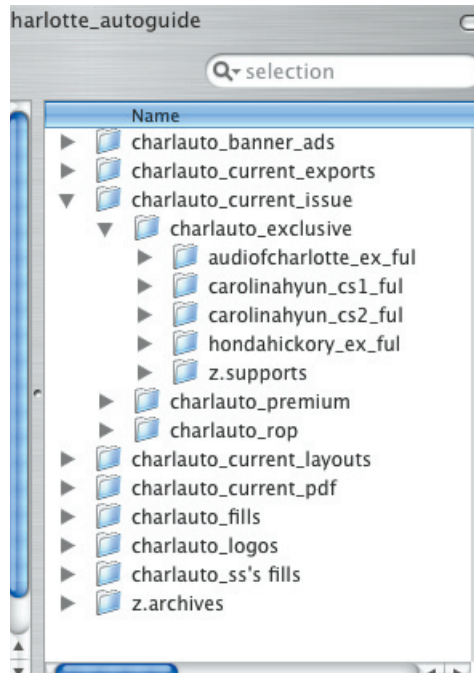
or RGB colors should be used. You can select a Pantone or Pantone Process color to use while designing an ad, but that color must be converted to CMYK before completion.

Pictures should be 225dpi, TIFF format, CMYK mode. You can save TIFF files with layers, you do not need a separate .psd document. Make sure when saving in Photoshop that you do not save with LZW COMPRESSION. Artwork created in Adobe Illustrator should be CMYK mode and saved as an EPS file. Also when saving an Illustrator file, make sure you click on Include Document Thumbnails and CMYK Postscript (Postscript Level 2).

When typesetting or designing the page, make sure not to use any applied styles in InDesign (bold, shadow, etc.). Use only the fonts available in Suitcase X. Keep the InDesign document clean: do not leave extraneous items floating on the document pasteboard; keep text and picture boxes the size of the items they hold and try to do as little scaling for the pictures, whether EPS or TIFF format as possible. Although the PDF process has not caused problems with resized supports in an InDesign document, it’s good to get into the habit of all elements imported at 100%. Never enlarge a TIFF in an InDesign document, this DECREASES the resolution of that picture and could result in very poor print quality.

When naming colors in the InDesign document, observe the following naming conventions: **dealername_ex_C/M/Y/K** (benmynatt_ex_03/24/46/20). When

Creative Workflow



When naming the InDesign document, observe similar naming conventions: **dealername_section_size.indd** (hondahickory_ex_ful.indd). Name ALL supports in similar manner: dealername_support.fileextension. For example: **hondahickory_bkg.tif**, or **hondahickory_pic1.tif**. A naming convention list is included at the end of this section. Since position change so often there is no need to include the adtype or size within the support file.

Once you have completed designing an ad, make sure you have a folder with the InDesign document and all of its supports inside. The folder should be named with the same naming conventions as the InDesign document, such as **hondahickory_ex_ful**. Inside your market's folder on the server, you will find a folder

called **market_current_issue**. Inside that folder resides three separate folders called **market_exclusive**; **market_premium**; **market_rop**. When your ad is complete, place the ad folder on the server in appropriate folder: front covers, fly pages and additional premium pages in the market_premium folder; exclusives and spreads in the market_exclusives folder and rop ads in the market_rop folder. Do not separate the InDesign document from it's supports at this time, you will do this just before production starts.

New Make/Model/Trims (MMT) will occasionally need to be updated in the Admin side of the Auto Guide Database as indicated by the Account Executives. When the Production Artist receives an email that a specific make/model/trim or year is not available in the Auto Guide database's drop-down menus, the Production Artist can add it to the Auto Guide database. From within **By Book Status**, click the **Admin** button on the beige bar. Click on **Edit Make, Model, Trim List**, and click **OK**. You may want to search first to make sure the car you're looking for is missing (for example, the Toyota Solara isn't a model in the database, but the Solara is a trim package on the Toyota Camry). If this new addition is legit, click **Create MMT Document**. Enter the information for the new Make, Model or Trim and when finished click **Save** and **Close**. Create a new classified ad with that MMT to test it. If everything is fine, instruct the AE to replicate to see the new MMT.

A blank Make, Model & Trim form

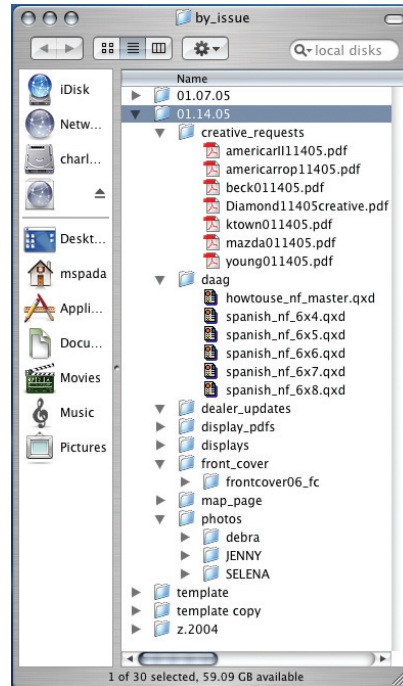
Make, Model & Trim	
Vehicle Type	▾
Make	▾
Model	▾
Trim	▾

Creative Workflow

File Maintenance

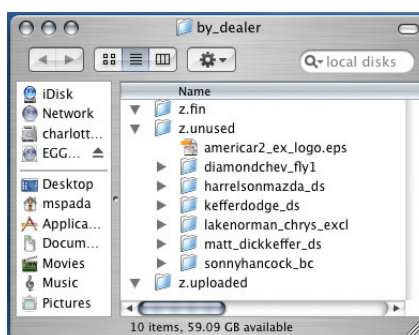
Suggestion: For easiest file organization and maintenance, create two folders on your desktop.

The first, named **by_issue**, should provide easy access to all of the given files a Production Coordinator comes across each week, and the archives of that market (each week with it's own folder, like 01.07.05 and 01.14.05, shown below). For each issue, this dated folder should contain eight folders, one each for the following:



- **creative_requests**: any electronic Creative Requests received for that week
- **daag**: all .indd files that went into changing the Dealer At A Glance pages (or spanish speaking)
- **dealer_updates**: any electronic Dealer Update forms received for that week
- **display_pdfs**: low-resolution PDFs (72 ppi) of any displays that were updated in that week, generated to attach to the Display database
- **displays**: the folders for each display that was changed during the week (housing the source files, sent to production)
- **front_cover**: the front cover files including the .qxd and the supports (sent to production)
- **map_page**: any electronic Dealer Updates received for that week
- **photos**: the photos collected from the AE tablets, organized by AE

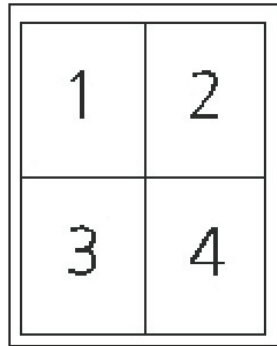
The second, **by_dealer** contains the displays and front cover from the point that the ads are created or downloaded from the server to be modified, until they are finished. This folder should contain three folders, one each for the following:



- **z.fin**: holds folders for displays once they have been finished by the Production Artist, but not yet approved
- **z.uploaded**: holds folders for displays once the corresponding ad in the Display database has been set to approved by publisher
- **zz.unused**: any display related files created by the Production Artist that never made it into an issue

Unapproved ads, or those in progress are placed in **by_dealer**, and then moved to **z.fin** or **z.uploaded** when appropriate.

◀ Naming Conventions



Auto Guide displays run on a grid. The grid runs right-reading across the page and then down.

Some markets have half page displays vertical, some have half vertical AND horizontal, some have quarter pages, some have full, some have all. We will begin naming ads based on this grid. Follow this formula:
dealername_section_size/placement.indd

Example: **billheardchev_bp4_qtr3.indd** (ad is running on back premium page 4, as a quarter page, in the third

position).

Section:

Front Premium - **fp** (**autoalternatives_fp2**)

Back Premium - **bp** (**ccnissan_bp4**)

Exclusive - **ex** (**murphymotors_ex**)

ROP - **rop** (**farmranch_rop1**)

Center Spread - **cs** (**boyette_cs1**)

Ad Size Designators:

Full Page - **ful** (**autoalternatives_fp3_ful**)

Half Page Vertical and Horizontal - **hlf** (**murphymotors_rop5_hlf**)

Quarter Page - **qtr** (**farmranch_bp1_qtr**)

Ad Placement Designators:

Quadrant 1 (**autoalternatives_ibc_hlf1.indd**)

Quadrant 2 (**fredanderson_rop2_qtr2.indd**)

Quadrant 3 (**performance_fp1_hlf3.indd**)

Quadrant 4 (**smitfieldchevy_bp2_qtr4.indd**)



AD SIZE DESIGNATORS:

The Ad Size Designators are only placed on the end of InDesign documents and support folders (support files themselves remain as dealername_section_art/car/etc., ex: **beasleycross_rop1_art2.eps**). Full page ads are marked as ful. On a half/quarter ad, the position on the page is indicated after section (ex: **beasleycross_rop1_hlf1.indd** and **beasleycross_rop2_qtr4.indd**). Half and quarter pages are marked with hlf or qtr, and the corresponding number (either 1 or 3 for half; 1-4 for quarter). Use the following examples to determine the placement when naming half and quarter page ads prior to uploading the ads to production:

Creative Workflow

FOR SUPPORTS:

Un-linked Supports (supports currently not being utilized by the display):

within each display folder, there must be a folder titled z.working to keep any files not currently linked to in the InDesign document (often .jpgs or .pdfs from the dealer).

An example of car numbering



Linked Supports (supports currently linked to a InDesign document):

a. **Cars:** vehicles chosen by the dealer to be included in the ad are named as above, and followed by “_car” and then a number corresponding to the cars position on the page (top to bottom, left to right), and lastly by the file’s suffix, determined by file type (either .eps for cars with clipping paths, or .tif) [Example: “beasleycross_ex_car4.eps”]

b. **Backgrounds:** background images for ads are named in the same manner as cars, but “logo” replaces “car”, and the file carries its suffix, usually .tif. [Example: “beasleycross_ex_bkg.tif”]

c. **Logos:** logos for a dealer either provided by the dealer or created in-house, are named in the same manner as cars, but “bkg” replaces “car”, and the file carries its suffix, either .tif or .eps.[Example: “beasleycross_ex_logo.eps”]

d. **Miscellaneous Artwork:** other art (such as a dealership map, a mascot, or a photograph utilized in the display) is named as above, with “art” instead, followed by the file’s suffix [Example: “beasleycross_ex_art2.tif”]

◀ Equipment Inventory

Every piece of equipment that the AEs and Publishers use must be taken home every night. As for any spare equipment or devices that don't see daily use (such as the Production Artist's tablet and digital camera) must be locked and secured somewhere in the office (in a file cabinet behind a locked door).

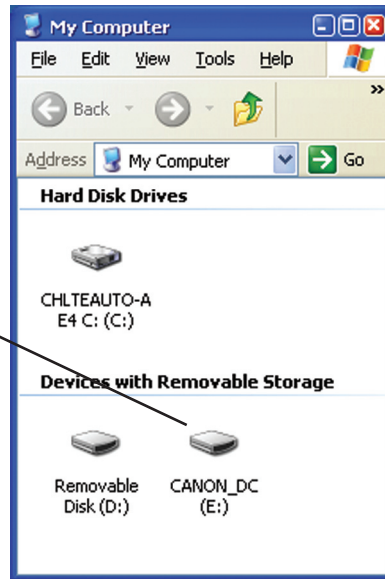
The AE/Publisher equipment consists of:

- Tablet PC
- Tablet PC Pen
- Tablet Carrying Case
- Tablet Battery Charger
- Tablet Spare Battery (2)
- Tablet AC Adapter
- Mouse
- AC Anywhere
- Digital Camera
- Digital Camera Case
- Digital Camera Spare Battery
- Digital Camera Battery Charger
- SD Card
- Compact Flash Card
- Compact Flash Adapter

The last production day of each month, it is the Production Artist's responsibility to send an updated **market_inventory_list** to the Production Manager by the close of business. This Excel spreadsheet lists all of the equipment help by the AEs, Publish and Artist. Provide the quantity of each piece of equipment on each tab (usually 1 or 0), and **Save As** the name **with the date appended in MM.DD.YY format**. Send this via email.

◀ AE Photo Backup

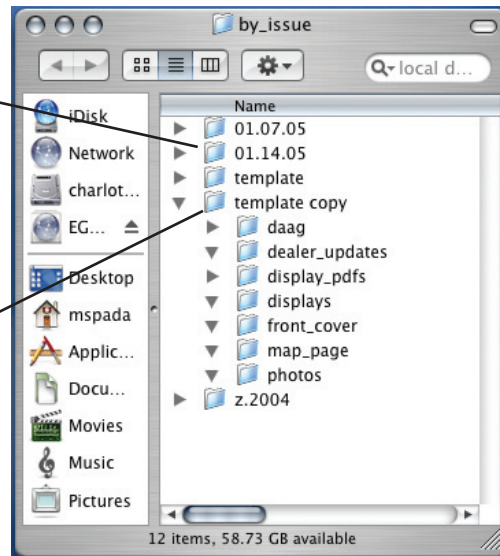
The CD card reader is this case is recognized as drive E:



At the very beginning of the weekly production process, the first step is to remove photos from the Account Executive (AE) tablets in preparation for the next issue. Insert an empty SD Card into the Account Executive's tablet, and open **My Computer** off the desktop. Open the drive labeled **CANON_DC**. From the desktop go into **My Documents**, and locate the **My Pictures** folder.

Drag the **My Pictures** folder into the **CANON_DC** window to copy the photos onto the SD card. On the SD card, change the name of the **My Pictures** folder to the name of the AE. Eject the SD card from the tablet.

Files used in the 01.14.05 issue are kept here



This folder will be renamed to the date of the just completed issue, contain the cover as well as the diplays, fills, requests and photos from that week

Insert the SD card into the card reader on the Production Macintosh, and open the **CANON_DC** disc icon from the desktop. From the desktop, open the **by_issue** folder on the desktop that contains the weekly archive of every file the Creative Production Artist (CPA) comes across in a given week. The **template** folder here contains all of the folder that you wold use in a given week, so you only need to copy and rename it, and that week's folder is all set. Hold down the Option key and drag the **template** folder slightly over to another place within the **by_issue** folder. This will make a duplicate of the folder. Rename **template copy** to the date of the next issue

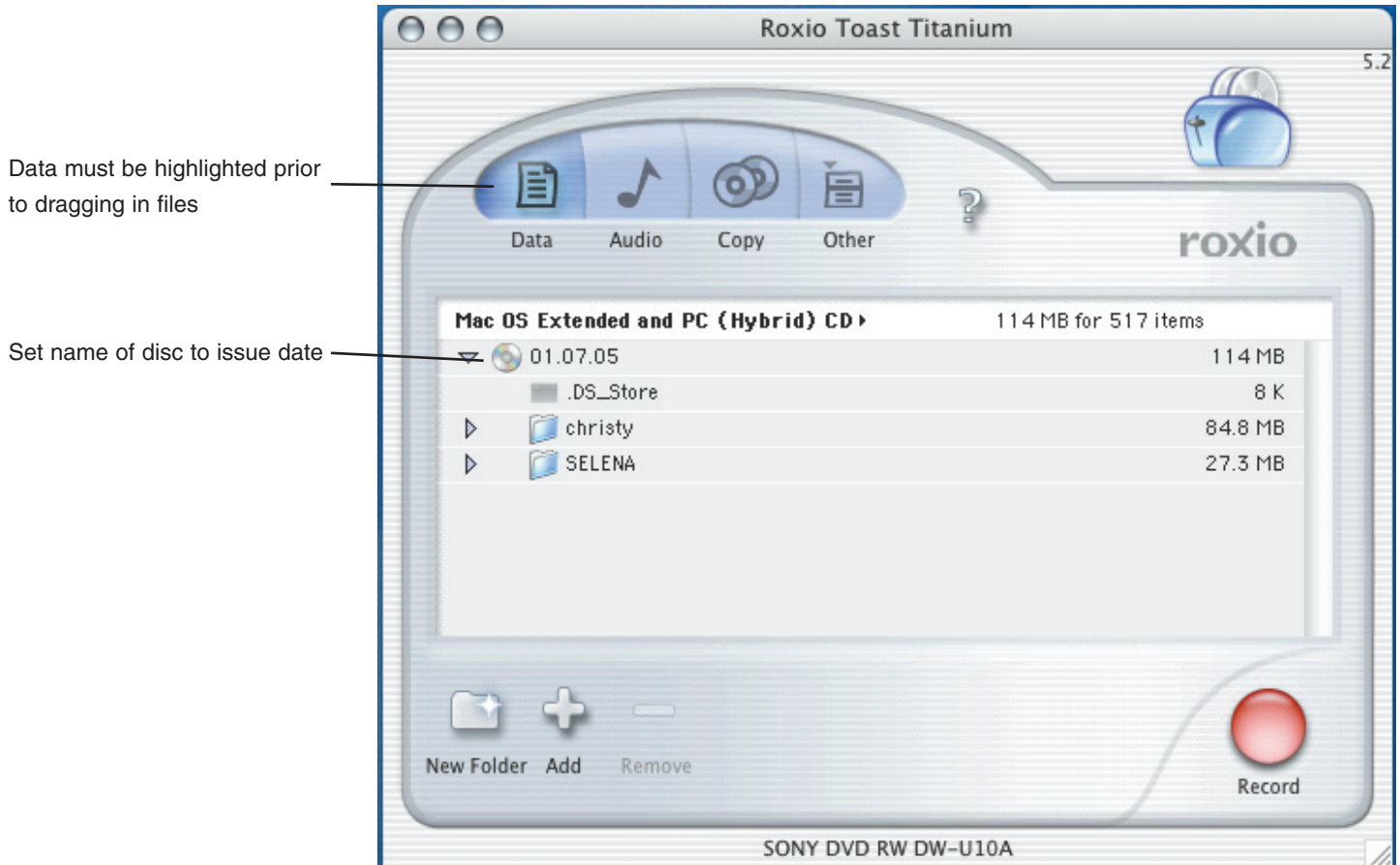
you're about to start working on, in **MM.DD.YY** format. Open the folder dated for the issue you completed yesterday (ex: **01.14.05**), and drag the folder labeled with the AEs name from **CANON_DC** to the photos folder from the current issue.

Once all of the files have been transferred to the Production Mac, delete the folder with the AE's name from **CANON_DC**. Empty the trash, and then drag the disc icon to the trash to eject it. On the desktop of the tablet, empty the recycle bin. Open the **My Pictures** folder on the tablet. Select the folders that you've just backed up, from the **My Pictures** folder, and delete them (Note: leave the contents of **My Pictures** in the recycle bin until the following week in case the AE needs to access one of those photos).

Repeat for each AE.

Production Workflow

Open Toast Titanium. From the **by_issue** folder on the desktop, open the folder corresponding to next issue (for example, in the sample below the date is June 16th, and the issue we've just completed production of will hit the streets on Friday, the morning of June 18th. So we will use the **06.18.04** folder). Drag the photos folder from that week into the Toast window. Data must be selected as the type of disc in the upper-left of the screen. Click the Record button in the lower right. The program will prompt you to enter a blank CD-R. Once the CD has been inserted, select Burn Disc. Label the disc with the market and street date, and keep these weekly backups on hand in the CPC's office.



Once the photos have been backed up, run a replication on each AE tablet so that all of their ads refresh into Finalized mode, with the date corresponding to the issue you are currently beginning. From the Workspace of Notes, click the **Replicator** button. **Right-click on Autoguide**, and choose **Replicate Selected Database**. From the Workspace, open the Autoguide database and hit **F9** (or under the **View** menu, select **Refresh**) to check that the dates have changed.


Production Workflow


◀ Review Settings on AE Cameras and Tablets

Mode switcher

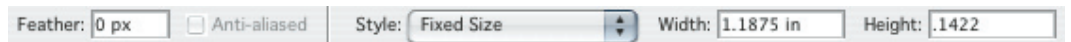
Control pad, used to change settings



Verify that settings on individual AE cameras are correct by setting the mode to **Auto** or . Press FUNC. and check to see that the bottom of the display reads **Normal** (this is the compression). If not, scroll left/right with the control pad until it is set. Press down on the control pad to change the resolution, and set this to **1024 x 768** by moving left/right.

While all photos should be shot by the AEs in **Auto** mode, occasionally a slip of the finger will trigger **Manual** mode instead. To ensure that all photos are in the correct size and resolution, change the mode to **Manual** or , and repeat the preceding steps so that the compression is set to **Normal** and the resolution to **1024 x 768**.

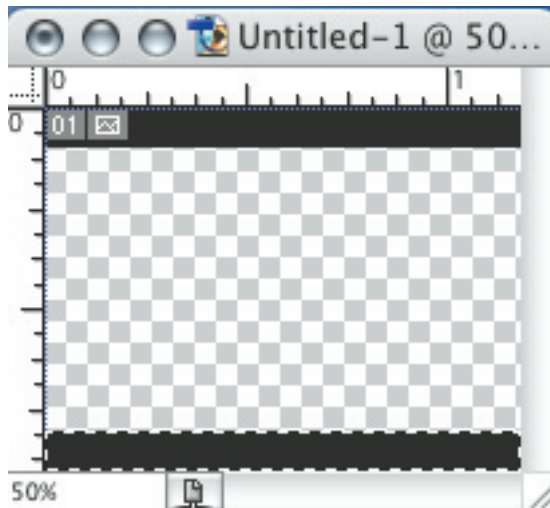
The LCDs on the AE cameras are masked off to give the person shooting the photograph an accurate idea of what will be automatically cropped off of the photo when the book runs. Mask off the edges of the camera LCDs at the proper size if it is required (**1.1875" x .1422" for each**). The best way to make a precise



measurement is to create a file in Adobe Photoshop with the dimensions of **1.1875 in" x .9065 in" and 300 ppi**. Click the square selection tool, and set the bounds as follows:

Select the topmost area of the image, fill that area with black, and do the same on the bottom so that your image looks like the example on the left. Print the mask out onto full-sheet label paper, and carefully using an X-Acto knife and a ruler, cut out the black areas. Make sure a photo is on the memory card to use as a reference, and then put the camera into playback mode and turn it on (so the lens does not extend). Place the camera onto a surface with the LCD pointing up, and after peeling the mask from the backing paper, line it up precisely with the edge of the image on the top of the screen (be

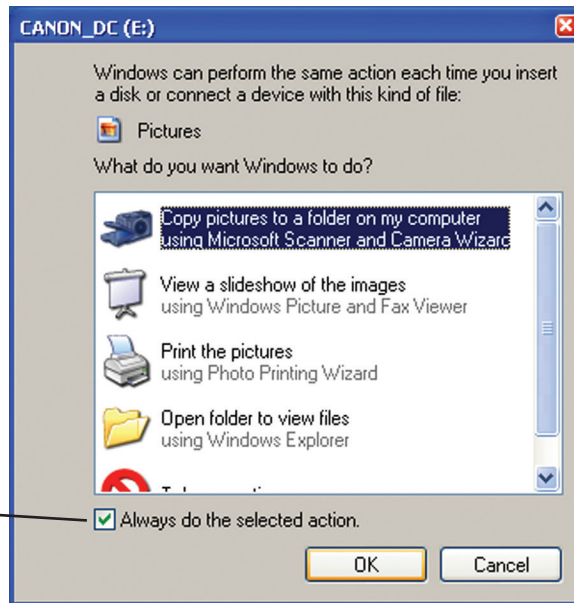
Mask for one camera, in Adobe Photoshop



Production Workflow

careful to not cover the black “dead space” between the image and the metal of the camera). Repeat the placement of the mask on the bottom.

When an SD card with photos on it is inserted into an AE tablet, the tablet is set to run its **Scanner and Camera Wizard** program. If it does not immediately run, it



“Always do the selected action” should be checked

only takes a few steps to fix. Upon inserting the SD card, if no window immediately opens up, go into **My Computer** from the desktop, and right click on the **CANON_DC** drive. Select **Auto Play**.

If the window to the left pops up, make sure that Always do the selected action is checked. Click on **Copy pictures to a folder on my computer using Microsoft’s Scanner and Camera Wizard**, and then click **OK**. This will open the Wizard. As you go through the Wizard, hitting the **Next** button, on the third screen make sure that **Delete pictures from my device**

after copying them is checked. This makes sure that all photos are wiped from the AE’s camera, but only once they copy them to their tablet, emptying the camera for the next dealer.

◀ Review Power Setting on AE Tablets

Tablets need to be set to the highest brightness settings as their readability can vary greatly in the field. Using the picture to the left as a reference, **set the Monitor Brightness to 8 or Full** on the

three highest power settings, and the **Processor Speed to High** for the two highest power levels, and **Medium** for the two lowest. As long as they have over 25% of their energy left, the tablet will provide the maximum brightness and performance for the AE. At the point where they’ve reached low power (under 25%), the AE should have plenty of time to save, backup, and put the machine to sleep in order to replace the depleted battery with a full one.



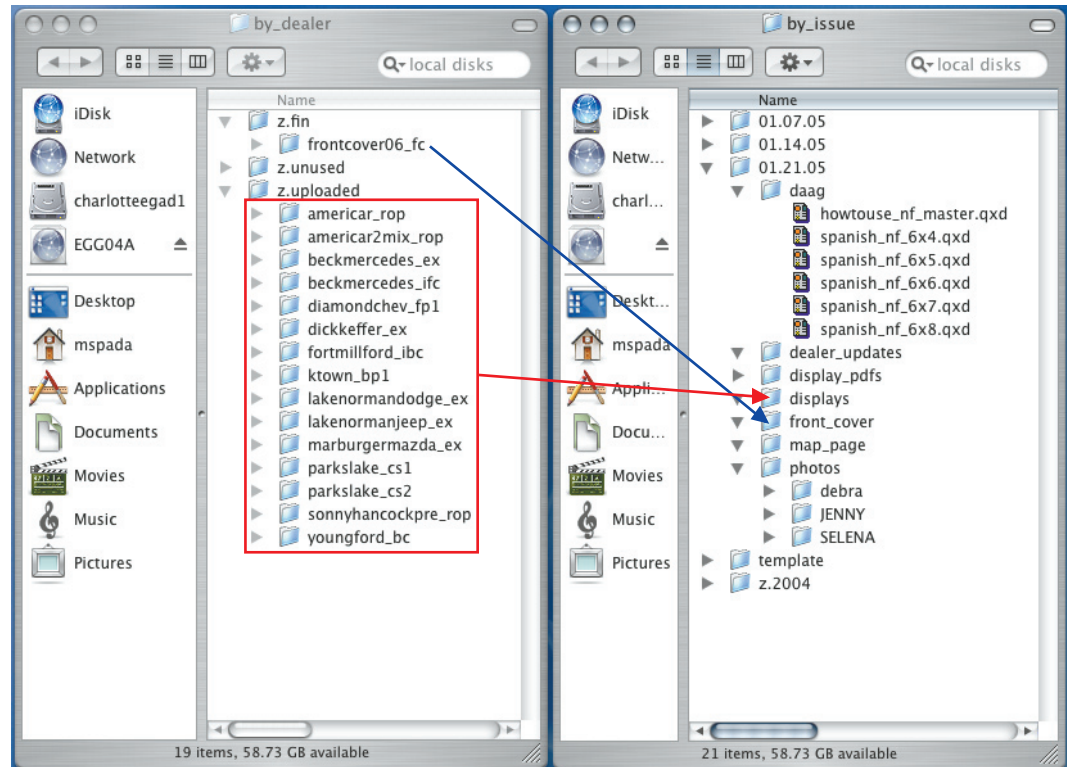
Toshiba Power Saver - these settings should be reflected in each of the Power Profiles

While these power settings will cause tablet batteries to run out faster, with three batteries for each AE there should be enough power, as long as they are continually charging the backups.

Production Workflow

◀ Move last week's materials from **by_dealer** to **by_issue**

To prepare for the next issue, we need to move any materials from the previous issue to the **by_issue** folder where they will be archived on the Production Mac for reference (it isn't necessary to further archive these files onto CD as that is done at Corporate). Open both the **by_dealer** and **by_issue** folders from the desktop. Drag the contents of the **z.uploaded** folder (all of the weeks' changed ads) to the



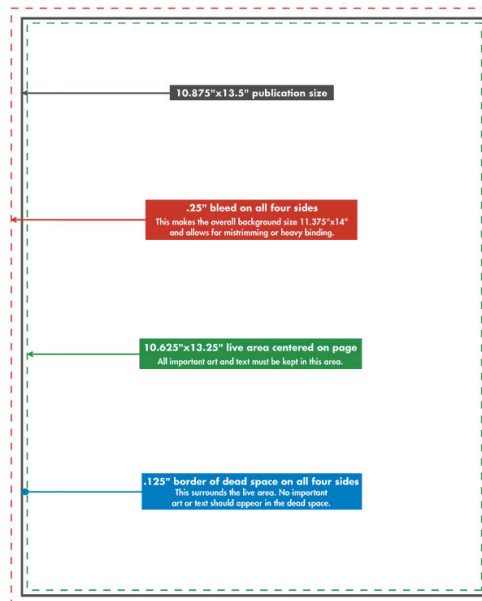
displays folder for that week, inside the **by_issue** folder (in the example above the 01.21.05 issue was completed yesterday, so drag all of the uploaded displays into **by_issue** > 01.21.05 > displays [red arrow above]). Do the same for the frontcover folder, except drop it in the **front_cover** folder, inside this issue's folder [blue arrow above].

Production Workflow

◀ Begin Working on Display Ads for the Next Issue

New ads or redesigns may take up to two issues to appear in the publication. Copy changes that are received by 5 pm on Friday are guaranteed to appear in the following issue (going into Production on Tuesday, and hitting the street a week after the change was submitted). Because Monday and Tuesday are busy days for the Account Executives (AEs), all efforts will be made to include all requested copy changes, on first come, first serve basis.

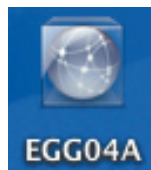
Breakdown of the ad size requirements



If a dealership has an ad agency that will be preparing the ad for them, instruct the dealership's agency contact to visit http://www.electronicgraphicsgroup.com/autoguide_info.html for further instructions on both how to prepare the ad, and to provide it. Most importantly, bring their attention to the **Ad Size Requirements** and emphasize the proper bleed of 1/4" on each side (bringing the **entire document to 11.375" x 14"**, and the **live area of 10.625" x 13.25"**. PDFs of agency ads can either be emailed to the Production Artist or the Account Executive, but it may be better to have it emailed directly to you so you don't have to wait for the AE to replicate and forward them on.

Once you receive notification through the Display database that a change is being made to an existing ad you must download the ad from the EGG server to begin work on it. Go to the desktop and connect to the EGG server by hitting **Apple-K** (or **Connect to Server ...** under the Go menu) . The Connect to Server window will pop up. In the Server Address: field, type **afp://10.130.0.164**, and click **Connect**. Another window will take its place. Click the radio box next to **Registered User**, and enter your **Name** and **Password** (email Cliff King and cc: Brant Nyman for your name and password). Click **OK**. A window will appear asking you to select the volume to mount. Highlight **EGG04A** and click **OK**.

EGG Server desktop icon



The **EGG04A** drive icon will appear on the desktop. Open the server from the desktop of the Production Mac, and then open the **auto_guide** folder, and then find your market and open the corresponding folder (**market_autoguide**). Open **marketauto_current_issue**, and the three directories inside are where the display ads will be found.

Open the folder corresponding to the one you're retrieving, whether it be exclusive, premium or ROP. **Click the arrow to the left of the z.supports** folder. Holding the Apple key, click on the .qxd file, as well as the folder corresponding to that dealership from the **z.supports** folder. **Drag both files to by_dealer on your desktop**. Once the file transfer is complete, open **by_dealer**, and **place**

Production Workflow

the **.indd file inside the support folder** (For example, you've just downloaded beasleycross_ex.indd and the beasleycross_ex folder from z.supports. Now drag beasleycross_ex.indd into the beasleycross_ex folder). Disconnect from the server by **dragging the EGG04A icon to the trash**, and open the .indd file. Under the **Utilities** menu, select **Usage**. Click the **Pictures** tab in the pop-up window, and make sure the status of the linked files are all marked **OK**.

◀ Submit Weekly Creative Market Update

Example of a Weekly Creative Market Update

creativeweeklyupdate.fp5

Weekly Creative Artist Update

Created By **Matthew Spada** Date Created **5/13/2005** Time Created **9:16:44 AM**
Modified By **Matthew Spada** Date Modified **5/20/2005** Time Modified **10:33:25 AM**

market

Market **Charlotte**

Issue Start Date **5/6/05** Issue End Date **5/13/05**

ad count

Total Number of Classified Spaces **1813**
Total Number of Cars **1114**
Total Number of Display Pages including Front Cover **11**
Agency Ads **0**

deadlines

Deadline AE's-Glance, Spanish File-1:00 PM **9:00 am**
Front Cover-2:00 PM **3:15 pm**
Last Information Submitted by AE's-3:00 PM **2:21 pm**
Display-5:00 PM **3:45 pm**
Submitted to Production-6:00 PM **6:22 pm**

tablets & cameras

Problems How Were They Fixed? **The Add Price error was fixed, but we're still experiencing inconsistencies with the email notification in the**
How Replaced Inventory **We received 6 cords for the 6 Canon SD100 digital cameras.**
Next Scheduled Inventory **5/27/2005**

quality control

Errors From Previous Issue **No** **Yes** **If Yes, List The Errors**

additional comments

List Any Comments **A meeting is being scheduled to meet with Queen City Lincoln / Mercury regarding their display. The**

Done

auto guide

New Update

Find Weekly Update

Sort Updates

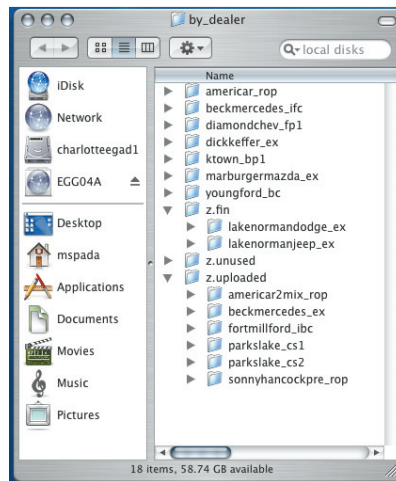
Show All Updates

On the day your market's books hit the street it is required that a summary of the past weeks' events be provided for the Production Manager. This includes a list of all of the changes made to displays, the space and ad count for the Classified section, as well as any notes concerning AE issues or problems experienced. Open the AutoGuide server and go into **autoguide_masterfiles > weekly_production_updates > creativeweeklyupdate.fp5 weekly_market_update.doc**. Click **New Update** to create an entry for that week. The Created By field will automatically populate. Click in the Market box to open the drop-down menu and select your market. Fill out the rest of the data as instructed. Once it has been completed, click the **Done** button, and the document will save and close automatically.

Production Workflow

◀ Upload Display Ads to market_current_issue folder

by_dealer folder example the morning the book is sent to production



As displays are modified and notification is sent to the AE and Publisher that the ad is complete, move these files to **z.fin** in the **by_dealer** folder. Once the ad is set to **Approved by Publisher** in the Display Database, they should be placed into the **z.uploaded** folder on the Production Mac, and immediately placed on the EGG server. This is because an ad may take anywhere from 5-60 minutes to upload depending on file sizes.

Connect to the EGG Server, and open your **marketauto_current_issue**. Drag the folder from your **z.uploaded** folder into either the: **marketauto_exclusive** (for exclusive ads, as well as spreads), **marketauto_premium** or **marketauto_rop**. To place an ad on the server drag the folder with the ad (ex: beasleycross_ex to the marketauto_exclusive folder) to the appropriate folder on the server.

◀ Attach Display Ad .indd files to the Classified Database

Dealer selector

Indicates whether ad is placed in front or back (premium), cars or trucks (exclusives), or rop

Exclusives only - indicates which make ad is to be placed with (left blank for premiums and ROPs)

Attach .indd document from EGG server instead of photo

Dealer Information: Audi of Charlotte, HB, CDS04, 986-676-3640, dsaman@audiofcharlotte.com, Charlotte, Selena Hopkins, No.

Ad Information: Issue Number: 08/18/2006, Ad Type: Exclusive, Ad Size: Full Page, VIN #: [blank], Dealer Stock #: [blank]

Message: [blank]

Vehicle Year: [blank], Make: Audi, Model: [blank], Trim: [blank]

Body Style: [blank], Number of Doors: [blank], Headline Text: [blank], Vehicle Description: [blank]

Certified Pre-Owned: [blank], Vehicle Price: \$, Photo: [blank], Flip Photo: [blank], Original Photo Name: audiofcharlotte_ex_full.indd, Ad Preview: [blank]

Ad Status: Renew

For every display there is a Classified ad within the Classified database. These ads are counted as 48 spaces (for a whole page - 6x8), or 24 spaces (for a half page - 6x4), and so on. They indicate the placement of the ad (front or back for premiums; cars or trucks for exclusive; and rop) and provide a place for the .qxd to be attached. Attach the InDesign file just as you would a photo to a Classified ad, by clicking the **paperclip icon** next to **Photo**, navigating to the **marketauto_current_issue** folder on the EGG server, and then to the corresponding folder for a particular ad. Once the InDesign file is attached, you may view it by **Control-clicking** the icon and selecting **Open**.

Production Workflow

◀ Upload Dealer-At-A-Glance (DAAG) to Server

Example of a dealer_update form

CHARLOTTE AUTO GUIDE
8701 Red Oak Boulevard, Suite 205 • Charlotte, NC 28217
704-527-1894 • FAX 704-527-8240

DEALER UPDATE
Must be completed by Tuesday at Noon for changes to occur for the current issue.

New Client Client ID: _____

CHANGE INFORMATION

Current Information	New Information
Dealer Name: Keith Hawthorne Mazda	
Contact Name: Devon Stevenson	
Map Coordinates: _____	
Address: _____	
City / State / Zip: Gastonia, NC	
Call Source #:	
Phone:	
Fax:	
Email:	
A/E: Cheryll Bohner	

DROP INFORMATION

Dealer: _____
A/E: _____
Last Issue / Date: _____

Reason: Budget Non-Performance Non-Payment
 Change of Owner Downsize

Volume Discount plans for all dealers eligible for discount

Notes: _____

Auto DB Print Labels User Profiles New Vehicles Vehicle Photos Test Plan Printing Lead Program
 All Dealers New Cars Inventory Dealer Website Dealer Website Dealer Website Dealer Website

ADMINISTRATIVE USE

FAX ACT! Auto Guide DB Copy Matt
 Territory List Call Source Copy Publisher
 Dealer Name in Classified Ad? Updated By: _____ 01/13/05

Indicates spanish pages need to be updated as well by marking Se Habla Español

In the event that any changes are made to the DAAG page, as indicated by the Dealer Update form, they need to be completed and placed on the server prior to going into production. These changes to the Dealer At A Glance page take three forms, either Add (new dealer, not previously on the DAAG page), Delete (dealership in the market has closed) or Modify (anything from name change, to CallSource number change, to a change in the dealer's bullet points). Download the current DAAG pages from the EGG server to your Production Mac. Inside your market_autoguide folder, open **marketauto_fills**, then **6x8_nf**. Drag the **howtouse_nf_master.indd** to your by_dealer folder on the desktop. Make any

changes as dictated by the dealer update forms, and save the file locally to **by_dealer**. Once changes are complete, drag the modified **howtouse_nf_master.indd** file back to the **6x8_nf** folder. When the popup window appears asking if you'd like to Stop or Replace the file, click **Replace**. As you make each of these changes, make sure to save the electronic dealer updates in **by_issue**, the folder for the date you're working on, and inside that, **dealer_updates**. File any paper forms.

The only other fills you may need to modify are the ones listing spanish speaking dealers. There are five of these files (each a different size), within these five folders: **6x4_nf**, **6x5_nf**, **6x6_nf**, **6x7_nf** placed accordingly and named: **spanish_nf_6x4.indd**, **spanish_nf_6x5.indd**, **spanish_nf_6x6.indd**, **spanish_nf_6x7.indd**, and **spanish_nf_6x8.indd**. Add any dealers for whom a dealer request was sent with the **Se Habla Español** check box marked. Drag each of the five files to the folders you retrieved them from on the server once you are finished. When the popup windows appears asking if you'd like to Stop or Replace each file, click **Replace**.

◀ Upload Front Cover to Server

Note: If your market uses heat set glossy covers, you may need to upload them to corporate prior to normal. Please check with your production manager for clarification.

Each week on Tuesday you should receive notification from the publisher as to the three front cover ads. Prepare by going into **auto_guide** on the EGG server, and into the **autoguide_masterfiles** folder. Open the **autoguide_covers** folder. You will start with **frontcover01_fc** for your first issue. Download this folder to **by_dealer** on the desktop of the Production Mac. The first time you open the .indd file (in this case frontcover01_fc.indd) make sure to change the default text to the specifics for your market (see left), and the date (runs from the day the book hits the street to the day before it does next week - ex: Jan. 14, 2005 - Jan. 20, 2005).

Production Workflow

frontcover01_fc.qxd
(unmodified)

Once you receive the information for the three cover ads, download the photos into the frontcover folder. Going by ascending price, the lowest priced vehicle will be the top cover slot, the second lowest priced the middle slot, and the highest priced, the bottom slot. Following that order, name the photos **cover1**, **cover2** and **cover3**, matching the photo to the slot they will run in. Crop and set the resolution for the cover photos as usual, but take special care to correct the color, especially focusing on the lightness and darkness of these cover photos. Once they are placed in the .qxd and all information has been changed, place the folder inside the **marketauto_premium** folder within the **marketauto_current_issue** folder.



Market name, issue dates and market website need to be changed...

...along with car information

By 5:00 PM, send an email to the Production Coordinator and Production Manager that all ad materials are finished and available on the server. This includes the Front Cover, Dealer At A Glance pages, Exclusives, Premiums and ROPs.

◀ Check Classified Database For Any Replication Errors

After the publisher has approved the Classified database, it is necessary to check for replication errors prior to going into Production status. A replication error occurs when two separate users edit a particular ad in the database and after both submit these changes, the database now sees two ads instead of one. To correct these, you must be in By Book Status, and click the shadowed plus-sign on the toolbar (+) so as to see every file (or, from the View menu, highlight Expand/Collapse and select Expand All. Now starting at the top of your market scroll all the way to the end, looking for blue diamonds along the left-most quarter of the window. For every diamond you see, there is a replication error. In the case of a replication error, open both the original file and it's error (immediately underneath it in the database listings). Determining which of the two files is legitimate and which is the error may

Production Workflow

take a few steps:

First, find out which parties last modified the copies of the file. This information can be found on the bottom right of each ad, where it says Updated By. If possible, speak

This information will show you who most recently modified this copy of the file

2003 Chevrolet Silverado 1500 LS
Gorgeous Red Paint! Extended Cab! 5.3 V8, Power Window,
Power Locks, Tilt/Cruise,
Beasley Cross Chevrolet
888-898-5746 \$17,900


Renew
inalized Set Book Status

Updated By: Judson Tillery
Updated: 01.12.2005 10:00 AM

to the two parties who made modifications. Determine what information was changed in each, and of those two differing pieces of data, which file contains the correct information. Also, check the dates that the files were last updated (also seen above in

the second line of the red box). Most often the correct file will be the copy over the replication error icon, but check which of the two was changed most recently. Once you've determined the correct information that should be in that ad, proceed as follows; if the original file was modified after the replication error, and all of the information in the original is correct, simply delete the error (the duplicate) by using the delete key and then refreshing (F9). If the error is the most recently modified file, copy any changes from the error into the original file so that it is current, and delete the replication error (again, the duplicate).

◀ Place Classified Database into Production Status

After the Publisher has notified you that the Database is ready for production, and you have checked that there are no replication errors in the Classified database, send the Classified database to Production. From **By Book Status**, click **Submit to Production**  Submit to Production from the top, beige bar. Choose your market from the dropdown menu, click OK and then be patient as it may take anywhere from 10 to 30 minutes to complete submission. The cursor will turn into a watch, but you'll be able to see that Notes is processing data from the flashing lightning bolt icon in the lowest-left hand corner of the Notes application window. (Note: For the quickest submission, make sure ahead of time that you have a replicated local copy of the Auto Guide database on the Production Tablet, and Submit to Production locally, then replicate.)

Once all the data has been sent, your screen will refresh, and every ad in the market will be in Production (as opposed to Draft, Finalized, Submitted or Approved).

◀ Indicate Production Status and Send Insertion Order

ALL PREMIUM/EXCLUSIVE/ROP ADS								v1.04.03.04	
(Please List in Order Of Appearance In Book)									
Dealer Name / Advertiser	Page	Section of Book	Ad Size	Position on Page	New	Redesigned	Start Issue Position	PROD. USE ONLY BANNER AD	
e. Keith Hawthorne Mazda	fp1	front	full	2	*		bp1		
Nourse Automotive	fp1	front	full			*	bp1		
Queen City South Mercury	fp1	front	full		*	*			
Smart Ford	fp1	back	full			*	rsp1		
Young Ford	fp1	back	full		*	*	rsp1		
Local Newspaper	fp1	exclusive	full			*	bc		
Im Mustanger Mazda	fp1	exclusive	full			*	cp1		
Ford of the Lake (1)	fp1	center	full		*	*	cp1		
Ford of the Lake (2)	fp1	center	full		*	*	cp1		
Keller Hyundai	fp1	rsp	full		*	*	rsp1		
Kelowna	fp1	rsp	full		*	*	bc		
GMVSA/UMC	fp1	rsp	full		*	*	rsp1		
Keller Jeep	fp1	rsp	half	1	*	*	rsp1		
credit Automotive Center	fp1	rsp	half	3	*	*			
Journey Automotive	fp1	rsp	half	1	*	*			

DROPPED PREMIUM/EXCLUSIVE/ROP ADS							
Dealer Name / Advertiser	Previous Page						
Vantage Dodge / Jeeps	fp1						
Keith Hawthorne Mazda	fp1						

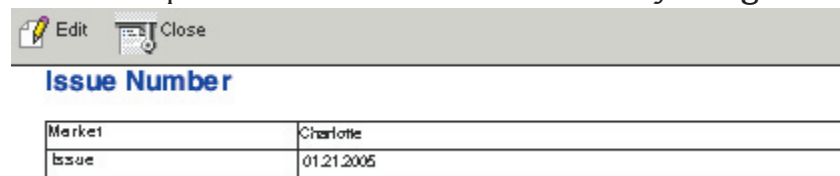
Open the previous weeks insertion order(ex: **market_insertion_date**) into Microsoft Excel. List the placements of full, half and quarter displays. Any ads that are running for the first time must be marked as new, as well as any ads that did not run in the previous week (such as an ad that runs every other week). Likewise, ads that are leaving the book, whether it be permanently or for just one week, must be listed in the (orange) **Dropped Premium / Exclusive / ROP Ads** section. Any ad that has changed at all (even if it has

only changed placements and therefore required changes in file naming) must be marked as redesigned. When you are finished, under **File** select **Save As**, and change the date at the end of the filename to the current issue. **Save** the file.

At this point, send an email to the Production Manager as well as your market's Production Coordinator, and in the subject line state that your market's Auto Guide is in Production, along with the issue date (ex: "Charlotte Auto Guide is in Production 01.14.05"). Attach this week's insertion report into the body of the email, and send.

◀ Set Issue Date to the Following Delivery Date

The first step for the next issue is to immediately change the issue date to the



following week. Changing this now means that once Production has run, and all of

the ads refresh to Finalized status, they will carry this new issue date. From **By Book Status**, click **Admin** in the beige bar and select **Edit Issue #**, and click **OK**. Open your market by double-clicking it. When **Issue Number** comes up (see below), click **Edit**, and change the Issue by adding a week to it (in this case, we would change the issue from 01.21.05 to 01.28.05). Once the change is complete, click Save and Close.