



# Media Checklist

Client:: \_\_\_\_\_ Project #: \_\_\_\_\_ Date: \_\_\_\_\_

- \_\_\_\_\_ Close all old media jackets and open new ones.
- \_\_\_\_\_ Close all old Publication Materials project jackets and open new ones
- \_\_\_\_\_ Check budgets, existing campaigns, and special sections for the new month
- \_\_\_\_\_ Prepare upcoming month's media insertions
- \_\_\_\_\_ Generate a Media Proposal for client and BP review
- \_\_\_\_\_ Client sign off
- \_\_\_\_\_ Set publication materials for the month, and notify art department, including sizes and color information
- \_\_\_\_\_ Send all insertions to all media
- \_\_\_\_\_ Check off media as insertions faxback, call any absentees promptly.
- \_\_\_\_\_ Verify column widths and sizes of all outgoing publication materials
- \_\_\_\_\_ Proofread all outgoing publication materials
- \_\_\_\_\_ Verify that high resolution photos and CMYK/RGB issues are addressed
- \_\_\_\_\_ Confirm receipt and accuracy of publication materials at all media
- \_\_\_\_\_ Conduct newspaper and magazines verification as soon as possible
- \_\_\_\_\_ Confirm with any new media resource that Legend is to be billed, not client

Legend Sign-off \_\_\_\_\_