

## Direct Mail Workflow V2

| <b>Phases</b>          | <b>Required Steps</b>                      | <b># of Days</b> |
|------------------------|--|------------------|
| <b>Pre-Production</b>  | Spec sheet                                 | 1                |
|                        | Estimate created                           | 2                |
|                        | Rough mark-up to Graphics                  | 1                |
|                        | Estimate sent to client                    | 1                |
|                        | Artwork to Account Manager                 | 1                |
|                        | Internal proofreading/revisions            | 1                |
|                        | Artwork to client                          | 1                |
|                        | Client approval/revision                   | 2                |
|                        | Client copy to Graphics                    | 1                |
|                        | Round 1 revisions                          | 1                |
|                        | Internal proofreading/revision             | 1                |
|                        | Client approval/revision 2                 | 2                |
|                        | Round 2 revisions                          | 1                |
|                        | Internal proofreading/revision             | 1                |
|                        | Final client approval on art & estimate    | 2                |
|                        | Invoice Client                             | 1                |
|                        | Develop graphics                           | 1                |
| <b>Production</b>      | Purchase/Insertion order to Vendors        | 1                |
|                        | Production artwork ready to transmit       | 1                |
|                        | Upload art to Vendors                      | 1                |
|                        | Delivery/Shipping                          | 0                |
|                        | Create & print point-of-purchase materials | 1                |
|                        | Confirm printing/finishing                 | 2                |
| <b>Post Production</b> | Co-op invoicing                            | 1                |
|                        | Follow-up/Thank you email                  | 1                |
|                        | Archive art                                | 1                |
|                        | Special client requirements met            | 1                |