TRIBUNE PUBLISHING

Creative Solutions Digital Design
Service Level Agreement (SLA)

STANDARD DISPLAY AD

Standard Display Ad production *(.jpg/.gif)*
1-3 Standard Display Ads	1-2 business days
4 or more Standard Display Ads	TBD campaign specifics

Standard Display Ad production *(HTML5)*
1 Standard Display Ad	2-3 business days
2-3 Standard Display Ads	3-4 business days
4 or more Standard Display Ads	TBD campaign specifics

RICH MEDIA AD

With completed assets
1-2 Rich MediaAds	1 business day
3-4 Rich Media Ads	2 business days
5-6 Rich Media Ads	3 business days
7 or more Rich Media Ads	TBD campaign specifics

With raw assets *(HTML5)*
1 Rich Media Ad	2-3 business days
2-3 Rich Media Ads	3-4 business days
4-5 Rich Media Ads	4-5 business days
6 or more Rich Media Ads	TBD campaign specifics

With raw assets *(.jpg/.gif)*
1 Rich Media Ad	1-2 business days
2-3 Rich Media Ads	2-3 business days
4-5 Rich Media Ads	3-4 business days
6 or more Rich Media Ads	TBD campaign specifics

RICH MEDIA RESPONSIVE BARKER AD

With completed assets
1 Responsive Barker Ad	1-2 business days
2-3 Responsive Barker Ads	2-3 business days
4-5 Responsive Barker Ads	3-4 business days
6 or more Responsive Barker Ads	TBD campaign specifics

With raw assets
1 Responsive Barker Ad	2-3 business days
2-3 Responsive Barker Ads	3-4 business days
4-5 Responsive Barker Ads	4-5 business days
6 or more Responsive Barker Ads	TBD campaign specifics

TAKEOVER AD

Small production (ex: 3 Rich Media & 3 Standard Ad Units)
w/ completed assets	2 business days
w/ Raw assets (.jpg/.gif)	4-5 business days
w/ Raw assets (HTML5)	5-6 business days

Large production (ex: 4-5 Rich Media & 3-4 Standard Ad Units)
w/ completed assets	2-3 business days
w/ Raw assets (.jpg/.gif)	5-6 business days
w/ Raw assets (HTML5)	7-8 business days

Ex-Large production
(ex: 6 or more Rich Media & 5 or more Standard Ad Units)
w/ completed assets	3-4 business days
w/ Raw assets (.jpg/.gif)	TBD campaign specifics
w/ Raw assets (HTML5)	TBD campaign specifics

ADMAIL

With completed assets	1-2 business days	With raw assets	3-4 business day

LANDING PAGE

With imagery, text, and click-throughs
Completed assets	1-2 business days
Raw assets	2-3 business days

With multiple pages — TBD campaign specifics

With imagery, text, click-throughs
(plus video, form, photo gallery, or map)
Completed assets	2-3 business days
Raw assets	3-4 business days

REVISIONS AND OTHER REQUEST TYPES

Small revisions (ex: minor layout or text change, swap photo)	1-2 business days
Major revisions (ex: major layout or text change, change of animation style)	TBD campaign specifics
Complete redesign of ad	Same turnaround time as original ad unit
Adjust client-provided ad unit to meet our specs	Less than 4 hours
Issue with live ad unit	1 business day
Spec or mock-up ad production	TBD campaign specifics

In-unit video: Adding video to an ad unit may increase the turnaround time for that ad unit type.

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Service Level Agreement (SLA)

The Central Design Team will fulfill the services noted above. These services apply to all Tribune markets, partners and business units.

All creative requests submitted past 4PM local market time will be processed the following business day. If the request requires escalation, please contact Payal Gandhi at pgandhi@tribpub.com or 312-222-6615.

NOTE:

- Turnaround times listed include day ranges due to varying complexities of ad production requests. Proofs and ad files will be provided by the end of day local market time.
- Any creative requests submitted with incomplete assets will not be worked on until all assets are received, thereby delaying the turnaround and the requested proof due day may not be met.
- Placement specific tracking for more than 2 placements per ad unit will require an extra business day for production.
- The Industry Standard for rounds of revision is 3. We will be adhering to Industry Standards and allowing 3 rounds of revision per project. Additional rounds of revision will impact the turnaround time of your request. Including detailed design instructions in design request tickets will help to ensure the ads are built as closely to expectation as possible in the first proof and will help to eliminate rounds of revisions.
- Revisions submitted the day before the campaign live date may not be completed prior to the full turnaround time listed for revisions.
- If the client has not yet signed a contract, the creative will be classified as a mock-up.

GLOSSARY:

- Rich Media is any ad unit that is not contained within a standard display ad position, including pushdowns, billboards, interstitials, expandables, freeforms, reskins, hovers, and sliders.
- Raw assets are materials provided by the client/agency, such as a logo, imagery and text or Photoshop, Illustrator, InDesign, or .pdf files, which require creative concept production to build an interactive advertising product.
- Completed assets are materials provided by the client/agency, such as the completed files for the 970x90 collapsed and 970x415 expanded pieces of a pushdown, which require packaging production for the ad to function and deploy according to site specifications.
- Completed assets for standard ads are final completed units, therefore no creative production is needed. The turnaround time only pertains to the rich media ad production.
- Spec or mock up ads are ads that are still in the proposal stage and has not yet been sold to the client.

PRODUCTION CRITERIA:

For design requests to be considered complete all details about the creative requested for production must be compiled into a XpanceNET ticket submitted through our online portal at **https://designcenter.tribpub.com/** including the following information:

- Creative sizes or products requested for production
- Proof due date
- Launch date
- Materials needed to produce creative from raw assets:
  – Logo
  – Graphics/Imagery
  – Branding specifications, such as color, logo placement, etc.
  – Text to be displayed in creative
- Materials needed to package rich media creative from completed assets include:
  – Completed files in HTML5/JPG/GIF format which are needed to compile rich media creative and produce functionality
  – Comments or specific production details from client/agency including
  – Tracking pixels
  – Click-through URL

QUESTIONS:

Please submit inquiry requests or questions through the XpanceNET ticketing system.

FILE TYPES:

Photoshop = .psd	Image/static = .jpg	Illustrator = .ai	Vector graphic = .eps
Editable HTML5 = .fla	Final HTML5 = .zip	InDesign = .indd	Image/animated = .gif

For creative specifications please refer to our Media Kit at tribuneinteractive.com/specs