



NAME: _____

REQUIRED ELEMENTS: _____ **ISSUE:** _____ **REQUIRED ELEMENTS:** _____ **ISSUE:** _____

- _____ Block out your individual pages for ads for the issue (100 points)
- _____ Bill all advertisers immediately after the ad is sold (100 points)
- _____ Save all ads in a folder on the server and delete as necessary (100 points)
- _____ Make sure every ad has a headline (100 points)
- _____ Make sure every ad includes essential information - business name, address, phone, hours, logo. (100 points)
- _____ Every ad contains art, graphic or photo (100 points)
- _____ Every ad contains body copy (100 points)
- _____ Ads are placed on appropriate pages (sports ads on sports pages, etc.) (100 points)
- _____ Patron Page is updated (100 points)
- _____ Circulation labels are updated and printed for circulation (100 points)

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