

# Digital Production

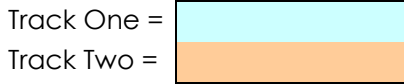
## Service Level Agreement (SLA)

The following description of projects and associated timelines has been designed to help you work with the Digital Production team as efficiently and effectively as possible. By planning and following the timelines and requirements for each project category, our team can ensure high-quality products and services that meet your timeline.

\* All feedback delivered by client to Digital Production must be consolidated by main client contact. No piecemeal feedback from entire group.

\*\* All design feedback must be provided by using the sticky notes tool in Acrobat.

**Start dates for all projects may be influenced by current project load of Digital Production team.**



Project type	Project Description	Requirements to begin project (Your project can not formally begin unless the full list of requirements is met)	Order of events	Total estimated timeline
<b>Microsite development</b>	A microsite includes any build of a new site for an event, promotion, etc that incorporate new navigation/multiple pages. These sites will typically live within the larger Boston or Philly websites.	<ul style="list-style-type: none"> <li>Completed microsite project request form received by Director of Digital Production</li> <li>All required material listed on project request form including finalized copy, links, description of site, visual assets, form or polling functionality needs, list of approvers, desired timeline, and any other relevant direction.</li> </ul>	<ul style="list-style-type: none"> <li>Receipt of microsite project request form and materials by Director of Digital Production</li> <li>All finalized content and assets turned over to Digital Production</li> <li>Project manager schedules kickoff meeting <b>(within 1- 4 days of receiving project request form)</b></li> <li>Digital Production team solidifies concept <b>(1-2 days)</b></li> <li>Project manager develops an outline of project and a production schedule <b>(0-2 days)</b></li> <li>Client and other approvers sign off on outline and production schedule <b>(0-2 days)</b></li> <li>Design of first draft <b>(5-10 days)</b></li> <li>First design draft of site delivered as PDF</li> <li>Client and approvers review and give Project manager consolidated feedback** <b>(1 day)</b></li> <li>Edits made, second design draft delivered as PDF <b>(0-2 days)</b></li> <li>Round 2 edits ** <b>(1 day)</b></li> <li>Edits made, final coded site delivered in secure location <b>(2-5 days)</b></li> <li>Digital Production QA <b>(1 day)</b></li> </ul>	<p><b>14 – 32</b> business days</p> <p>(Exact timing will depend on complexity of site being requested)</p>

			<ul style="list-style-type: none"> <li>Client QA <b>(1 day)</b></li> <li>Final revisions and QA <b>(1-2 days)</b></li> </ul> <ul style="list-style-type: none"> <li>Site pushed live</li> </ul>	
<b>Post-launch microsite edits</b>	Edits to content and imagery after your microsite is launched	<ul style="list-style-type: none"> <li>Finalized content and/or imagery collected and sent in a single email to project manager on Wednesday by 4pm</li> </ul>	<ul style="list-style-type: none"> <li>Requestor sends email containing all needed edits and supporting files to project manager by 4pm on Wednesday</li> <li>Edits completed by 4pm on Thursday</li> <li>Designer QAs edits</li> <li>Project manager sends completion note to requestor</li> <li>Requestor performs QA and notifies project manager of any oversights</li> </ul>	<b>1</b> business day
<b>Custom single page</b>	Design of a page of content and images that currently does not exist. The page does not have new navigation.	<ul style="list-style-type: none"> <li>Completed custom page project request form received by Director of Digital Production</li> <li>All required material listed on project request form including finalized copy, links, description, visual assets, list of approvers, desired timeline, and any other relevant direction.</li> </ul>	<ul style="list-style-type: none"> <li>Receipt of custom page project request form and materials by Director of Digital Production</li> <li>All finalized content and assets turned over to Digital Production</li> <li>Design of first draft, First design draft of page delivered as PDF <b>(1-2 days)</b></li> <li>Client and approvers review and give Project manager consolidated feedback** <b>(0-1 day)</b></li> <li>Edits made, second design draft delivered as PDF <b>(0-1days)</b></li> <li>Round 2 edits ** <b>(0-1 day)</b></li> <li>Client reviews design and sends final tweaks <b>(0-1 days)</b></li> <li>Page built and link sent to client <b>(0-2 days)</b></li> <li>Client QA <b>(0-1 day)</b></li> <li>Final revisions and QA <b>(0 days)</b></li> </ul>	<b>1 - 9</b> business days
<b>E-blasts</b>	Emails sent out using a third party email service to a predetermined list of recipients	<ul style="list-style-type: none"> <li>Completed E-blast project request form received by Director of Digital Production</li> <li>All required material listed on project request form including finalized content, all visual assets, all links, subject head, list of approvers (including needed approval for recipient lists), social media links, required recipients, desired send date and time</li> </ul>	<ul style="list-style-type: none"> <li>Receipt of E-blast project request form and materials by Director of Digital Production</li> <li>If not following a standard format, design will first be sent as a PDF for feedback ** and approval. 2 rounds of feedback**/revision. <b>(2 days)</b></li> <li>Design, coding and test of E-blast to designated approvers. <b>(2 days)</b></li> <li>Review by approver and feedback sent <b>(0 -1 days)</b></li> <li>Revised test email sent to approvers <b>( 0 -1 day)</b></li> <li>Final revisions made and test sent <b>(0 days)</b></li> </ul>	<b>4 - 7</b> business days

			<ul style="list-style-type: none"> <li>• Approvers sign off on final test email <b>(0 – 1 days)</b></li> <li>• Email sent</li> <li>• <b>Email statistics sent to main contact 3 business days following send.</b></li> </ul>	
<b>Ad design</b>	Digital ads designed in-house for Metrocorp clients	<ul style="list-style-type: none"> <li>• Completed ad design project request form received by Director of Digital Production</li> <li>• All required material listed on project request form turned into Digital Productions, including final copy, ad specs, all visual assets, desired timing, destination link, links to where ad should appear on site, any other relevant direction.</li> </ul>	<ul style="list-style-type: none"> <li>• Receipt of ad design project request form and materials by Director of Digital Production</li> <li>• Digital Production designs and sends first draft of ad as PDF to specified approvers <b>(1-2 days)</b></li> <li>• Client reviews and sends feedback** to Project manager <b>(0- 1 days)</b></li> <li>• Second draft designed and sent to approvers <b>(0 -1 days)</b></li> <li>• Client sends final feedback** to Project Manager <b>(0-1 day)</b></li> <li>• Final ad sent to client <b>(0 days)</b></li> <li>• Client signs off on design <b>(0 days)</b></li> <li>• Ad specialist places ad on site in specified locations – <b>Client's own timeline</b></li> </ul>	<b>3 - 5</b> business days
<b>New functionality or database work</b>		<ul style="list-style-type: none"> <li>• Completed new functionality or database work project request form received by Director of Digital Production</li> <li>• All required materials listed on project request form turned into Digital Productions, including a description of the project, purpose and goals of project, list of approvers, desired timeline, content source (if database) or final content, all relevant links, relevant examples</li> </ul>	<ul style="list-style-type: none"> <li>• Receipt of new functionality or database work project request form and materials by Director of Digital Productions</li> <li>• Project manager schedules kickoff meeting <b>(within 1- 4 days of receiving project request form)</b></li> <li>• DP team solidifies concept and needed resources <b>(2 days)</b></li> <li>• Project manager develops an outline of project and production schedule <b>(2 days)</b></li> <li>• Requestor and other approvers sign off on outline and production schedule <b>(0-3 days)</b></li> <li>• First draft visual design sent to client as pdf <b>(5 - 7 days)</b></li> <li>• Client reviews first draft and sends feedback** to Digital Production <b>(0-2 days)</b></li> <li>• Digital Productions makes needed edits and sends second draft to client <b>(1- 2 days)</b></li> <li>• Client reviews second draft and sends Digital Productions feedback** <b>(0-1 days)</b></li> <li>• Digital Productions makes final design edits and sends to client <b>(0-1 days)</b></li> <li>• Client approves final design <b>(0-1 days)</b></li> <li>• First round of programming/development <b>(3-7</b></li> </ul>	<b>19 - 43</b> business days  (Exact timing depends on complexity of request. If project does not require all steps noted, PM will specify shorter timeline.)

			<p><b>days)</b></p> <ul style="list-style-type: none"> <li>• First draft of programmed site sent to client. Client reviews and delivers feedback to Digital Productions. <b>(1-2 days)</b></li> <li>• Second draft of programmed site created and delivered <b>(1-3 days)</b></li> <li>• Final revisions sent to Digital Productions by client <b>(1 day)</b></li> <li>• Final site developed, QA'd by Digital Productions, site sent to client <b>(1-2 days)</b></li> <li>• Client QA <b>(1 day)</b></li> <li>• Client signs off on final product <b>(0-1 days)</b></li> <li>• Project deployed <b>(1 – 7 days)</b></li> </ul>	
<b>Graphics work</b>	Assistance with the development of graphics for anything other than ads.	<ul style="list-style-type: none"> <li>• Completed graphics work project request form received by Director of Digital Production</li> <li>• All required materials listed on project request form tuned into Digital Productions, including description of purpose of request, final copy, any required specifications, relevant examples, needed links (where the graphic will live on the site and where it will link to), any other direction.</li> </ul>	<ul style="list-style-type: none"> <li>• Receipt of graphics work project request form and materials by Director of Digital Production</li> <li>• Design of first draft of graphic(s) <b>(2-3 days)</b></li> <li>• Client reviews first draft and sends feedback** to Project Manager <b>(0-1 days)</b></li> <li>• Second draft designed and sent to approvers <b>(0-1 days)</b></li> <li>• Client reviews and sends feedback** to Project Manager <b>(0-1 days)</b></li> <li>• Third draft designed <b>(0-1 days)</b></li> <li>• Client and approvers sign off on project <b>(0-1 days)</b></li> <li>• Digital productions posts graphic(s) <b>(0-1 days)</b></li> </ul>	<b>2 - 9</b> business days
<b>Pitch support/mock ups</b>	Sales support for pitch work	<ul style="list-style-type: none"> <li>• Completed mock up request form received by Director of Digital Production</li> <li>• All required materials listed on project request form including finalized content, image files, functionality specifications, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Client collects all needed approvals from marketing and/or editorial</li> <li>• Receipt of mock up project request form and all corresponding materials by Director of Digital Production</li> <li>• Project manager assigns designer to project</li> <li>• First draft completed <b>(1-3 days)</b></li> <li>• Client reviews first draft and sends feedback** <b>(0-1 days)</b></li> <li>• Second draft completed <b>(1 day)</b></li> <li>• Client approves design or sends final tweaks <b>(0-1 days)</b></li> <li>• Design delivered in appropriate format to client</li> </ul> <p>*** This schedule is ONLY for mock ups,</p>	<b>2 - 6</b> business days

			<b>not the actual build of pages, etc.</b>	
<b>Misc</b>	Any digital request that does not fall under one of the specified categories above	<ul style="list-style-type: none"> <li>• Completed misc project request form received by Digital Productions</li> <li>• All required materials listed on project request form turned into Digital Production, including description of purpose of request, final copy, any required specifications, relevant examples, needed links, list of approvers, specifications, any other direction.</li> </ul>	<ul style="list-style-type: none"> <li>• Receipt of misc work project request form and materials by Digital Production</li> <li>• If needed, kick off meeting will be scheduled</li> <li>• Resources allocated by Digital Production</li> <li>• If needed, production scheduled developed by Digital production</li> <li>• Client signs off on production schedule</li> </ul>	<b>Varies</b> time will vary based on complexity of request
<b>Text and Standard Edits (Text, Links, PDFs, Etc.)</b>	Edits to text only on any Metrocorp website or social media asset	<ul style="list-style-type: none"> <li>• No project request form required</li> <li>• Please send email to Lisa Decotis with a detailed explanation of the edits you would like made</li> </ul>	<ul style="list-style-type: none"> <li>• Client sends needed edits to Project Manager</li> <li>• Digital production gives clients estimate of how long edits will take to implement</li> <li>• Digital Production makes edits and informs client <b>(1-3 days)</b></li> </ul>	<b>1- 3</b> business days
<b>Bugs</b>	Any problem that is found with the functionality of a Metrocorp owned website	<ul style="list-style-type: none"> <li>• No project request form required</li> <li>• Please send email to Lisa Decotis with a description of the bug and a screen shot if applicable</li> </ul>	<ul style="list-style-type: none"> <li>• Client sends description of bug to Project Manager</li> <li>• Digital Production investigates origin of problem</li> <li>• Digital Production develops a plan for resolution</li> <li>• Digital Production communicates back with client</li> </ul>	<b>Varies</b> time will vary based on complexity of bug