

BEST PRACTICES FOR STORING ADVERTISING PRODUCTION ELEMENTS



Make certain your storage vendor receives a copy of the “Commercial Approval & Release Master” form.

Why? – This provides your storage vendor with valuable pertinent information for that job and alerts them that elements should be arriving soon.



Ensure that the production elements from all vendors are sent to your storage vendor no later than (30) days after commercial(s) air.

Why? – The sooner the elements are sent to storage the easier it is to group and organize them by job. Your storage vendor can then verify and account for all key elements. The more time that passes the harder this task becomes.



Create inventory guidelines for your agencies.

Why? – Inventory guidelines are essential to ensure your storage vendor gets all of the information needed to properly inventory the elements. Request that your agencies vendors include detailed inventory sheets for all material shipped to storage in the box with the elements to be packaged and shipped to storage. Inventory information includes: titles and length of spots, ISCI or Ad-Id-codes, agency job number, agency name, Client name, product or brand name, vendor (from where materials originated), etc.



Make sure the vendors use proper packaging and shipping methods when sending the production elements to storage.

Why? – Elements can be damaged while in transit if they are not packaged properly and damage can also occur with certain shipping methods where excessive handling occurs.



Review your retention policy periodically and make sure it fits your company plan.

Why – Every company is different and the industry is always changing so you want to have a retention plan in place that best suits your company and protects you from potentially disposing of production elements prematurely. This also helps to purge and reduce storage costs for expired or unnecessary elements.