Art Review Checklist	Account	Production

Before you look at art…
Update strategy memo
Review a sample from the previous mailing
Update production grid
Print art in actual size and in color

Then, it's time to review.

Letter Art:
Do you have all the versions you need?
Correct copy per version?
Is the layout/format correct?
Is it the right size?
Are the margins correct?
Does it need a preprint code?
Is the date correct?
Do the colors, logos, and fonts meet the client's brand guidelines?
Do the specs match the strategy memo?
Is all variably copy in magenta?
Is punctuation consistent (commas, spaces after periods, indents, elipses, etc.)
Is the ask on page 1?
Are the variable fields labeled as fields?
Does this fly the package? If so, is the address block in the right position?

Reply Form Art
Do you have all the versions you need?
Does it need a preprint code?
Correct copy per version?
Does the copy provide all necessary instructions for the donor? (tear here, sign here, etc.)
Does the Yes copy present a stand-alone case for giving?
Does the address block indicate the correct version?
Is the layout/format correct?
Is it the right size?
Will it fit in the RAE without any additional folding?
Do the specs match the strategy memo?
Do the colors, logos, and fonts meet the client's brand guidelines?
Is all variable copy in magenta?
Is there enough clear space around the variable copy?
Are all variable fields listed in the art?
Are the variable fields labeled as fields?
Is all variable copy or fields in the correct font, size and placement?
Is the source code lasering on the portion that the donor will return?
Is the ask string indicated by the field names?
If there is a border, is it consistent on all sides?
Does this fly the package? If so, is the address block in the right position?
Will any of the copy show through the window?

OE Art
Do you have all the versions you need?
Does it need a preprint code?
Is it the correct size?
Does it need a window?
Is the window size and placement correct?
If it's a closed-face OE, is there an address block?
Is there a barcode position indicated?
Is it machine insertable? (Flap smaller than 2"?)
Do the specs match the strategy memo?
Do the colors, logos, and fonts meet the client's brand guidelines?
Is the teaser in a position where it won't be covered by the stamp or in the USPS clear zone?

RAE Art
Do you have all the versions you need?
Does it need a preprint code?
Is it the correct size?
Is it small enough to be machine inserted into the OE but large enough to fit the RF?
Do the specs match the strategy memo?
Is the address correct?
Is the barcode correct?
Is the code correct?
Is the barcode in the correct position?
Is the zip+4 correct?
Does it need state regulations added to the back?

Insert Art
Does it need a preprint code?
Do you have all the versions you need?
Is the copy correct?
Is the layout/format correct?
Is it the right size?
Do the colors, logos, and fonts meet the client's brand guidelines?
Do the specs match the strategy memo?
Is there enough clear space around the edges?
If there is a border, is it consistent on all sides?