**Asana Milestones**

* **Planning**
  + Planning Call
    - (Assign to PM)- *approximately* 6 weeks before desired drop date
  + Client Sends Photos, Art Files, Style Guide, Sample Data & Copy points
    - (Assign to Client)- Timeline starts here- Day 1
  + Creative Brief Due to Client
    - (Assign to Darin)- 2-day turnaround from receiving copy points
  + Approved Creative Brief Returned
    - (Assign to Client)- 1 day turnaround from receipt of CB
* **Copywriting**
  + First Copy Draft Sent to Client
    - (Assign to Darin)- 2-day turnaround from approved CB
  + Extra Draft Milestones- as needed
  + Final Approved Copy Sent to Project Manager
    - (Assign to Darin)- 5-day turnaround from First Draft
* **Design**
  + Design Work Order Put Forward
    - (Assign to PM)- 1 day turnaround from receiving approved copy
  + First Design Proof Sent to Client
    - (Assign to PM)- 3-day turnaround from submitting work order
  + Final Designs Approved
    - (Assign to Client)- 1 day turnaround from design proof being sent
* **Data**
  + Final Mail File(s) Sent to Project Manager
    - (Assign to Client)- need *before* designs are approved, the sooner the better
  + Purchase Rental List(s)
    - As needed
    - (Assign to PM)- need *before* designs are approved, the sooner the better
* **Printing & Mailing**
  + Production Work Order Put Forward
    - (Assign to PM)- 1 day turnaround from final design approvals
  + First Variable Proof Sent to Client
    - (Assign to PM)- 2 or 3-day turnaround from submitting work order
  + Variable Proofs Approved
    - (Assign to Client)- 1 day turnaround from receiving proofs
  + Drop Date
    - (Assign to PM)- target date client desires or 3-5 days after variable proofs approved