MRM//McCann

**EM COPY DOC TEMPLATE**

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| * When preparing a Copy Doc, always follow the order of the creative, top to bottom (match to creative) * If a section is “not applicable”, mark box as N/A * DO NOT include font formatting, for example: ALL CAPS, Lead Cap, **BOLD**, *ITALIC*, UNDERLINE. BA will follow the PSD file * Identify images and personalized data fields by using [brackets] around copy, for example [first name] * Include Alt Text in the Copy Doc only and use <carets> around copy. DO NOT include Alt Text in the Link Matrix * “Content” sections = stories, body copy, tiles. Insert for as many as are required * When there are changes to content *after* asset turnover it is a requirement to update the Copy Doc and PSD file and re-upload of the updated assets to DCP who will provide to BA. The Copy Doc must be highlighted in yellow where changes occurred * This document is owned by the Copy Writer and is delivered as part of the final asset package to the production team at asset hand-off | | | |

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