



VIRGINIA
MEDIA

DMS SLA Turnaround Times

	Search Engine Marketing & Social Media Advertising	Web Development	Email Marketing	Programmatic Display Local Search & Listing Services
Kickoff Call	2-3 Business Days from receiving IO and Checklist	3-5 Business Days from receiving IO	n/a	n/a
Campaign Launch	3-5 Business Days from kickoff call – Ads Proofed. Campaign launch upon approval and access granted to GA	New Site Builds – 10 business after kickoff call and receiving assets for staging homepage Landing Page – 5 business days from receiving assets	10 business days from receiving IO and all assets (if we are building creative) 2-3 Business days from receiving IO and all assets (if client is providing creative)	2-3 Business Days from receiving IO and all assets/ checklists
Call Tracking Number	1-2 Business Days	1-2 Business Days	1-2 Business Days	1-2 Business Days
Requested Changes to Live Campaigns	1-2 Business Days	3-5 Business Days (hosted sites)	n/a	1-2 Business Days
Monthly Reports	5 th Business Day of the following month	n/a	7 days after deployment	5 th Business Day of the following month (programmatic)

*We do not launch new websites or new Search/Social campaigns on Fridays

*All web development sales should be started with a [Custom Web Quote](#)

*Minimum email send is 25,000. Tuesdays, Wednesdays and Thursdays are the best days to send

*All checklists can be found at the [Digital Ops Site](#)

*Monthly Reports are available in TapClicks and/or in the [Report Folder on Sharepoint](#)

*Brand new TapClicks reports will be available within first five business days of the month following launch