

Timeline for Everyday Summer '08 Catalog
11/12/07

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
	Feb. 26	March 5	March 12	March 19	March 26	April 2	April 9	April 16	April 23
BWTC	Art direct photography	Art direct photography	Art direct photography	Art direct photography	Art direct photography				
	Discontinued items, Pagination & Masterlist to PHA	Create copy spreadsheet	Create copy spreadsheet	Create copy spreadsheet	Submit copy to PHA			Review and mark up print proofs	Review and mark up print proofs
				Review and mark up comps	Review and mark up comps	Review and mark up comps	Review and mark up comps	Review and mark up comps	Review and mark up comps
PHA	Image management	Image management	Image management	Image management	Image management	Image management			
		Set-up for catalog; pick-up pages	Design	Design	Design	Design	Design	Design	Design
				Comps to BWTC for review, mark up, approval	Comps to BWTC for review, mark up, approval	Comps to BWTC for review, mark up, approval	Comps to BWTC for review, mark up, approval	Comps to BWTC for review, mark up, approval	Comps to BWTC for review, mark up, approval
							Send artwork to printer via ftp	Send artwork to printer via ftp	Send artwork to printer via ftp
								Review and mark up print proofs	Review and mark up print proofs
LEE	Photography	Photography	Photography	Photography	Photography wrap-up				
PRINTER	Process images for color correction & clipping paths	Process images for color correction & clipping paths	Process images for color correction & clipping paths	Process images for color correction & clipping paths	Process images for color correction & clipping paths	Process images for color correction & clipping paths		Print proofs to BWTC & PHA	Print proofs to BWTC & PHA

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Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19
April 30	May 7	May 14	May 21	May 28	June 4	June 11	June 18	June 25	July 2
Review and mark up print proofs	Review and mark up print proofs	Review and mark up print proofs	Review and mark up print proofs	Final approval of print proofs					Catalog delivered to BWTC
Review and mark up comps	Review and mark up comps	Review and mark up comps							
					Create final catalog pdf	Post-catalog clean-up			
Design	Design								
Comps to BWTC for review, mark up, approval	Comps to BWTC for review, mark up, approval								
Send artwork to printer via ftp	Send artwork to printer via ftp	Send artwork complete							
Review and mark up print proofs	Review and mark up print proofs	Review and mark up print proofs	Review and mark up print proofs	Review and mark up print proofs					
Print proofs to BWTC & PHA	Print proofs to BWTC & PHA	Print proofs to BWTC & PHA	Print proofs to BWTC & PHA	Final approval of print proofs	Printing	Printing	Ship catalog		
						Post-production image and CD process	Post-production image and CD process		