

focused
on-time
connected

traffi(x)works

there when you need it.



talent
PARTNERS

focused attention

As ad volumes and media outlets continue to multiply, the advertising industry is constantly challenged to do much more with less. In this era of leaner staffs, budget pressures, and faster turnaround times, client relationships and the creative product demand your undivided attention.

But getting your clients' ads where they should be, when they should be there, is no less important. This is where TraffixWorks can help, offering a flexible suite of hands-on traffic support services, technology, and training that's there when you need it. To get started, the traffic experts at Talent Partners work with you to define the best combination of services to optimize your ad distribution process. If ad trafficking no longer fits your business model, a dedicated TraffixWorks team can take charge of the entire process for you. Or if your business faces occasional crunches, our experts can step in temporarily to lend an extra hand. And even if you prefer to manage your traffic entirely in-house, we can train your employees on best practices, client workflow, and organizational efficiencies.

In addition to being among the most experienced in the industry, the traffic experts at Talent Partners pride themselves on providing the complete focus and endless patience that traffic management demands. In fact, we've made a career out of it so that you don't have to.

TraffixWorks is a highly specialized product offering from Talent Partners that provides the traffic decision support you need, when you need it.

the smart
approach
to ad
distribution

- Hands-on traffic services, from generating orders to creating media instructions
- Advanced systems, utilizing the latest technologies to link key players
- Customized training, presented by Talent Partners' top traffic experts
- Consulting services, developing new ways to optimize your workflow process

traffixworks

there when you need it.

on-time every time

In the advertising world, timing is everything. If a commercial or print ad doesn't run when and where it should, the repercussions are often serious.

From concept to schedule revisions, your TraffixWorks team will take the lead on all the authorizations and logistics necessary to keep your ads moving smoothly toward their proper destinations, including

- **Managing media and creative information in close collaboration with your account executives and media specialists.**
- **Coordinating duplication, proofing and shipping with the vendors of your choice.**
- **Executing letters of instruction on flight dates and rotation for broadcast commercials and insertion orders for print ads.**
- **Reporting talent use to ensure timely authorization of payroll, strictly adhering to union requirements.**
- **Streamlining clearances by submitting ads to media outlets and working with your production team to resolve any issues.**

And throughout this multi-step process, we follow up and follow through on all inquiries related to instructions and deliveries—ensuring that nothing stands in the way of your ad's timely appearance.

***connected** where it counts*

With TraffixWorks, you literally plug into the extensive resources and technological powerhouse of Talent Partners. Our relationship with Donovan Data Systems helps you connect each step from media buying to ad delivery into a seamless process to save time and resources. What's more, integrating the traffic function with our industry-leading talent system also improves accuracy and timeliness.

And even after more than 40 years serving the advertising industry, we at Talent Partners are working harder than ever to maintain our reputation for expertise, accountability and innovation. We constantly look for ways to improve our ad distribution system on your behalf, applying advanced technology to capture new efficiencies whenever and wherever possible. TraffixWorks is another product of our continued drive to support the business of your business.

choose a new direction

If scheduling, tracking, and verifying ad distribution is tying up resources better applied elsewhere, it's time to give Talent Partners a call. Whether you need help with part or all of the trafficking process, on a regular or project-by-project basis, our **TraffixWorks** support services will make your ad distribution system just what it should be—***focused, on-time, and connected.***

supporting the business of your business

Serving the advertising community for more than 40 years, Talent Partners is committed to setting the standard for production decision support, pursuing flexible ways to partner with our clients, using information technology to make service delivery ever more efficient, and investing in our employees so that they remain engaged and productive. We look forward to being part of your team and helping make your ideas happen.



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