

Preceded by: 4-Art Program Development (AVPM1)

4b-Media Pre-Launch (ME3)

Followed by: 5-Manuscript Turnover from Editorial (PM3)

Why: Content review and preparation by Media Project Manager and pre-launch meeting to confirm and/or clarify project scope, customer needs and product specifications.

Who: Media Project Manager, Media Editorial, and/or Acquisitions Editorial

Skills Needed: Time management, budget and communication skills; knowledge of standard and advanced media product types and specifications; current and proposed media platforms and stand-alone products.

Knowledge Base Needed: Microsoft Office (Word, Excel), PIMS, Adobe Acrobat, PAL Projects

NOTE: Lead Media Project Manager (LMPM) must attend all Parent Text Launches to review product family list of supplements. Formal parent launch notes to be supplied by **In-house Project Manager (PM)/Liaison**. Media Project Manager (MPM) should only attend media portion as scheduled per the notes (which serve as an agenda).

TASK: Media Pre-Launch Preparation (REQUIRED)

Step 1: Initial Product Information Setup – Editorial initiates all products by inputting the product series (all components) in PPS (Publishing Planning System), which feeds to GHEPM (Global Higher Ed Product Master) (<http://hepm.pearsoned.com/>). When finalized the info is promoted to PIMS (Production Information Management System) (<http://pims.pearson.com/pims/>) by Editorial. Systems can be accessed from: <http://phheproduction.pearsoned.com/>

<p>LATEST NEWS</p> <ul style="list-style-type: none"> ➤ August Ice Cream Social ➤ September begins intensive review of all procedures by the director team. Some drafts are available here for reference. ➤ Committees are continually being formed, check for updates 	<p>LINKS</p> <ul style="list-style-type: none"> ➤ Staff Contact List ➤ PIMS ➤ PAL ➤ HEPM ➤ Radar ➤ Vendor/Invoice DB ➤ Plant Dashboard ➤ VARC ➤ CHET ERAP ➤ ESM ERAP 	<p>PEARSON SITES</p> <ul style="list-style-type: none"> ➤ People Development ➤ Pearson Intranet ➤ Production Knowledge Base
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Step 2: Review parent instock and parent schedule by pulling PH Higher Ed Status Form from PIMS.

Step 3: Review requested media product instock.

Step 4: Review data from Media Plan/Media Product Specification Online Form for completeness and clarification of specifications.

Step 5: Verify Priority in PIMS PRODUCT> Title Info> priority. If AAA product, batched submission of content is allowed. If Non-AAA product, content must be complete at time of formal submission.

Product has been Manufactured. Record modifications will NOT be uploaded to PEAR.

PRODUCT	PRODUCTION	DESIGN	VISUAL	TEAM	SCHEDULE	BUDGET	MANUFACTURING	MEDIA	REPRINTS	PO	
<p>• Title Info • Market • Contract</p>											
GROUP:	PH-HE				LATEST IN STOCK:	04/18/2007		LATEST BOUND BOOK:	04/13/2007		
DIVISION:	14004:CHET				ACTUAL PUBLISHED:	04/18/2007		ARCHIVED:	07/30/2007		
TEAM:	Career				IMPRINT:	Prentice Hall					
ISBN:	0131119117		Copyright Year:	2008		EAN:	9780131119116				
AUTHOR:	Fernandez				EDITION:	1					
TITLE:	Illustration for the Fashion Designer:										
SOURCE ID:	Q-CHET				GROUP ID:	18-Fashion					
DISCIPLINE:	2325-Fashion				REGION:						
MARKET CATEGORY:	Select				CATEGORY:	4					
SERIES:	Select				LEVEL:	Select					
PRODUCTION STATUS:	Complete				ALERT:	GREEN - On Schedule					
PEAR ID:	000100010002231377										
PRODUCT SALEABLE:	Select				PRIORITY:	B					
PRODUCT DESC:	Book				PREV ED. ISBN:			PREV ED. WIP:			
PARENT/SUPPLEMENT:	Parent				UOPS PRODUCT:	ILLUSTRATN FASHION DESGN					
BISAC CODE:	Select				PARENT ID:	000100010002231377					
PENDING S/W RELEASE:	Select				DELIVERY SYS.:	Select					
					PRIVATE LABEL INDICATOR:						
					DATE CREATED:	07/10/2002					
<p>PRODUCT FAMILY >> show/hide details BOM ISBN >> show/hide details</p>											
COMMENTS:	<p>DVD is to be packaged with the book. JS followed up with author on 10/10/06; 8-page color insert to be added. Author needs to choose some pieces from Color chapter and place nearest to that chapter. Author to supply new cover art; JS followed up on 10/10/06. Author needs to supply Preface; JS followed up on 10/10. Finished CD received 11/1.</p>										

Step 6: Review copies of author, editorial or production vendor contracts.

Step 7: Determine what content is to be repurposed or new, and if content is complete or to be submitted in batches. Note what FTP Pearson account files will be placed on for printer.

Step 8: Determine type of printed packaging (i.e., Access Code Card / Software). If Priority AAA, discuss with **Art Director (AD)** and Media Editor (MEd) to review design specifications at Parent title launch. If Non-AAA, select from standard media package designs: <http://phheproduction.pearsoned.com/> >Media > Standards

Step 9: Confirm latest BP budget in PIMS BUDGET> Overview> latest budget.

PRODUCT	PRODUCTION	DESIGN	VISUAL	TEAM	SCHEDULE	BUDGET	MANUFACTURING	MEDIA	REPRINTS	PO
<p>• Overview • Create/Modify Budget • Budget Details • Product Level Info • Group Level Info • Budget Estimates Printing No. 1 Go</p>										
<p>PLANT BUDGET:</p>										
PPS:	26200.00				LATEST BUDGET	54082.00				
PPS(REV):					LATEST ESTIMATE					
BP 1:	32800.00									
BP 1 (REV):	54082.00									
<p>ESTIMATED COST:</p>										
LAUNCH (PS):	54082.00				ACTUAL COST:	21223.04				
REVISED (PS):	43408.02				COMMITTED:	35537.56				
CCE:	43408.05				YEAR TO DATE ACTUAL:	48914.62				
					WIP:					
					ACTUAL COST:					

Step 10: Send out request for estimate to vendor(s).

Step 11: Review Release to Production (RTP) form (SEE 8. RTP Form Routing (PM7)) and determine if RTP is acceptable for Production

- Verify if Inventory Manager (IM) has released quantity for physical product in Inventory Management System (IMS) by viewing the Manufacturing PO Quantity in PIMS MANUFACTURING> Overview> mfg. po. qty
- Enter RTP launch estimate for prepress/comp (for media). Media then holds RTP for all media product. MPM should confirm with OS that quantities are actually released when the number appears in the mfg. po. Qty field.

The screenshot shows a detailed manufacturing overview for a book. Key sections include:

- Component Add:** A list of components with checkboxes, including Assembly, Bind-In Sleeve, Binding, CD-ROM, Case Cover, End Papers, Insert, Paper Cover, and Text.
- Important Specifications:** Fields for Estimated Page Count (352), Trim Size (8-1/4" x 10-7/8"), Text Printing Method, Binding Style (Adhesive Case), PMS Colors, Actual Page Count (336), Interior Colors (1), and Binding Type (Casebound).
- Book Bound Dates:** Latest BBD (04/13/2007), Revised BBD (04/13/2007), Desired BBD, and Actual BBD (04/13/2007).
- Instock Dates:** Latest Instock (04/18/2007) and Actual Instock (04/18/2007).
- Quantity and Unit Price:** Tables for Planned, Revised, and Actual quantities across low, med, and high price points, along with Estimated PPB, PO PPB, List Price (80.0), and Net Price (60.0).
- Comments:** A text area with the note: "author request a better grade of paper, layflat casebound binding".

- If not released, return RTP to Editorial. Editorial must request final quantity release in IMS by IM.

Step 12: Validate PIMS Product data and status (responsible for the fields at left).

Step 13: Engage with MEd to review all pre-launch preparatory data.

Step 14: Determine type of media launch required.

Standard Media Product includes:

- CD/DVD (Student or Instructor Resource Center)
- Catalog Resource Distribution (CRD) Upload
- OnlineCourse (WPS)
- Ebook (Activebook & Flash)
- Flash Card
- JPEGs
- Online Course – CW (WPS)
- Microsoft PowerPoints
- If product specifications are incomplete, formal media launch is required.
- If production specifications are complete, virtual media launch is recommended.

Advanced Media Product or Priority AAA includes:

- CD/DVD (Custom Student or Instructor Resource Center)
 - Online Course (Common Cartridge, MML, Mastering & Pegasus)
 - Video
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- Formal media launch is required.