

Before you promise a rerun

A manual six-check card for independent newsletter publishers.

- 1 Preserve the booked placement**
Keep the original issue date, slot, approved version, destination URL and booking / approval references.
- 2 Show the exception**
Capture the actual sent placement and compare it with the booking. A below-typical result alone does not establish a remedy; review what was actually promised.
- 3 Name the decision owner**
Ask the authorized person to decide what response, if any, is appropriate. This card does not determine legal rights or a refund amount.
- 4 Check the replacement before offering it**
Confirm available inventory, sponsor category constraints, current creative and whether the offer will still be valid on the proposed date.
- 5 Keep proposed separate from approved**
Record sponsor and internal approval, date and exact plan version. Release superseded holds. Silence is not consent.
- 6 Close with proof, not a calendar checkmark**
Preserve the rerun capture and tested link, share the report with a stated observation window, and record remaining work and the sponsor response.

A placement record is not verified reach, unique readership, conversions or payment evidence. Keep originals and corrections separate; do not add overlapping audiences or turn missing metrics into zero. No automatic checks or publishing.