

WEA Records Retention ScheduleCREATIVE SERVICES

Abbreviations; CY=Current Year; E=Electronic; P=Paper					
Group + Code	Records Series Name	Description	Retention Period	Legal Reference	Media
CREATIVE SERVICES					
CRS-01	Advertising artwork	Art design, photographer's art and photography	Perm		E
CRS-02	Creative and Design Project Files	Documentation that supports the creation of advertisements, marketing collateral, catalogs, brochures, advertising copy, marketing programs, speeches and presentations, product literature, videos, promotions, conferences, merchandise (gift with purchases), signage, etc. Includes vendor sourcing information, pricing, budgets, production schedules, proofs and approvals.	Completion + 3 years		E
CRS-03	Marketing and Advertising Publications- Products	Marketing publications and material relating to specific artists and their products for printed flyers, brochures, promotional materials, product displays, etc.	Perm		E&P
CRS-04	Marketing Publications and Merchandise - Artists	Material relating to specific artists and their products including product packaging and artist merchandise e.g., tee shirts, mugs, jackets, etc.	Perm		E
CRS-05	Photographs - Marketing	Master file of photographs, clip art and other digital images purchased for use in marketing and promotional publications	20 years + review for ongoing preservation or permanent retention		
CRS-06	Website Design	Documentation for the design and set-up of company supported websites used for promotions, events, give-aways, artists, etc.	Completion + 2 years		