Association of Directory Publishers
CMR Questionnaire

What is the most important action a non-utility publisher can take to assist you when making recommendations to your clients?
Provide 3rd party usage information, as well as testing results directly comparing the independent directory and the corresponding utility directory.

Some national advertisers make decisions to be placed exclusively in utility directories. How often does this happen and how can a non-utility publisher assist you in convincing these clients that there are additional directories that warrant placement?
It does not happen as often any more. Publishers can assist by staying open minded to partnerships and testing. In addition, research, usage information and incentives help.

When a metered ad program meets or exceeds the client's success criteria why are the ad programs not renewed?
The program was not sold properly and the client wanted a "free lunch". Recommendation is to get an agreement/sign off on a plan that rolls out to full rate over the course of a pre-determined number of years.

How beneficial are publisher visits to your office?   **Face to face contacts make the publisher seems more accessible. Lends greater level of comfort when seeking assistance from publisher.**

When a competitive publisher makes an on-site visit, what should be included in the presentation to assure attendance by key people within your organization?
Brief overview of your company, new offerings, new markets, strategic partnerships, discount programs, and any new research conducted on your directories. Forwarding a copy of the agenda prior to the meeting and asking for CMR input helps. So do goodies and/or lunch.

What is the preferred format for receiving marketing information from the publisher, binders, individual book mailings, electronic delivery or ability to download on demand from a publisher's website? **Download on demand, however, continue to provide newly created sales pieces, maps, usage studies, testimonials, etc.**