

# Best Practices for National Advertising Success!



## MAXIMIZING YOUR NATIONAL CHANNEL

(Presented by the ADP National Relations Committee, September 2009)

### Are you getting your maximum revenue from national advertisers?

The National Relations Committee of the Association of Directory Publishers recommends taking advantage of some of the following “best practices.”

#### **Network and build partnerships with the CMR community**

- o Attend Industry Functions
- o Conduct CMR Visits
- o Develop Partnerships
- o Be Responsive!

#### **Communicate with CMRs**

- o Provide current information: sales collateral, tear pages and usage results and make them easily accessible via your website
- o Consider providing your directories to online tear page providers for the convenience of CMRs
- o Respond promptly to CMR requests
- o Empower your national department or service bureau to make decisions
- o Keep Rates & Data current and accurate
- o Solicit CMR input

#### **Respect the integrity of the national channel and allow local to national transfers without penalty**

- o Provide copies of local records/contracts to CMRs upon request
- o Don't charge a premium for national advertising
- o Structure pricing plans and sales policies that do not provoke channel conflict and revenue cannibalization
- o Avoid pricing plans and sales policies that favor one channel over another

#### **Usage/Possession Results**

- o Provide third-party usage data that is credible and unbiased
- o Provide audits of circulation
- o Consider proving the value of your directories through various methods of testing (for example: RCF/CMS lines)
- o Consider performance based advertising partnership programs with CMRs

#### **Participate in the ELITE system**

- o Provide a central contact for CMRs
- o Utilize Industry Standard UDACs

## **Best Practices for National Advertising Success!**

### **Pay a competitive commission rate to CMRs**

Implement standards and procedures for Trade Mark and Trade Name programs

- o Establish a procedure to get locally interested, nationally authorized agents or dealers placed under the nationally handled trade items.

### **CMR Directory Libraries**

- o Provide current copies of all directories for FREE as they are published to all CMRs maintaining directory libraries

- o Provide your directories online if possible or consider providing your directories to online tear pages