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

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

**Respect the integrity of the national channel and allow local to national transfers without penalty**
- Provide copies of local records/contracts to CMRs upon request
- Don’t charge a premium for national advertising
- Structure pricing plans and sales policies that do not provoke channel conflict and revenue cannibalization
- Avoid pricing plans and sales policies that favor one channel over another

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

**Participate in the ELITE system**
- Provide a central contact for CMRs
- 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