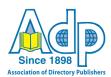
Best Practices for National Advertising Success!



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