

New Install Program #512 For Foreign Advertisers	
Program Type	Incentive Program
Program #	512
Program Name	#512 Foreign Advertiser Incentive
Description	Incentive Program #512 applies to foreign advertisers. Existing/new non-local advertisers purchasing new and/or upgraded advertising will receive a discount on any new or upgraded items in the new issue.
Requirements	<p>Foreign customers only.</p> <ol style="list-style-type: none"> 1. Foreign advertisers are defined as advertisers that do not have telephone service from the company for which Alltel Publishing Corporation is publishing a directory. Must be a non-local advertiser not entitled to a SRL. 2. Advertiser must be new and/or upgraded. 3. New issue revenue cannot fall below present issue revenue.
Eligible items	<p>Display Items All Yellow Page and White Page Display ads.</p> <p>In-Column Items All White and Yellow Page In-Column ads (HS ads).</p> <p>Listing Items WFL and WFLHX (X=Highlight) Listing Items ONLY.</p>
Directories	All directories
Restrictions	New issue revenue cannot fall below present issue revenue.
Excluded Items	<ul style="list-style-type: none"> • All remaining listing items (BLN, WSBLN, etc.) • Cover advertising (Outside/Inside Front/Back, Banners, Spine, Spot ads) • Tabs • Tip-Ons • Trademarks, Trade Names and Trade Items • White Page Banner and White Page Billboard items • Coupons • Specialty Sections (Menu, Restaurant, ... TBD) • Others TBD
Discount	<p>Existing Advertisers on the #512:</p> <ol style="list-style-type: none"> 1. Those advertisers that are currently on the #512 incentive program will continue to receive a 30% on-going discount. <p>Existing Advertisers on the #512-Who Upgrade Existing Ad Under Current Heading:</p> <ol style="list-style-type: none"> 1. If an advertiser is currently on the #512 incentive program and wants to upgrade their clients existing advertising, they will continue to receive the 30% ongoing discount as long as the new issue revenue does not fall below present issue revenue. <p><i>Example-</i> A client's existing advertising is a HP under the heading of Pizza and upgrades client's advertising to a FP ad. The advertiser is only eligible to receive the on-going discount of 30%.</p> <p>New Foreign/Non-local Advertisers and/or Adding Additional Advertising to Current Program:</p> <ol style="list-style-type: none"> 1. Any <u>new</u> Foreign Advertisers is eligible for our Flex Plan Incentive Program. 2. Any existing advertiser who adds additional advertising to current program. The additional items will be put on our Flex Plan Incentive Program. 3. The new Foreign Advertiser will be eligible for a 50% discount in Phase 1/Year 1 of the #FLEX50 Program. 4. The #FLEX50 program will rollout as follows: Year 1-50%, Year 2-45%, Year 3-40%, Year 4-35%, Year 5-Program should rolled over to the #512 Foreign Advertiser Incentive Program. 5. Once the advertiser has hit the 30% mark, the CMR should move their client's advertising off the Flex Plan Incentive Program and onto the #512 Foreign Advertiser Incentive Program.

- 6. This will happen in Year 5 of the Flex Plan Incentive Program.
- 7. Please note that some items are not eligible for either the #512 or the Flex Plan, see exception in noted excluded items list.
- 8. It is the CMRs responsibility to move their client's account from the Flex Program to the #512 Incentive Program in year 5.**
- 9. CMRs will not be queried or advised to make these changes.
- 10. Adjustments will not be given to CMRs who fail to make these changes to the national order.

Advice Phrase

- 1. **To receive the discount a permanent Advice Line must appear under each eligible item. If the advice phrases are not on the order as a permanent line then your client will be billed the full amount!**
- 2. The advice line must appear immediately below each discounted item for non-art items and below the Art Identification line for artwork items.
- 3. All discount programs need to begin with the # symbol.

Advice line for Existing Advertisers on the #512 and Existing Advertisers on the #512-Who Upgrade Existing Ad Under Current Heading

Incentive Phase	Advice Phrase
On-going	#512-30%

Advice line for New Foreign/Non-local Advertisers and/or Adding Additional Advertising to Current Program.

Incentive Phase	Advice Phrase
Year 1	#FLEX50-Phase 1-50% (Pub Date)
Year 2	#FLEX50-Phase 2-45% (Pub Date)
Year 3	#FLEX50-Phase 3-40% (Pub Date)
Year 4	#FLEX50-Phase 4-35% (Pub Date)
Year 5*	#512-30%

***It is the CMRs responsibility to move their client's account from the Flex Program to the #512 Incentive Program in year 5.**

Expiration

N/A