

New/Step Up TN/TM Program																
Program Type	New or Step Up															
Program #	535															
Program Name	New/Step Up TN/TM Program															
Description	<p>New/Step Up TN/TM Program #535 applies to New and/or Existing Trade Name and Trademark advertisers.</p> <ol style="list-style-type: none"> 1. Brand new Trade Name, Trademark, Trademark with Color, Custom Trademark and Custom Trademark with Color. 2. Existing Trade Name customers to step up to a Trademark. 3. Existing Trademark customer to step up to a Custom Trademark. 4. Existing Trademark customer to step up to a Trademark w/color. 5. Existing Trademark customer to step up to a Custom Trademark w/color. 															
Requirements	Advertisers must maintain or exceed current revenue to qualify for this program. The incentive program is only applicable to upgraded/newly purchased advertising.															
Eligible items	<ul style="list-style-type: none"> • Trade Names • Trademarks • Trademark w/color • Custom Trademarks • Custom Trademark w/color 															
Excluded Items	All other remaining items															
Directories	All directories															
Restrictions	<ul style="list-style-type: none"> • Advertisers cannot downgrade advertising. • Cannot be combined with TM Program #100 or TM program #100 GCI. • This incentive program is valid for 3 years. 															
Discount	<p>Valid for only three years:</p> <table border="1"> <thead> <tr> <th>Incentive Phase</th> <th>% Discount</th> </tr> </thead> <tbody> <tr> <td>Phase 1 (Year 1)</td> <td>30% Discount</td> </tr> <tr> <td>Phase 2 (Year 2)</td> <td>25% Discount</td> </tr> <tr> <td>Phase 3 (Year 3)</td> <td>15% Discount</td> </tr> </tbody> </table>	Incentive Phase	% Discount	Phase 1 (Year 1)	30% Discount	Phase 2 (Year 2)	25% Discount	Phase 3 (Year 3)	15% Discount							
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Advice Phrase	<ol style="list-style-type: none"> 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. 4. Please use the advice phrases below: <table border="1"> <thead> <tr> <th colspan="3">#535-New/Step Up TN/TM Program</th> </tr> <tr> <th>Program Year</th> <th>Advice Phrase</th> <th>Discount</th> </tr> </thead> <tbody> <tr> <td>Year 1</td> <td>#535-30%-Phase 1(Issue date)</td> <td>30%</td> </tr> <tr> <td>Year 2</td> <td>#535-25%-Phase 2 (Issue Date).</td> <td>25%</td> </tr> <tr> <td>Year 3</td> <td>#535-15%-Phase 3 (Issue Date).</td> <td>15%</td> </tr> </tbody> </table>	#535-New/Step Up TN/TM Program			Program Year	Advice Phrase	Discount	Year 1	#535-30%-Phase 1(Issue date)	30%	Year 2	#535-25%-Phase 2 (Issue Date).	25%	Year 3	#535-15%-Phase 3 (Issue Date).	15%
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Expiration	N/A															