

Program Description

Program Type	Item Incentive
Program Name	Flex Plan Incentive Program
Description	The Flex Plan is designed to offer a slower rollout to advertisers. This program replaces the following incentive programs: #100, #100 GCI, #M101, #G101, #311, #492, #501, #508, #514, #740, #750 and #889
Requirements	<p>Conversion Advertisers:</p> <ol style="list-style-type: none"> Any customer that is currently on a non-Flex Plan will be shifted to the next logical phase of the Flex Plan that makes sense for that advertiser. For example: A customer on #492 Phase 2-80% in the present issue will be placed on the #FLEX75-Phase 1 in the new issue. The items must roll to the next phase of the Flex Plan. Customers are not permitted to remain on the same level discount; the items must roll out or be removed from the directory. <p>New Advertisers:</p> <ol style="list-style-type: none"> New or Non Advertiser items will only be eligible for the #FLEX50-Phase 1 or a 50% discount per item in Year 1 for any ads in the White or Yellow Pages (except items noted in the excluded items list.) <p>Existing Advertisers:</p> <ol style="list-style-type: none"> Existing advertisers who are currently paying full-rate on an ad may have it placed on the #FLEX25 if they upgrade it in the following manner (if the item is not upgraded then it may not be placed on a Flex Plan Incentive): <ol style="list-style-type: none"> Display Advertising-Customers must upgrade their existing display ad(s) by one of following: increase ad size or upgrade current ad by either adding Color or White Reverse. The discount applied is (#FLEX25-Phase 1) In-Column Advertising-Customers must upgrade their existing in-column ad(s) by one of the following: increasing their ad size, upgrade by adding Color to their in-column, or upgrade by adding Artwork. The discount applied is (#FLEX25-Phase 1) Listing Advertising – Customers must upgrade any WP or YP Listing to any In-Column or Display ad. (#FLEX25-Phase 1) New Issue Revenue must be greater than Previous Issue Revenue. <p>New Menu Advertisers:</p> <ol style="list-style-type: none"> Menu advertisers must be purchasing an ad in the restaurant, catering or pizza headings (or sub headings) in order to receive a discount on the menu item. If the advertiser is purchasing any in-column or display ad in the restaurant, catering or pizza headings they are eligible to receive a 100% discount on a Full Page ad in the menu section. (#FLEX100-Phase 1). If the advertiser is purchasing any listing item in the restaurant, catering or pizza headings they are eligible to receive a 100% discount on a Half Page ad in the menu section. (#FLEX100-Phase 1). If they are not purchasing any items in the restaurant, catering or pizza headings, then they are only eligible for up to a 50% discount on a Half Page ad in the menu section. (#FLEX50-Phase 1). <p>New Guide Section Advertisers:</p> <ol style="list-style-type: none"> Guide advertisers are eligible to receive an ad equal in size to the largest ad the customer has in one of their regular headings in the Yellow Pages and receive a 100% discount. For example: <ol style="list-style-type: none"> If the customer's largest item is a FP in the Yellow Pages, then they can receive up to a FP in the guide section and receive a discount of 100% for Year 1. (#FLEX100-Phase 1). If their largest item in the Yellow Pages is a BLN, they can receive a BLN in the guide section at up to a 100% discount. (#FLEX100-Phase 1).

Coupons:
 1. Any advertiser purchasing a STE or larger display ad in the Yellow Pages is eligible to receive a 100% discount on a Full Page Coupon ad (FCPWP). (#FLEX100-Phase 1).

Eligible items

Eligible Items
Display Advertising
 All Yellow Page and White Page Display items are eligible.
In-Column Advertising
 All White and Yellow Page in-column items are eligible.
***Trademarks**
 *Only those Trademarks that are Grandfathered under the TM#100 and TM#100 GCI programs.
Leader Ads
Guides/Menus
Coupons

Excluded items

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- All Listing items (BLN, SL, RL, EL, AL SBLN, ect...)
- Cover advertising (Outside/Inside Front/Back, Banners, Spine, Spot ads)
- Tabs
- Tip-Ons
- Trade Items (TM, TN, TAL, TRL, TSL, TBLN, ect...) (With exception to those Trademarks that are Grandfathered under the TM#100 and TM#100 GCI programs.)
- White Page Banner and White Page Billboard ads
- Weblink Products
- Sprayed Edge Ads
- Gatefold Cover Ads
- Other TBD

Directories All 520 directories

Restrictions New Issue Revenue cannot fall below Previous Issue Revenue

Discount	Discount Year																					
	Disc	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
FLEX05	5%	0%																				
FLEX10	10%	5%	0%																			
FLEX15	15%	10%	5%	0%																		
FLEX20	20%	15%	10%	5%	0%																	
FLEX25	25%	20%	15%	10%	5%	0%																
FLEX30	30%	25%	20%	15%	10%	5%	0%															
FLEX35	35%	30%	25%	20%	15%	10%	5%	0%														
FLEX40	40%	35%	30%	25%	20%	15%	10%	5%	0%													
FLEX45	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%												
FLEX50	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%											

Switch Foreign Customers to Incentive #512

FLEX55	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%									
FLEX60	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%								
FLEX65	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%							
FLEX70	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%						
FLEX75	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%					
FLEX80	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%				
FLEX85	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%			
FLEX90	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%		
FLEX95	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%	
FLEX100	100%	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%	0%

- Advice Phrase**
- 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!**
 - The advice line must appear immediately below each discounted item for non-art items and below the Art Identification line for artwork items.
 - All discount programs need to begin with the # symbol.
 - Below is an **EXAMPLE** of the #FLEX30 program:

The items in **blue** need to be filled in by the CMR according to the appropriate Flex Plan their client is eligible for.

Incentive Phase	Advice Phrase
Year 1	#FLEX 30 -Phase 1-30% (Pub Date)
Year 2	#FLEX 30 -Phase 2-25% (Pub Date)
Year 3	#FLEX 30 -Phase 3-20% (Pub Date)
Year 4	#FLEX 30 -Phase 4-15% (Pub Date)
Year 5	#FLEX 30 -Phase 5-10% (Pub Date)
Year 6	#FLEX 30 -Phase 6-5% (Pub Date)
Year 7	Full Rate-No Advice Phrase Needed

Expiration N/A