

SPECIAL PRICING PROGRAMS - PUBLISHER #0974

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Click on the name of the Special Pricing Program below for more information

TRADE:

Free Trade Mark - Free TM 1st yr, 50% 2nd yr, 25% 3rd yr and ongoing

TN Discount - Purchase 1 TN get another under a 2nd heading for free 1st yr, 50% 2nd yr, 25% 3rd yr and ongoing

HS:

Discounted HS - Paid advertisers may receive one free 2HS under additional heading

Ongoing Advertiser Discount - Advertisers placing HS ad's can receive 50% 1st yr, 35% 2nd yr, 25% 3rd yr and ongoing

DISPLAY:

Step Up Program - Purchase a display ad for the price of the ad one step below

Ongoing Advertiser Discount - Advertisers placing display ad's can receive 50% 1st yr, 35% 2nd yr, 25% 3rd yr and ongoing

OTHER:

Restaurant Guide - Free full page menu with a qualifying display purchase

Prototype Directory - Free advertising 1st yr for equivalent advertising, 75% 2nd yr, 50% 3rd yr, 25% 4th yr

Advertiser Discount - Expiring for directories that close on or after to June 1st 2010

New Advertiser Disc - Expiring for directories that close on or after to June 1st 2010

Publisher assumes the right to cancel or adjust special pricing programs at anytime without notice.



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Program Number 001758

Program Name - Abbrev: Free Trade Mark

Program Type: F

Description: Free

Full Name - Free Trade Mark Incentive

Description

First Year Advertisers under any or multiple headings can have a Free TM, TMR, TMC, CTM, CTMR, CTMC with the purchase of a TBLN the 1st year; 50% 2nd year, 25% off 3rd year and ongoing.

Requirements

Revenue must be maintained or increased from previous years order to qualify.

Restrictions

N/A

Directories

All 0974 directories

Item Code

Use Standard Item Code featured in Rates & Data (must have advice phrase for discount to be applied)

Discount

Free TM 1st year, 50% TM 2nd year, 25% off TM 3rd year and ongoing

Advice Phrase

"Free TM 1st yr ____" (enter pub year)

Expiration

N/A

Minimum Buy

TBLN

Exclusion

Publisher assumes the right to cancel or adjust special pricing programs at anytime without notice.



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Program Number 003504

Program Name - Abbrev: TN Discount

Program Type: G

Description: General

Full Name - TN Discount Program

Description:

Advertisers purchasing a TN can get a 2nd TN under a 2nd heading for Free 1st year, 50% 2nd year, 25% off 3rd year and ongoing. Advertisers are allowed to use another discount program in conjunction with this TN Discount program.

Requirements

Revenue must be maintained or increased from previous years order to qualify.

Restrictions

N/A

Directories

All 0974 directories

Item Code

Use Standard Item Code featured in Rates & Data (must have advice phrase for discount to be applied)

Discount

Free 1st year, 50% 2nd year, 25% off 3rd year and ongoing on TN under 2nd heading

Advice Phrase

"TN Disc 1st yr ____" (enter pub year)

Expiration

N/A

Minimum Buy

TN

Exclusion

Publisher assumes the right to cancel or adjust special pricing programs at anytime without notice.



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Program Number 003086

Program Name - Abbrev: **Discounted HS**

Program Type: G

Description: General

Full Name - Discounted 2HS Space Listing with Paid Advertising

Description

Paid advertisers in a directory may receive one free 2HS ad (no color) under an additional heading or as an anchor in the same directory that their paid advertising appears in. Free 1st year, 50% 2nd year, 30% off 3rd year, 15% off 4th year.

Requirements

Revenue must be maintained or increased from previous years order to qualify.

Restrictions

Only one 2HSP per paid name/address/number allowed. (Each paid business with a different name, address AND phone number may receive a free 2HSP.)

Directories

All 0974 directories

Item Code

2HSP1 - 1st year (Free); 2HSP2 - 2nd year (50% off); 2HSP3 - 3rd year (30% off); 2HSP4 - 4th year (15% off). UDAC's must be changed each year and after the 4th year, item code should be changed back to a 2HS.

Discount

Free 1st year, 50% 2nd year, 30% off 3rd year, 15% off 4th year

Advice Phrase

Discounted Space Listing Promo

Minimum Buy

Regular Listing or Extra Line Listing in the White Pages or Yellow Pages

Exclusion

Publisher assumes the right to cancel or adjust special pricing programs at anytime without notice.



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Program Number 003505

Program Name - Abbrev: Ongoing Discount

Program Type: G

Description: General

Full Name - Ongoing Advertiser Discount

Description

Advertisers in the directory can purchase any size ad (Displays, HS's, WFL's). 50% off the full rate for the 1st year, 35% off 2nd year, 25% off 3rd year and ongoing.

Requirements

Revenue must be maintained or increased from previous years order to qualify.

Restrictions

New name for company without changing telephone numbers not allowed.

Directories

All 0974 directories

Item Code

Use Standard Item Codes (must have advice phrase for discount to be applied)

Discount

50% 1st year, 35% off 2nd year, 25% off 3rd year and ongoing

Advice Phrase

"Ongoing disc 1st yr ____" (enter pub year)

Expiration

N/A

Minimum Buy

WFLB2, 2HS, QC

Exclusion

Cover ads (FC, IFC, IBC, OBC, & Spine) are not eligible for discount program
Publisher assumes the right to cancel or adjust special pricing programs at anytime without notice.



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Program Number 001756

Program Name - Abbrev: **Step Up Program**

Program Type: S

Description: Step Up

Full Name - Step Up Program

Description

Advertisers can purchase Display Ads for the price of the ad size one step below the purchased ad in a group or ad items.

Requirements

Can be new or existing advertiser

Restrictions

Revenue must be maintained or increased from previous years order to qualify.

Directories

All 0974 directories

Item Code

Use Standard Item Code for the item ordered as it appears in Rates & Data (must have advice phrase for discount to be applied)

Discount

Discount will be the cost of the ad price of the ad size one step below the item ordered.

Advice Phrase

"Step Up Disc ____ issue". (enter pub year)

Expiration

Program expires each year, item codes must be increased by ad size or color to continue to participate.

Minimum Buy

DQC

Exclusion

Publisher assumes the right to cancel or adjust special pricing programs at anytime without notice.



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Program Number 002886

Program Name - Abbrev: **Restaurant Guide**

Program Type: F

Description: Free

Full Name - Restaurant Guide

Description

Purchase a qualifying display ad, under a valid food related heading, and receive a FREE full page menu of the same color scheme.

Requirements

Advertisers must maintain or increase previous year's revenue to qualify.

Restrictions

Pricing information may appear with the disclaimer "Prices subject to change" listed in the ad. Not valid if used in conjunction with another discount program. Food-related headings: Restaurants, Pizza, Foods-Carry Out/Delivery, Delicatessens, Caterers.

Directories

038122: Consolidated-CrossLk, MN * 038086: Minnesota Gold, MN *
043540: Hot Springs, MT * 067123: Golden West-Wall, SD * 030136: CP-Tel, LA

Item Code

Use Standard Item Codes. (Menu = Full Page ad) (must have advice phrase for discount to be applied)

Discount

Free FP Menu in the Restaurant Guide when purchasing a qualifying display under a valid food-related heading.

Advice Phrase

"Free Menu Ad ____" (enter pub year)

Expiration

Menu Ad is free in subsequent years as long as display and revenue is maintained or increased.

Minimum Buy

DQC under a valid food-related heading for directories: #038086, #043540, #067123
QC under a valid food-related heading for directory: #038122, #030136

Exclusion

Publisher assumes the right to cancel or adjust special pricing programs at anytime without notice.



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Program Number 002690

Program Name - Abbrev: **Prototype Directory**

Program Type: F

Description: Free

Full Name - Prototype Directory

Description

Advertisers can receive free advertising in the first year of all designated prototype directories. 75% off 2nd year, 50% off 3rd year, 25% off 4th year.

Requirements

In year one of the prototype offer, clients must match the equivalent advertising program that they are currently placing in the designated source directory (ies). Revenue must be maintained or increased from previous year to qualify for the following years. If a client would like to increase the size of any ad, they can do so by paying the difference between the rate of the matched ad and the rate of the larger ad. Contact Pinnacle Publishing for source directory information. 800.343.8086

Directories

None at this time. Directories announced through YPA ELINC.

Item Code

Use Standard Item Codes listed for directory in Rates & Data (must have advice phrase for discount to be applied).

Discount

Free advertising 1st yr for equivalent advertising, 75% off 2nd year, 50% off 3rd year, 25% off 4th year

Advice Phrase

Prototype 1st year " ____ " (enter pub year)

Exclusion

Publisher assumes the right to cancel or adjust special pricing programs at anytime without notice.



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Program Number 002748

Program Name - Abbrev: Advertiser Discount

Program Type: N

Description: New or Non Advertiser

Program Full - Name New/Non Advertiser 3 Year HS/WFLB2 Discount

Description

EXPIRING ON 6/1/2010, DIRECTORIES THAT CLOSE PRIOR TO 6/1/2010 ARE STILL ELIGIBLE.

PINNACLE WILL HONOR ALL ADVERTISERS THAT ARE CURRENTLY PARTICIPATING IN THIS PROGRAM OR THEY MAY CHANGE TO PROGRAM NUMBER **003505**- THE REPLACEMENT PROGRAM TO CONTINUE AT THE CORRESPONDING YEAR.

New/Non Advertisers to the directory can purchase a UDAC from the Half Space family or a UDAC from the White Feature Listing and or White Feature Listing with a Logo family, including the UDAC s with art, color, highlighting or screening options, for 50% off the full rate for the 1 year, 30% off the 2nd year, 15% off the 3rd year of the program. See individual directories for the specific udac to use.

Requirements

Must be new advertiser or a non advertiser to the directory. Existing ad must increase in size and the reduced rate on the new, larger ad must be higher than the existing ad's rate.

Restrictions

New name for company without changing telephone numbers not allowed. Local to National advertisers are not considered "new/non advertisers", but may continue to participate in the subsequent year(s) discounts if currently participating on the local level.

Directories

All

Item Code

Use Standard Item Codes

Discount

50% Year 1, 30% Year 2, 15% Year 3, Full Rate Year 4. Can upgrade and keep discount plan, but cannot downsize and keep plan.

Advice Phrase

Please use the advice line "New/Non 3 yr discount 1st yr ____" (enter pub year)

Expiration

EXPIRING ON 6/1/2010, DIRECTORIES THAT CLOSE PRIOR TO 6/1/2010 ARE STILL ELIGIBLE.

PINNACLE WILL HONOR ALL ADVERTISERS THAT ARE CURRENTLY PARTICIPATING IN THIS PROGRAM OR THEY MAY CHANGE TO PROGRAM NUMBER **003505**- THE REPLACEMENT PROGRAM TO CONTINUE AT THE CORRESPONDING YEAR.

Minimum Buy

2HS or WFLB2

Exclusion

Order must include advice phrase for discount to apply.



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Program Number 002664

Program Name - Abbrev: **New Advertiser Disc**

Program Type: N

Description: New or Non Advertiser

Program Full - Name New/Non Advertiser 3 Year Display Discount

Description

EXPIRING ON 6/1/2010, DIRECTORIES THAT CLOSE PRIOR TO 6/1/2010 ARE STILL ELIGIBLE.

PINNACLE WILL HONOR ALL ADVERTISERS THAT ARE CURRENTLY PARTICIPATING IN THIS PROGRAM OR THEY MAY CHANGE TO PROGRAM NUMBER **003505**- THE REPLACEMENT PROGRAM TO CONTINUE AT THE CORRESPONDING YEAR.

New/Non advertisers to the directory can purchase a display ad for 50% of rate for the 1st year.

Requirements

Must be new advertiser or a non advertiser to the directory. Existing ad must increase in size and the reduced rate on the new, larger ad must be higher than the existing ad's rate.

Restrictions

New name for company without changing telephone numbers not allowed. Local to National advertisers are not considered "new/non advertisers", but may continue to participate in the subsequent year(s) discounts if currently participating on the local level.

Directories

All

Item Code

Use Standard Item Code

Discount

50% Year 1, 30% Year 2, 15% Year 3 and Full Rate Year 4. Can upgrade and keep discount plan, but cannot downsize and keep plan.

Advice Phrase

Please use the advice line "New/Non 3 year discount first year ____" (enter pub year)

Expiration

EXPIRING FOR DIRECTORIES THAT CLOSE PRIOR TO 6/1/2010 -PINNACLE WILL HONOR ALL ADVERTISERS THAT ARE CURRENTLY PARTICIPATING IN THIS PROGRAM OR THEY MAY CHANGE TO PROGRAM NUMBER **003505**- THE REPLACEMENT PROGRAM TO CONTINUE AT THE CORRESPONDING YEAR.

Minimum Buy

QC

Exclusion

Order must include advice phrase for discount to apply.

Cover ads (FC, IFC, IBC, OBC, & Spine) are not eligible for discount program

