

STANDARD OPERATING PROCEDURE: NEW RATE CODE CREATION

For any new rates that need to be created, the following information is needed via email:

STANDARD DESCRIPTION:

- Active State Date: (the date the rate needs to be active for order entry)
- Rate Code: (up to 5-digits, alpha-numeric, not already in use)
- Rate Description: (a short description of the rate)
- Billing Frequency: First Insertion, Each Insertion or Last Insertion
- Type of Rate: Line, Inches, Preprints, Impressions
- Rate Classification: Retail Display, Classified Display, Classified Line, Preprints, Impressions, Legal, Other
- A copy of the rate card attached in the email

ADDITIONAL (NON-DEFAULT) DETAILS:

Anything unique to the rate, that would operate out of the ordinary (special discounts and what they're based on, etc, & associated flat charge upsells like color, bold, etc.)

ACTIVE PUB/ZONE DESCRIPTIONS:

The Pubs & Zones associated with this rate & available for sale & default schedule setting (Force- cannot be removed from pub stack by ad taker, Yes- included by default in the scheduled ad stack but can be removed by the ad taker, No- not included by default in the scheduled ad stack but can be added by the ad taker):

Example:

STTT/CL FORCE
STIN/INTR FORCE
STTT/HOTP YES
CVCV/CL NO
CVIN/INTR NO

**Due to volume from all sites, rates may take seven to ten (7-10) business days to accurately complete and test. Please plan accordingly, and submit new rate requests well in advance.*

***If recommendations must be made due to incomplete information, or to advise for better rate structure, the creation of the rate code may be further delayed.*

****Rate builders can contact Joe Strubeck if assistance or advice is needed.*

Inquires to build or for help building rates should be addressed to:

Joseph Strubeck

Phone: 570-614-5459

Fax: 570-348-9145

E-Mail: jstrubeck@timeshamrock.com

Created: July 29, 2010

Revised: August 3, 2010

Updated: September 21, 2010