



**ORDER PROCESSING**  
& *PROCEDURES* MANUAL



# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

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Section 00.0

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### *Association Overview*

#### Section 01.0

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## Association Overview

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## Association Overview

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### Local Search Association™

#### *General*

It is in the best interest of all Publishers' and Certified Marketing Representatives (CMR) staffs to express a cooperative effort to ensure the proper processing of national advertising.

It is only through a common goal of making our medium easy to buy and error free that we can be positioned properly with all other national media.

#### *Overview*

The Publisher, CMR and Associate membership application states that as members, or non-member users of the facilities, the respective company agrees to comply with all the provisions of the Bylaws and Guidelines and procedures of the Yellow Pages Integrated Media Association™ dba Local Search Association™. The individual further understands that the application, when signed (by the applicant), accepted and signed by the Association, constitutes a legally enforceable contract between the applicant and each member of LSA.

When a Publisher, CMR, or Associate is no longer a member of LSA, the contractual arrangement, as stated above, is no longer a binding contract. The former member, if a Publisher, should not “automatically” print standing advertising without authorization from the CMR of record. If advertising is printed in a directory without authorization from the CMR they may not accept billing responsibility.

If the former member is a CMR they must negotiate a separate contract with each Publisher before sending orders.

LSA, Publisher and CMR codes cannot be used if membership has been terminated.

***National Definition***

A national advertiser must meet the following parameters. Advertising must

- be in two (2) or more Publisher's directories
- be in a minimum of three (3) states
- be printed in a minimum of 20 directories
- have 30 % of the revenue outside of the primary state. The primary state being the state where the most dollars are spent.

An account that meets all the preceding parameters, with proof of publisher invoicing, is considered national.

***Directory Code Numbers***

Any directory listed in Rates & Data has a directory code number assigned by LSA. Code numbers are the sole property of the Association.

If a book is purchased from another publisher, LSA must be contacted to determine the disposition of the directory code number. A directory code number cannot be transferred from one directory to another without proper legal documentation and prior approval from LSA.

Directory code numbers must be printed on the spine of a directory (space permitting) or on the front or back cover of the directory, at the lower edge of the spine.

***Publisher/CMR Code Numbers***

Publisher and CMR code numbers are assigned to each company upon acceptance into the Association. These code numbers are the sole property of the Association. Multiple code numbers may be assigned to an individual company upon request.

## National Overview

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### Terminology

#### *General*

Companies work together to produce effective Yellow Pages advertising programs. National programs involve the client, Certified Marketing Representative (CMR) and Publisher.

#### *Client*

The client is the company or individual that is contracting for the advertising program. The client contacts an Advertising Agency or CMR for professional advice and handling of their advertising program.

#### *Advertising Agency*

The client may utilize an agency to handle their Yellow Pages program. The agency will act as the “middle man” for the client. They will work with a CMR to place all Yellow Pages advertising.

#### *Certified Marketing Representative*

A CMR is an individual, partnership or corporation who is a member of the Association. When a national advertiser needs to place Yellow Pages advertising in a large number of directories and/or Internet Yellow Pages (IYP), the advertiser contacts a CMR or advertising agency. A CMR analyzes the client’s marketing program and offers professional marketing expertise pertaining to print and online advertising. The CMR handles the ordering, maintenance and billing of advertising on the advertiser’s behalf.

#### *Publisher*

A member of the Association who regularly publishes, compiles, prints and distributes one or more printed telephone directories and/or offers IYP. The Publisher prints the advertising in the printed or online advertising and later bills the CMR. The CMR is responsible for billing the client.

### Advertising Cycle

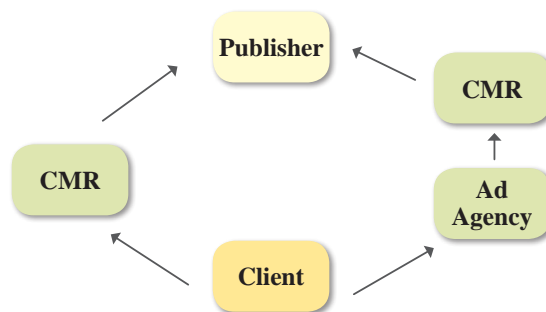
#### *Overview of the Advertising Cycle*

The advertising cycle is initiated in one of two ways:

1. The client works with an ad agency; the ad agency works with the CMR, and the CMR sends the client’s advertising to the Publisher.

OR

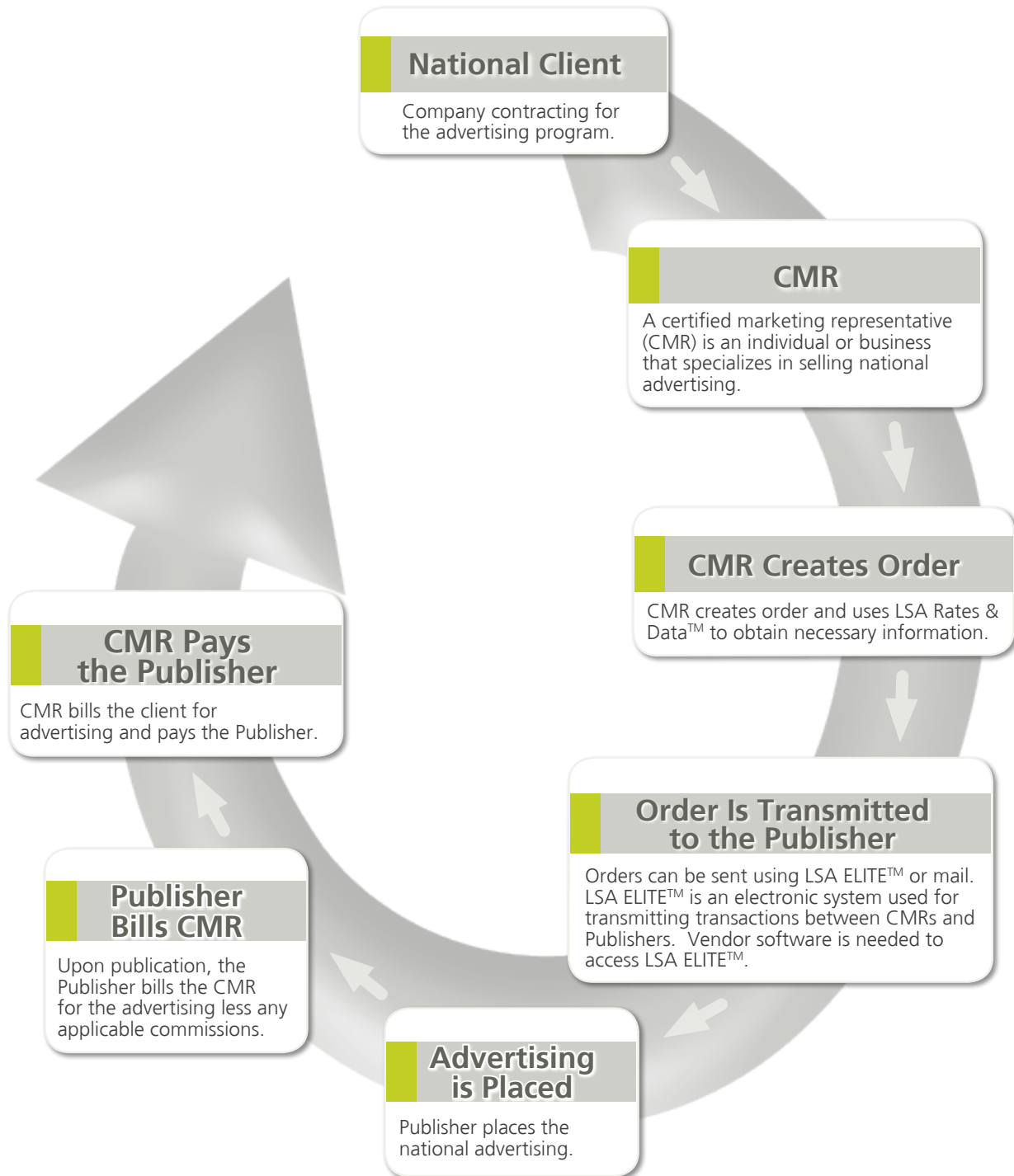
2. The client works directly with the CMR, and the CMR sends the client’s advertising to the Publisher.





***National Advertising Process Flow***

Overview of the national process flow.



## National Overview

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# LOCAL SEARCH ASSOCIATION™

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### *LSA Rates & Data™* Section 02.0

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## LSA Rates & Data™

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### LSA Rates & Data™

#### *General*

LSA Rates & Data™ is a comprehensive source of national advertising rates, close dates, publication dates, column sizes, special discounts, version numbers, future order start dates, projected print distribution figures, printed copies figures and population numbers for Yellow Pages, White Pages, Special Interest and Internet directories. Publishers provide their Rates & Data information to LSA who oversees the maintenance, updating, processing and distribution of all the information in the Rates & Data suite of products. This information is used for preparation of national orders.

Rates & Data information is available in many different products:

- LSA IRIS ONLINE™ web-based tool (updated weekly)
- LSA IRIS™ CD (monthly)
- LSA Rates & Data™ Directory Index (monthly publication)
- Raw Data Files (available weekly or monthly)

**NOTE: Rates are listed annually and need to be prorated if the directory issue is for a shorter or longer period of time.**

#### *LSA IRIS ONLINE™*

LSA IRIS ONLINE™ is a web-based marketing tool that is used to retrieve Publisher Rates & Data information, create reports, view directory coverage maps and much more. Information contained in LSA IRIS ONLINE™ is updated weekly on the 7th, 15th, 23rd, and the last day of each month.

#### *LSA IRIS™ CD*

The IRIS™ CD is a PC based CD-ROM software product that contains LSA Rates & Data™ and coverage information. It is updated monthly and provides users all functions necessary to view, search data, and generate various reports. CDs are available monthly.

#### *LSA Rates & Data™ Directory Index*

The printed Rates & Data Directory Index is a monthly publication containing non-rate directory information, i.e., companion data, close and pub dates, etc. It is sorted alphabetically by State, then alphabetically by directory name.

#### *Raw Data Files*

LSA Rates & Data™ and coverage information is available as raw data files via download or on CD. Downloadable files are available via FTP on a weekly or monthly basis; CDs are available monthly. You can subscribe to either changes only files or full (complete replacement) files.

***Rates & Data and LSA ELITE™***

Rates & Data updates are applied to LSA ELITE™ on a weekly basis, one week later than the date of the update file. For example, if the R&D weekly update is the 7th, LSA ELITE™ will apply this information on the 15th. (See page 02.0.6)

Directories will roll to next issue based on the Future Order Start Date (FOSD), which is the date publishers will begin accepting orders for the next directory issue. This date can be one of the following: the 7th, 15th, 23rd, or last of the month. (See page 02.0.15)

Since many LSA ELITE™ edits are based on the information contained in Rates & Data, i.e., close date, future order start date, version numbers, etc., it is imperative that Publishers update Rates & Data on a weekly basis so that LSA ELITE™ transactions are not rejected due to inaccurate data.

CMRs are advised to download weekly updates to maintain complete and accurate Publisher information.

***Update Schedule***

Rates & Data and coverage updates are posted to the Rates & Data system by 12:01 a.m. on the 7th, 15th, 23rd and last day of each month. Companies wishing to maintain the most accurate and current information should download files following the same schedule.

**NOTE: LSA ELITE™ is updated weekly, one week after the data is made available for download. This 7-day lag time allows users time to prepare their in-house systems.**

*Rates & Data Weekly Processing Schedule*

<b>Publisher Updates Rates &amp; Data</b>	<b>Rates &amp; Data Available for Users to Download</b>	<b>Rates &amp; Data Applied to LSA ELITE™ or LSA IRIS ONLINE™</b>
January 1-6 <sup>th</sup>	January 7 <sup>th</sup>	January 15 <sup>th</sup>
January 7-14 <sup>th</sup>	January 15 <sup>th</sup>	January 23 <sup>rd</sup>
January 15-22 <sup>nd</sup>	January 23 <sup>rd</sup>	January 31 <sup>st</sup>
January 23-30 <sup>th</sup>	January 31 <sup>st</sup>	February 7 <sup>th</sup>
February 1-6 <sup>th</sup>	February 7 <sup>th</sup>	February 15 <sup>th</sup>
February 7-14 <sup>th</sup>	February 15 <sup>th</sup>	February 23 <sup>rd</sup>
February 15-22 <sup>nd</sup>	February 23 <sup>rd</sup>	*February 28 <sup>th</sup>
February 23-27 <sup>th</sup>	*February 28 <sup>th</sup>	March 7 <sup>th</sup>
March 1-6 <sup>th</sup>	March 7 <sup>th</sup>	March 15 <sup>th</sup>
March 7-14 <sup>th</sup>	March 15 <sup>th</sup>	March 23 <sup>rd</sup>
March 15-22 <sup>nd</sup>	March 23 <sup>rd</sup>	March 31 <sup>st</sup>
March 23-30 <sup>th</sup>	March 31 <sup>st</sup>	April 7 <sup>th</sup>
April 1-6 <sup>th</sup>	April 7 <sup>th</sup>	April 15 <sup>th</sup>
April 7-14 <sup>th</sup>	April 15 <sup>th</sup>	April 23 <sup>rd</sup>
April 15-22 <sup>nd</sup>	April 23 <sup>rd</sup>	April 30 <sup>th</sup>
April 23-29 <sup>th</sup>	April 30 <sup>th</sup>	May 7 <sup>th</sup>
May 1-6 <sup>th</sup>	May 7 <sup>th</sup>	May 15 <sup>th</sup>
May 7-14 <sup>th</sup>	May 15 <sup>th</sup>	May 23 <sup>rd</sup>
May 15-22 <sup>nd</sup>	May 23 <sup>rd</sup>	May 31 <sup>st</sup>
May 23-30 <sup>th</sup>	May 31 <sup>st</sup>	June 7 <sup>th</sup>
June 1-6 <sup>th</sup>	June 7 <sup>th</sup>	June 15 <sup>th</sup>
June 7-14 <sup>th</sup>	June 15 <sup>th</sup>	June 23 <sup>rd</sup>
June 15-22 <sup>nd</sup>	June 23 <sup>rd</sup>	June 30 <sup>th</sup>
June 23-29 <sup>th</sup>	June 30 <sup>th</sup>	July 7 <sup>th</sup>
July 1-6 <sup>th</sup>	July 7 <sup>th</sup>	July 15 <sup>th</sup>
July 7-14 <sup>th</sup>	July 15 <sup>th</sup>	July 23 <sup>rd</sup>
July 15-22 <sup>nd</sup>	July 23 <sup>rd</sup>	July 31 <sup>st</sup>
July 23-30 <sup>th</sup>	July 31 <sup>st</sup>	August 7 <sup>th</sup>
August 1-6 <sup>th</sup>	August 7 <sup>th</sup>	August 15 <sup>th</sup>
August 7-14 <sup>th</sup>	August 15 <sup>th</sup>	August 23 <sup>rd</sup>
August 15-22 <sup>nd</sup>	August 23 <sup>rd</sup>	August 31 <sup>st</sup>
August 23-30 <sup>th</sup>	August 31 <sup>st</sup>	September 7 <sup>th</sup>
September 1-6 <sup>th</sup>	September 7 <sup>th</sup>	September 15 <sup>th</sup>
September 7-14 <sup>th</sup>	September 15 <sup>th</sup>	September 23 <sup>rd</sup>
September 15-22 <sup>nd</sup>	September 23 <sup>rd</sup>	September 30 <sup>th</sup>
September 23-29 <sup>th</sup>	September 30 <sup>th</sup>	October 7 <sup>th</sup>
October 1-6 <sup>th</sup>	October 7 <sup>th</sup>	October 15 <sup>th</sup>
October 7-14 <sup>th</sup>	October 15 <sup>th</sup>	October 23 <sup>rd</sup>
October 15-22 <sup>nd</sup>	October 23 <sup>rd</sup>	October 31 <sup>st</sup>
October 23-30 <sup>th</sup>	October 31 <sup>st</sup>	November 7 <sup>th</sup>
November 1-6 <sup>th</sup>	November 7 <sup>th</sup>	November 15 <sup>th</sup>
November 7-14 <sup>th</sup>	November 15 <sup>th</sup>	November 23 <sup>rd</sup>
November 15-22 <sup>nd</sup>	November 23 <sup>rd</sup>	November 30 <sup>th</sup>
November 23-29 <sup>th</sup>	November 30 <sup>th</sup>	December 7 <sup>th</sup>
December 1-6 <sup>th</sup>	December 7 <sup>th</sup>	December 15 <sup>th</sup>
December 7-14 <sup>th</sup>	December 15 <sup>th</sup>	December 23 <sup>rd</sup>
December 15-22 <sup>nd</sup>	December 23 <sup>rd</sup>	December 31 <sup>st</sup>
December 23-30 <sup>th</sup>	December 31 <sup>st</sup>	January 7 <sup>th</sup>



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## LSA Rates & Data™ - Publisher Procedures

### *Rates & Data Updates*

Rates & Data can be updated by:

- Using LSA RatesPC™ (software, provided free of charge from LSA)
- Sending manual forms for LSA to key
- Programming internally to transmit updates to LSA

### **Timing:**

- Electronic updates can be transmitted to LSA as frequently as necessary. Changes received by 11:59 p.m. (ET) on the 6th, 14th, 22nd, and second to last day of the month will be available for download by 12:01 a.m. (ET) on the 7th, 15th, 23rd, and last day of the month.
- Manual updates – Publishers should use the Rates & Data - Rate Change Form (TP-RT) to update rates and the Directory Coverage Change Form (TP-COV) to update their coverage information. Forms must be received by the 15th of the month, two months prior to the Rates & Data month. For example, forms sent to LSA by December 15 will appear in the February issue of Rates & Data.

The fee for listing directories in Rates & Data differs depending on the submission method and whether a company is a member or non-member publisher. Contact LSA if you have any questions and to obtain the RatesPC software.

### *Close Date Changes*

If a Publisher is within three weeks of a directory close date, a Publisher **CANNOT** move a close date backwards, but the close date may move into the future.

**LSA Rates & Data™**

**Rates & Data™ - Forms**

The Directory Profile Form (TP-DP), Rates & Data - Rate Change Form (TP-RT) and the Directory Coverage Change Form (TP-COV) are used by publishers to manually update their Rates & Data information.

**Rates & Data Directory Profile Form**

<b>LOCALSEARCH</b> ASSOCIATION.		<b>RATES &amp; DATA DIRECTORY PROFILE FORM</b>		TP-DP 6/97
Forms must be typewritten Two copies of each form must be provided				
DATE _____		EFFECTIVE ISSUE _____		
FORM PREPARER _____		TEL. NO. _____		
COMPANY NAME _____				
DIRECTORY CODE _____ <small>(six digits)</small>		COUNTRY _____		STATE/PROVINCE _____
PUB CODE _____ <small>(four digits)</small>		RATES LOCKED <input type="checkbox"/>		
<input type="checkbox"/> REASON CODE	DIRECTORY NAME DIRECTORY NAME-NEW DIRECTORY NAME-FULL			
PUB CODE _____		DIR FOCUS _____ DIR FOCUS SUB-CATEGORY _____ VERSION # _____		
MM/DD/YYYY e.g. 12/04/1997		MM/DD/YYYY e.g. 12/01/1997		MM/YYYY e.g. 06/1998
CLOSE DATE _____		WP CLOSE DATE _____		PUB DATE _____ ISSUE LENGTH _____
<input type="checkbox"/> WP ONLY <input type="checkbox"/> YP ONLY <input type="checkbox"/> WP/YP            WP NO. COLS. _____ YP NO. COLS. _____				
<input type="checkbox"/> BUSINESS DIR. <input type="checkbox"/> SPLIT RUN <input type="checkbox"/> USAGE STUDY            COPY MATERIAL REQ. _____				
POP. (000) _____		TOTAL DISTRIBUTION _____		Month/Year DISTRIBUTION DATE _____
MULTI STATES _____				
CURRENCY TYPE _____		LANGUAGE SECTIONS: <input type="checkbox"/> ENTIRE <input type="checkbox"/> INTERFILED <input type="checkbox"/> SECTIONS		
PRIMARY LANGUAGE            1 <sup>ST</sup> _____            2 <sup>ND</sup> _____            3 <sup>RD</sup> _____            4 <sup>TH</sup> _____				
ASSOCIATED DIRECTORIES <input type="checkbox"/> WP COMMON <input type="checkbox"/> YP COMMON <input type="checkbox"/> WP/YP COMMON <input type="checkbox"/> SECTION				
A/D	DIRCODE	ASSOCIATED DIRECTORY NAME		
_____	_____	_____		
_____	_____	_____		
_____	_____	_____		
_____	_____	_____		
				NATIONAL ORDER DIRECTORY CODE _____
ENTER CATEGORY NAMES WHERE SPECIAL PRICING INDICATOR SHOULD BE SET:				
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>				

***Form Preparation, Directory Profile Form***

**Header of the Form**

<b>Field</b>	<b>Enter</b>
Date	Date the form is being prepared
Effective Issue	Issue of the Rates & Data in which the information should appear
Form Preparer	Name of individual preparing the form
Tel No	Telephone number for the form preparer
Company Name	Name of Publisher
Directory Code	Six-digit unique directory code number assigned by LSA
Country	Country the directory is listed under
State/Province	Two letter state or province abbreviation for the directory
Pub Code	Four-digit Publisher code number for the directory
Rates Locked	Place an X in this box if the entire directory's rates are being locked prior to the standard four-month rate hold period

**Body of the Form**

<b>Field</b>	<b>Enter</b>
Directory Name	20 character directory name as it currently appears in Rates & Data
Directory Name - New	New/changed directory name
Directory Name - Full	Directory name as it appears on the cover of the directory (no abbreviations)
Reason Code	1 or 2-digit alpha code for following conditions:  T - Directory Transferring RS - Directory rescoped (split/combined) and code no longer used
Pub Code	Publisher code number the directory is, or will be, listed under in Rates & Data
Dir Focus	CO = U.S., Canadian or overseas directory SI = Special Interest Directory EL = Electronic Directory
Dir Focus - Sub-Category	For Special Interest directories only, enter the directory type, i.e., Toll-Free, University, etc.
Version #	Version number of the directory you are supplying information for. (Current version # is reflected in the Rates & Data.)
Close Date	Eight-digit month, day and year of the directory close date

*Form Preparation, Continued*

<b>Field</b>	<b>Enter</b>
WP Close Date	Eight-digit month, day and year of White Pages business office close date
Pub Date	Six-digit month and year the directory will publish in
Issue Length	Number of months the directory will be on the street
WP Only	An X, if the directory only includes White Pages
YP Only	An X, if the directory only includes Yellow Pages
WP/YP	An X, if the directory includes White and Yellow Pages
WP No Cols	Number of columns in the White Pages section of the directory
YP No Cols	Number of columns in the Yellow Pages section of the directory
Business Dir	An X, if directory is a Business to Business directory only
Split Run	An X, if split runs are available in the directory
Usage Study	An X, if usage information is available for this directory
Pop	The population figure for the directory coverage area, rounded to the nearest thousand
Total Distribution	The number of directories distributed
Distribution Date	This field is no longer used.
Multi-States	Two-letter state abbreviation for each state where the directory is distributed, besides primary state
Currency Type	If different than dollars, enter the type of currency the rates are reflected in
Language Sections	Entire = An X, if entire directory is in language other than English Interfiled = An X, if language, other than English, is interfiled with English Section = An X, if a section of the directory is in a language other than English
Primary Language	The primary languages, if different than English
Associated Directories	WP = X, if directory has White Pages common with another directory YP = X, if directory has Yellow Pages common with another directory WP/YP = X, if directory has White Pages & Yellow Pages common with another directory Section = X, if directory code number is for a section within a directory
A/D	A = to add an associated directory D = to delete an associated directory
Dir Code	The directory code number of the associated directory being added or deleted
Associated Directory Name	Name of associated directory being added or deleted
National Order Directory Code	Six-digit directory code number where national orders should be placed NOTE: This field is only used for associated directories



*Rates & Data Directory Coverage Change Form*

<b>LOCALSEARCH</b> ASSOCIATION.		<b>DIRECTORY COVERAGE CHANGE FORM</b>				TP-COV 7/97	
Forms must be typewritten <i>Two copies of each form must be provided</i>							
DATE _____		FORM PREPARER _____			TEL NO _____		
PUB CODE _____		COUNTRY _____		STATE/PROVINCE _____		DIRECTORY CODE _____	
Rates & Data Effective Issue				Directory Name			
Insert/ Del.	Country	State/ Prov.	Town Name	County Name/FIPS Code	Dist Only	Zip/ Postal Code	
See the reverse side of this copy for instructions on the preparation of this form.							

### ***Directory Code Numbers***

Every directory listed in Rates & Data has a LSA assigned six-digit directory code number. Code numbers are sequentially assigned and are the sole property of the Association. Directory code numbers should stay with that directory even if the book is transferred to another publisher. The directory code number cannot be transferred from one publisher to another without proper legal documentation.

Directory code numbers must be printed on the spine of a directory (space permitting) or on the front or back cover of the directory, at the lower edge of the spine.

To request a directory code number, complete an online Directory Code Number Request Form found on LSA's web site located at [www.localsearchassociation.org](http://www.localsearchassociation.org), select Products & Services and then Rates & Data.

**NOTE: Directory code numbers are the property of LSA.**

### ***Deleting Directory Code Numbers***

If a Publisher needs to delete a directory code number, written documentation must be submitted to LSA. The Publisher needs to include the directory number, directory name and the reason for the deletion. Orders in LSA ELITE™ will automatically be deleted based on the Rates & Data feed and delete orders are not transmitted.

**NOTE: Once a directory code has been deleted, this number CANNOT be re-established, reused or reassigned.**

### ***Printer Bills***

LSA keys the printed copies figure into Rates & Data from printer bills provided by the Publisher. Printer bills should be supplied to **LSA within 90 days of publication date**. Publishers should include the directory code number, directory name as it appears in Rates & Data and remove financial information on each submitted printer bill. If a directory has multiple printer bills, they should be stapled and the total should be included on the first page. If submitting additional printer bills for a directory, indicate that the additional figures should be added to the original figures or re-submit the original printer bill along with the additional printer bills.

## Rate Hold

### *General*

Rate hold is a period during which rates are locked and cannot be increased, lowered, or changed in any manner. Rate hold goes into affect four months prior to the directory **close month**, including the month of close.

Per the LSA Bylaws & Guidelines, “All rates billed by the Publishers will be those rates appearing in the Rates & Data Publication issued four months in advance of the close month for the directory to which it applies, including the close month.”

### *Close Date Changes*

If a directory is in rate hold and the close date is changed, the rates remain locked until the directory rolls. For example, a directory with a close date of January 15 is in rate hold for the months of Oct, Nov, Dec and Jan, but in Nov the close date is changed to March 1, extending the rate hold period to also include the months of Feb and March. With the close date change, the entire rate hold period ends up being Oct through March.

### *New or Deleted Items*

During rate hold, new items may be added to the Rates & Data and item codes no longer offered can be deleted.

### *Discount Plans*

Discount plans cannot be changed during rate hold if the change affects the rate. In addition, a discount plan cannot be eliminated unless the entire base item code was being deleted. For example, if a discount were offered on a Trademark purchased under multiple headings, the item code of TM would have to be deleted from the directory for the discount plan to be eliminated.



The following chart identifies the rate hold months and the last date when forms and electronic transmission must be received prior to rate hold going into affect.

<b>If the close date is in the month of:</b>	<b>Rate hold is in affect for the months of:</b>	<b>Forms deadline</b>	<b>Rates PC deadline (thru 11:59 p.m. ET)</b>
January	Oct, Nov, Dec, Jan	August 15	September 14
February	Nov, Dec, Jan, Feb	September 15	October 14
March	Dec, Jan, Feb, March	October 15	November 14
April	Jan, Feb, March, April	November 15	December 14
May	Feb, March, April, May	December 15	January 14
June	March, April, May, June	January 15	February 14
July	April, May, June, July	February 15	March 14
August	May, June, July, August	March 15	April 14
September	June, July, August, Sept	April 15	May 14
October	July, Aug, Sept, Oct	May 15	June 14
November	Aug, Sept, Oct, Nov	June 15	July 14
December	Sept, Oct, Nov, Dec	July 15	August 14

**NOTE: If the deadline date falls on a weekend or holiday, the forms deadline is the preceding workday.**

***Future Order Start Date***

Rates & Data will “roll over” to reflect the information for the next directory version on the “Future Order Start Date” (FOSD). The FOSD is the date set by publishers to begin accepting orders for the next directory issue.

FOSD can be one of the following dates:

- 7th, 15th, 23rd, or the last day of the month prior to the publication month
- 7th, 15th, 23rd, or last day of the publication month
- 7th or 15th of the month after the publication month

For example, if a directory publishes in September, the future order start date cannot be any later than October 15.

***Directory Transfers***

When a directory is purchased from another publisher the following steps must be followed to accomplish the transfer in Rates & Data:

1. Send a copy of the legal contract (1<sup>st</sup> and last page with signature) to LSA. A letter from the telephone company can also be submitted, if no contract is available.
2. The new publisher submits the Directory Profile Form (TP-DP) with the legal contract to transfer the directory from the old Publisher to the new Publisher.

LSA Rates & Data™ Directory Index

DIRECTORY INDEX BY STATE

Directories By State	Code	Version Number	Associated Directories	Pub. Code / Initials	National Close Date	Pub. Date	Issue Length / Previous Length	WP Business Office Close Date	Write Pages Listing (3225/NA-2000)	Population (000)	Printed Copies	Projected Print Distribution (000)	W/Y Columns	W/P Sectionalized by Town	Core Directory Code(s)	Companion Directory Code(s)	Sep. Order Req?	Code Needed to Place Order in Comp. Directory
UNITED STATES (US)																		
ALABAMA (AL)																		
Greater Calhoun Coun	001070	20		0913/ATT	02-09	04-09	12/12	02-23		121	109,629	103	3/4					
CALIFORNIA (CA)																		
Antelope Valley	006095	27	103737S	0682/IAR	08-08	11-09	12/12	08-29		365	94,432	0	5/5	WP	006095	104605	Y	104605
Antelope Vly Comp(Y)	104605p	27		0682/IAR	08-08	11-09	12	08-29	N/A	167	120,000	0	0/5		006095	104605	Y	104605
Antelope Vly Sp(Y)S	103737	27	006095S	0682/IAR	08-08	11-09	12/12	08-29	N/A	184	70,651	0	0/5n					
San Fernando Vly E C	006613	26	007632WC	0682/IAR	10-24	02-09	12/12	11-14		1,088	405,948	0	5/5					
San Fernando Vly W C	007632	26	006613WCn	0682/IAR	10-24	02-09	12/12	11-14		922	350,998	0	5/5					
San FernandoVlyComp	105855p	26		0682/IAR	10-24	02-09	12	11-14	N/A	605	278,858	0	0/5					
Santa Clarita Valley	007137	26		0682/IAR	10-24	02-09	12/12	11-14		238	89,858	0	5/3					
FLORIDA (FL)																		
St Lucie Co	012285	20	104080S	0913/ATT	07-28	10-09	12/12	08-11		326	194,839	0	3/4		012285	104083	Y	104080
St Lucie FL Comp Sec	104080	20	012285S	0913/ATT	07-28	10-09	12/12	08-11	N/A	326	302,274	0	0/4		012285	104083	Y	104080
Stuart FL Comp Sectn	104081	20	012857S	0913/ATT	07-28	10-09	12/12	08-11	N/A	131	302,274	0	0/4		012857	104083	Y	104081
Treasure Coast Comp	104083	20		0913/ATT	07-28	10-09	12/12	08-11	N/A	600	302,274	0	0/4	YP	012285	104083	Y	104080
															012857	104083	Y	104081
															012930	104083	Y	104082
Vero Beach Comp Sec	104082	20	012930S	0913/ATT	07-28	10-09	12/12	08-11	N/A	144	302,274	0	0/4		012930	104083	Y	104082
GEORGIA (GA)																		
Atlanta Companion	104048	19	013190WC 013190YC	0913/ATT	09-05	05-09	12/12	08-15	N/A	1,853	789,927	0	0/4		013190	104048	Y	104048
Atlanta GA YP	013190	12	104048WC 104048YC	0913/ATT	09-05	12-08	12/12	08-15		1,853	1,027,610	0	4/4	WPYP	013190	104048	Y	104048
HAWAII (HI)																		
Hawaii East Comp	105449	4	016115YCn 105450YC	0557/LMB	10-03	02-09	12/12	10-03	N/A	172	92,146	0	0/4		016115	105449	Y	105449
Hawaii West Comp	105450	4	016115YCn 105449YC	0557/LMB	10-03	02-09	12/12	10-03	N/A	172	89,883	0	0/4		016115	105450	Y	105450

**General**

The printed Rates & Data Directory Index, a monthly publication, contains non-rate directory information, i.e., companion data, close and pub dates, etc. The publication is sorted alphabetically by U.S. states followed by additional countries and Special Interest categories. The rates are shown in U.S. currency, unless otherwise indicated.

<b>Field</b>	<b>Description</b>
Directories by State	Directories listed in alphabetical order by state
Code	Six-digit directory code assigned to each directory
Version Number	Version # of the directory where advertising is being ordered
Associated Directories	Indicates if directory is associated to another directory, i.e., common White or Yellow Pages, sectionalized
Pub Code/Initials	Four-digit number and abbreviations representing a specific Publisher
National Close Date	Date when national advertising needs to be to the Publisher without needing late order approval
Pub Date	Month and year directory will publish (MMYYYY)
Issue Length/ Previous Length	Issue Length = Automatic default to twelve months Previous Length = Number of months previous directory was on the street
WP Business Office Close Date	Date when White Pages listings and changes need to be submitted to the business office
White Pages Listing (3235/NA-2000)	Populated with either the 3235 or the 2000 to designate how the White Pages listing needs to be ordered
Population (000)	Population of the directory coverage area
Printed Copies	Number of printed directories verified against a copy of the printer bill. The figure supplied is for the directory currently on the street.
Projected Print Distribution (000)	Distribution quantities are projections of full year distribution based on prior experience and ongoing market analysis, and reflect the estimated number of directories believed necessary to accomplish general delivery in the distribution area. The actual number and type of directories ultimately printed and delivered may vary due to Publisher's ongoing assessment of business and market conditions and may change without notice.
W/Y Columns	Number of columns for the White and/or Yellow Pages
WP/YP Sectionalized by Town	Populated with a WP, YP or both if the directory is sectionalized by town
Companion Data	<b>Core Directory Code(s)</b> = A traditional directory code that serves as a base for one or more secondary (Companion) directories. <b>Companion Directory Code(s)</b> = A secondary directory code derived from one or more standard (Core) directories. <b>Sep. Order Req?</b> = A 'Y' will appear if a separate order is needed for the companion directory and a 'N' will appear if no separate order is required <b>Code Needed to Place Order in Comp. Directory</b> = Directory code number that is needed to place order in the companion directory

*Rates & Data Directory Index Indicators*

<b>Indicator</b>	<b>Description</b>
B	Business to Business, Business to Industrial or Commercial directory
W	A directory/section which is comprised of listings in alphabetical order
Y	A directory/section which is comprised of information by classified heading (e.g., listing/advertising)
C	Indicates common White and/or Yellow Pages
S	Indicates a section (White and/or Yellow) of a multi-sectional directory
n	<b>Column Field</b> = Narrow directory indicator <b>Associated Directories</b> = The order for national advertising should be placed under the directory code number appearing in this field. The absence of the 'n' indicates that the order for national advertising should be placed under the directory code number following the directory name for the area in which your client wishes to advertise.
p	A directory is a first-year prototype directory. The indicator will be removed upon directory rollover.

# YELLOW PAGES ASSOCIATION™

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## Order Processing & Procedures Manual

### *Publisher Directory Transfers*

#### Section 02.1

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## Directory Transfers/Splits/Combines

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## Directory Transfers/Splits/Combines

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### Directory Transfers/Splits/Combines

#### *General*

Directory transfers occur because a directory is:

- purchased by a new Publisher
- owned by a Telephone company and they change their publishing agent from one Publisher to another

For either situation, both the former and new Publisher share in the responsibility of affecting a trouble free transfer. In no instance should national advertising be placed in jeopardy, including, but not limited to, ad positioning during the transfer process.

#### *Complete Directory Transfer for Former Publisher*

When the responsibility for an entire directory changes from one Publisher to another, and both Publishers agree to transfer the existing directory code number, the following procedures apply:

#### **Former Publisher Responsibilities:**

1. Decide with the new Publisher on the issue of Rates & Data the transfer will be posted.
2. If applicable, arrange for the transfer of all records to the new Publisher on the agreed upon date.
3. Return any orders or related copy material received after the transfer has occurred to the CMR. This alerts the CMR the directory has a new Publisher. See page 02.1.5 for details.

**Note: Directory code numbers are the property of LSA and cannot be transferred from one Publisher to another without proper legal documentation and prior approval from LSA.**

#### **New Publisher Responsibilities:**

1. Forward a copy of the legal contract, omitting financial information, to LSA. If a telephone company is involved, a letter from the telephone company is acceptable. Include the new Publisher name and Publisher number in the documentation.
2. Submit a Directory Transfer form (TPDP) to LSA.
3. Update any rates, close dates, coverage etc. in the Rates & Data.
4. If non-ELITE user, send ELINC notifying CMRs of the transfer. Update all internal systems to accept the new directory.
5. Query the CMR on any advertising items, headings, and copy etc. that do not meet the new requirements. See page 02.1.5 for details.

#### **CMR Instructions:**

CMRs are notified of directory transfers by one, or a combination of, the following:

- The Directory Activity List in Rates & Data
- ELINC Memos

The CMRs responsibilities are to:

1. Internally update all standing orders with the new Publisher number.
2. Ensure that all future transactions are sent to the new Publisher.
3. See page 02.1.5 for details.



***Transferring Records for ELITE & Non-ELITE Publishers***

How records are transferred to the new Publisher, and CMRs responsibilities, depend on if one or both Publishers are LSA ELITE™ users. The following matrix details the different scenarios.

<b>If:</b>	<b>Transferring to:</b>	<b>Then:</b>	<b>CMRs will:</b>
LSA ELITE Publisher	LSA ELITE Publisher	New Publisher will download all orders from LSA ELITE and transmit memo to CMR.	Internally update their system based on Rates & Data. Do not issue new orders.
LSA ELITE Publisher	Non-LSA ELITE Publisher	Former Publisher will download all orders from ELITE and send to new Publisher. Standing orders will be deleted from ELITE and send memo.	Internally update their system based on Rates & Data Activity Report. Do not issue new orders, standing orders will print. Future orders should be sent manually.
Non-LSA ELITE Publisher	LSA ELITE Publisher	Manual orders may be sent from old and new Publisher, but new Publisher would not print from these records. Advertising must be reestablished by the CMR. New Publisher can download orders from ELITE once CMR has sent V transaction.	Send “V” transactions to establish the advertising in ELITE. Transaction Version number must be V0001.
Non-LSA ELITE Publisher	Non-LSA ELITE Publisher	Manually send orders and receipt memo to new Publisher.	Internally update their system based on Rates & Data. Do not issue new orders. (Future orders will continue to be sent manually).

## Directory Transfers/Splits/Combines

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### *Partial Directory Transfers Between Publishers*

At times only a portion of a directory, specific exchanges or areas may be purchased and transferred to a new Publisher or, a directory containing multiple utility companies is splitting into more than one directory and will be published by more than one agent. When these situations occur, all parties involved must contact LSA and provide written, notarized, documentation stating the percentage of their listings in the transferring directory.

The directory code number will remain with the utility company that owns at least 50.1% of all listings.

If no one company owns a majority of the listings, then new directory code numbers will be assigned by LSA to all parties.

**NOTE: Directory code numbers are the property of LSA and cannot be transferred from one Publisher to another without proper legal documentation and prior approval from LSA.**

### **Combined Directories**

When a Publisher combines one or more directories into an existing directory, the Rates & Data will indicate which directory code(s) is being retained and which deleted. Based on this information, all standing orders for the deleted directory code will be deleted from the current LSA ELITE database and moved to the history file.

### **Publisher Instructions**

As soon as the decision is made to combine directories the Publisher should:

1. Immediately update the Rates & Data.
2. Send an ELINC advising of the areas, exchanges, etc. that will be combined.
3. Internally delete all standing orders for the discontinued directory code number.

***CMR Instructions***

Based on the Rates & Data information and Publisher ELINC the CMR should:

1. Internally delete all orders for the deleted directory code number. (Do not send delete orders to the Publisher). Orders in the LSA ELITE database will automatically be deleted based on the Rates & Data feed.
2. Review standing advertising in the remaining book(s) to ensure duplicate advertising does not exist. Transmit new or change orders to establish the advertising from the deleted directory into the remaining book(s).

***Split Directories***

Rescoping of a directory may require the splitting of an existing directory into two or more directories. When this occurs the Rates & Data will identify the directories involved and the type of split. There are two types of directory splits:

1. Directory Split-Keep
2. Directory Split-Delete

***Publisher Instructions***

As soon as the decision is made to split a directory the Publisher should:

1. Immediately update Rates & data.
2. Send an ELINC to all CMRs advising of the area, exchanges, etc. that will be splitting, and the type of split.
3. Hold records pending a response from the CMR, if applicable.
4. Ensure that any artwork and seniority dates are retained.

***CMR Instructions***

Based on the Rates & Data information and Publisher ELINC the CMR should:

1. Review all standing advertising and determine what changes need to be made.
2. Send change, delete or new orders to the Publisher as applicable.
3. Update any applicable artwork.

<b>If:</b>	<b>CMR ELITE Users:</b>	<b>Publisher</b>	<b>CMR Non-ELITE</b>
<b>Directory Split Delete</b> Directory is splitting into two or more directories and existing directory code is being deleted.	<ol style="list-style-type: none"> <li>1. Send new orders for new directories, if desired.</li> <li>2. Internally delete orders for deleted directory.</li> <li>3. ELITE orders will be automatically deleted per Rates &amp; Data feed.</li> </ol>	<ol style="list-style-type: none"> <li>1. Update LSA Rates &amp; Data</li> <li>2. ELITE orders will be automatically deleted per the LSA Rates &amp; Data feed.</li> <li>3. Internally delete orders for deleted directory code.</li> </ol>	Manually send new orders for new directories, if desired. Do not send delete orders for deleted directory.
<b>Directory Split-Keep</b> Directory is splitting into two or more directories and existing directory code is being retained.	Review standing advertising and send new, change or delete orders to applicable directories.	Hold records pending a response from the CMR.	Review standing advertising and send new, change or delete orders manually to applicable directories.

## Directory Transfers/Splits/Combines

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *LSA ELITE™ System Overview* Section 03.0

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## LSA ELITE™ Overview

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## LSA ELITE™ Overview

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### LSA ELITE™

#### *Overview*

LSA ELITE™ provides the Yellow Pages industry with a single integrated system for the transmission of national Orders, Graphics, and Electronic Billing along with an Electronic Tear Page Library.

LSA ELITE™ is a comprehensive electronic data exchange system facilitating the movement of orders, artwork, invoices, tear pages and adjustments between CMRs and Publishers. It provides a central depository of the national standing orders which are only accessible by the individual CMR or Publisher owner.

Users will need to use a software interface to access the LSA ELITE™ system. CMRs/Publishers can develop their own interface from specifications provided by LSA or purchase software already developed by a vendor. See the Association website for a list of vendors.

#### *Orders Module*

CMRs transmit their national orders to LSA ELITE™ which is then sent to the appropriate Publisher(s). The process begins with CMRs sending an “I” (Insert) order to establish national advertising for a directory. There are multiple order transactions that a CMR can send to maintain the standing order, “C” (Change) order, “D” (Delete) order, etc. If a Publisher has a problem with the CMR’s order, they would transmit either a query or advice transaction, asking the CMR for additional information. (See the Order Flow/Format section.)

#### *Graphics Module*

National orders with display, trademark, and space listings require the CMR to send artwork to the Publisher. The LSA ELITE™ Graphics Module provides CMRs the ability to electronically transmit artwork to the Publisher via LSA ELITE™. The artwork process includes sending an AWT transaction, EPS artwork file and a PDF proof of the artwork. (See the Electronic Artwork section.)

#### *Electronic Billing*

The LSA ELITE™ E-Billing system provides Publishers the ability to electronically send invoicing and electronic tear pages to the CMRs. CMRs receive an invoice summary statement (ISS) and associated invoices, the remittance form and a copy of the associated tear pages in a pdf format. LSA ELITE™ expedites the billing process and provides reporting and tracking capabilities. (See the Electronic Billing section.)

#### *Electronic Adjustments*

The LSA ELITE™ Adjustment system provides CMRs an electronic solution for sending billing adjustment requests to the Publishers. In turn, Publishers are able to respond to the requests electronically. The system allows users to send all supporting documentation to the recipient. (See the Electronic Adjustment section.)



***LSA Directories Online™***

The LSA Directories Online™ library provides the CMR and Publisher community with an online directory tear page library. This gives CMRs access to an efficient and cost-effective marketing tool that provides participating publishers the opportunity to have their directories considered in the CMR's national media buying process.

***Web Interface***

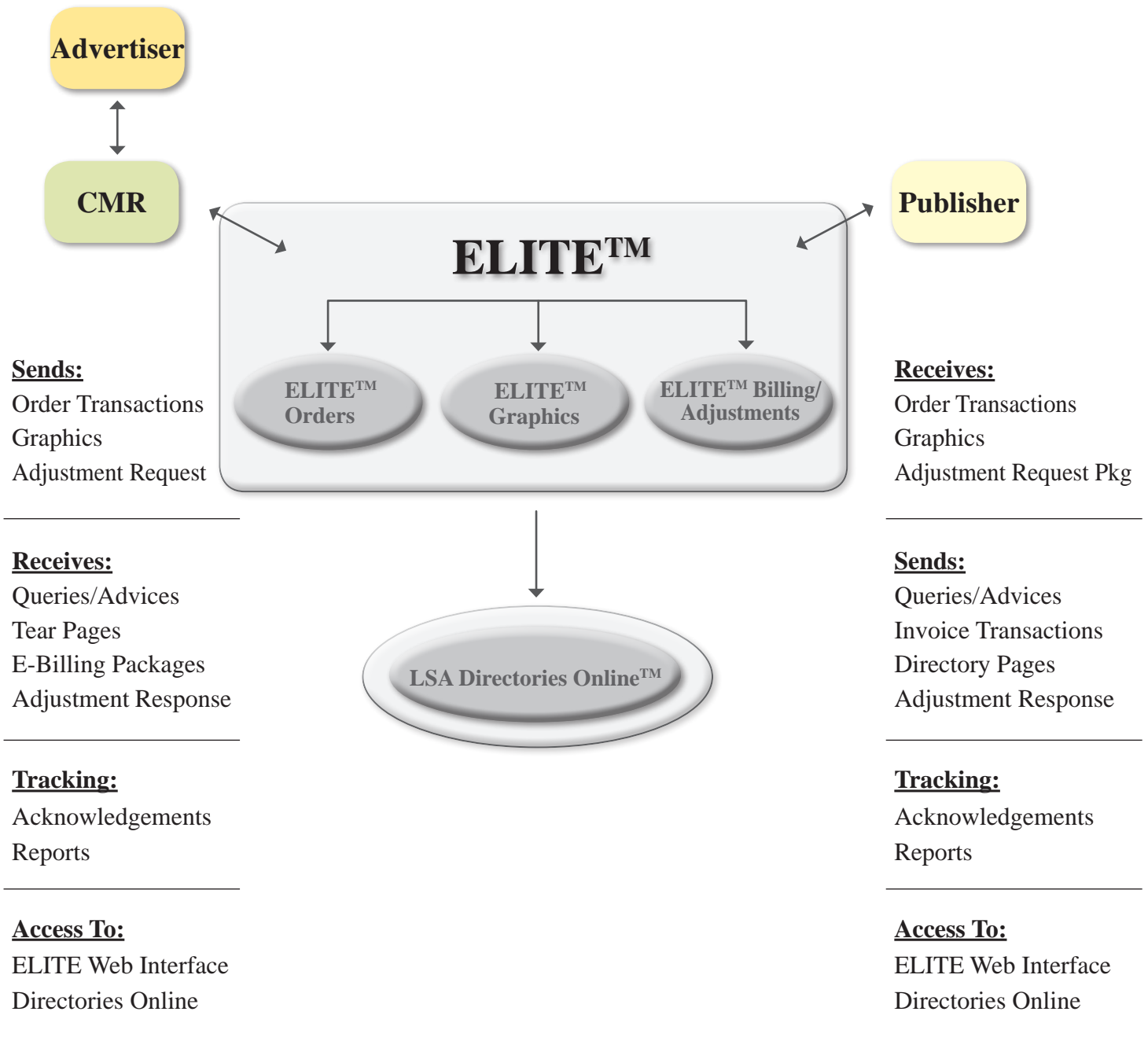
The Web Interface provides LSA ELITE™ users with web-based access for administration and reporting capabilities. It also provides an interactive report capability allowing users to view the current order in the database along with incremental order activity. Users are able to request various Graphic and E-Billing reports as well.

## LSA ELITE™ Overview

### LSA ELITE™ System

#### Overview

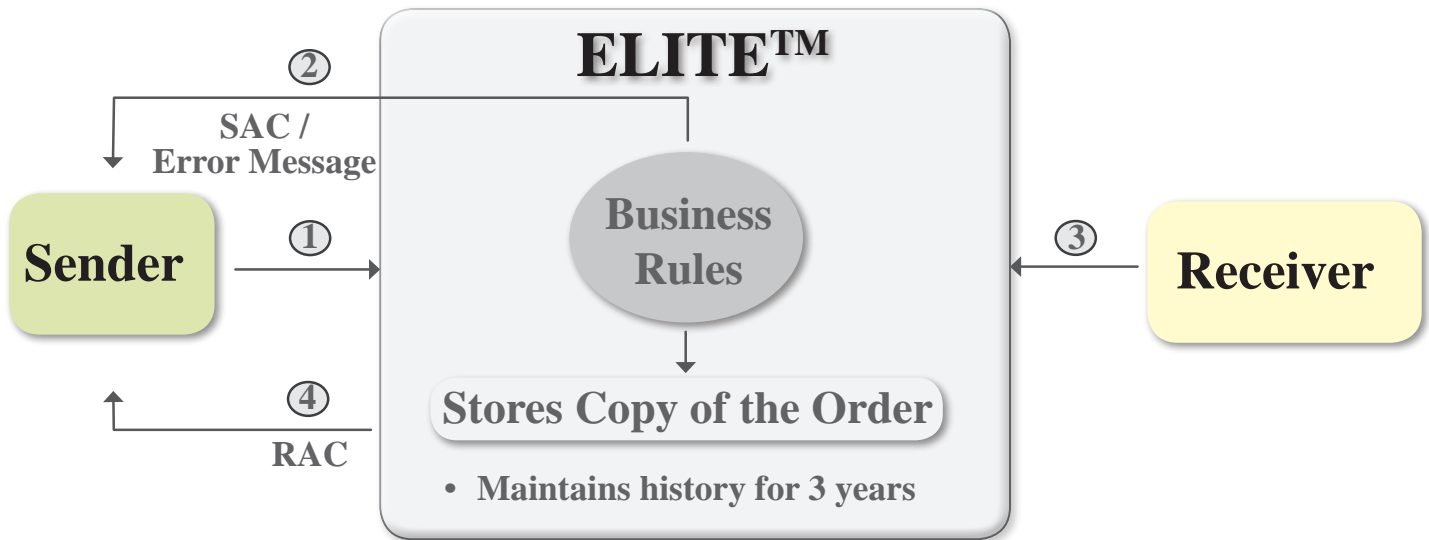
This diagram shows a breakdown of what each party can send and receive, if using the complete system.



**Transaction Flow**

***LSA ELITE™ Transmission***

LSA ELITE™ is a rapid method of transmitting data between CMRs and Publishers, providing confirmation of receipt, transaction history and reporting capabilities. It also supports CMR-to-CMR transmission and Publisher-to-Publisher transmission. LSA ELITE™ is password and firewall protected so individual companies can only view their own data. The diagram below depicts the process flow through LSA ELITE™.



#	<i>Order Flow</i>
1	Sender prepares transaction and sends to LSA ELITE™. LSA ELITE™ applies business rules to order.
2	Send Acknowledgement (SAC) is generated to Sender mailbox. If the order doesn't pass the edits, an error message is generated.
3	Order sent from database to Receiver mailbox. Receiver "reads" mailbox and retrieves orders.
4	Receipt Acknowledgement (RAC) sent to Sender mailbox. Sender "reads" LSA ELITE™ mailbox and retrieves RAC and other transactions.

## LSA ELITE™ Overview

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# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Acknowledgements*

#### Section 4.0

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## Acknowledgements

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### Acknowledgements

#### ***Definition***

Acknowledgements are used to verify that the intended recipient receives the transactions sent through LSA ELITE™ or the mail. There are four ways transactions can be verified.

1. Send Acknowledgment (SAC) - Generated by LSA ELITE™ to indicate a transaction has passed the LSA ELITE™ edits and has been placed in the recipient's mailbox.
2. Receipt Acknowledgement (RAC) - Generated by LSA ELITE™ and transmitted back to the sender to indicate the recipient has received a transaction.
3. Mail Acknowledgement - Manually generated by the sender and mailed with a transaction, or group of transactions, for companies not utilizing LSA ELITE™.
4. Send and Retrieve Activity Reports. These reports can be generated for LSA ELITE™ users in lieu of SACs and RACs. (SACs and RACs are optional in LSA ELITE™.)

#### ***LSA ELITE™***

Send and Receipt Acknowledgements are automatically generated by LSA ELITE™ for all transactions.

#### ***Send Acknowledgement (SAC) for Order***

The SAC is generated and placed in the sender's mailbox after the transactions have passed the LSA ELITE™ edits. The transactions are then deposited into the recipient's mailbox. The SAC identifies the:

- Mail type
- Batch #
- Date sent (MMDDYYYY system applied)
- Time sent (HHMMSS system applied)
- Record Type
- TRANS Code and TRANS ID
- To Code Identifier and To Code
- CMR and Client Number
- Directory Number and Directory Version Number
- Transaction Sequence (system applied)

#### **Sender's Instructions:**

1. Verify receipt of SAC for each transaction sent.
2. Retain a copy of the SAC until a RAC has been received, or until such time as internal procedures dictate.



*Send Acknowledgment (SAC) for Order*

```
<S0000001202152020103445
ORDI345432345678765454P0724      0123645603456500002000123
>
```

<i>Field</i>	<i>Description</i>	<i>Width</i>
<	Start of Batch Code	1
S	Mail Type (SAC)	1
00000012	Batch Number	8
02152020	Date (MMDDYYYY)	8
103445	Time (HHMMSS)	6
ORD	Record Type (Order)	3
I	TRANS Code on Order	1
345432345678765454	Trans ID	18
P	To Code Identifier	1
0724	Code of recipient of transaction	4
Blanks	Artwork Identification Number	14
0123	CMR Number	4
6456	Client Number	4
034565	Directory Number	6
00002	Directory Version Number	5
000123	Transaction Sequence Number	6
>	End of Batch Code	1

## Acknowledgements

### *Send Acknowledgement (SAC) for LSA ELITE™ Graphic Module*

The SAC is generated and placed in the sender's mailbox after the graphic transactions have passed the LSA ELITE™ edits for users of the LSA ELITE™ Graphic Module. The transactions are then deposited into the recipient's mailbox. The SAC identifies the:

- Mail type and Batch #
- Date sent (MMDDYYYY system applied) and Time sent (HHMMSS system applied)
- Record Type
- TRANS Code and TRANS ID
- To Code Identifier and To Code
- CMR and Client Number
- Directory Number and Directory Version Number
- Transaction Sequence (system applied)

```
<S0000001202152020103445
AWTA          P0724123545658456540123645603456500002000123
>
<S0000001202152020103445
EPS          P072412354565845654
>
```

<i>Field</i>	<i>Description</i>	<i>Width</i>
<	Start of Batch Code	1
S	Mail Type (SAC)	1
00000012	Batch Number	8
02152020	Date (MMDDYYYY)	8
103445	Time (HHMMSS)	6
AWT or EPS or RES	Record Type	3
AWT = "A" EPS = "" RES = "R"	TRANS Code	1
Blank for AWT and RES	Trans ID	18
P	To Code Identifier	1
0724	Code of recipient of transaction	4
Filled in for AWT, RES and EPS	Artwork Identification Number	14
0123	CMR Number	4
6456	Client Number	4
034565	Directory Number	6
00002	Directory Version Number	5
000123	Transaction Sequence Number	6
>	End of Batch Code	1

Refer to the *LSA ELITE™ Technical Specifications* for more information.

***Receipt Acknowledgment (RAC) for Order***

When each transaction is read and erased from the receiver’s mailbox, LSA ELITE™ will automatically generate and place a Receipt Acknowledgement (RAC) into the sender’s mailbox. The RAC identifies the:

- Mail type
- Batch #
- Date sent (MMDDYYYY system applied)
- Time sent (HHMMSS system applied)
- Record Type
- TRANS Code and TRANS ID
- Send Date and Time (time transaction was received by the system)
- Receive Date and Time (time recipient retrieved item from mailbox)
- To Code Identifier and To Code
- CMR and Client Number
- Directory Number and Directory Version Number
- Transaction Sequence (system applied)

**Receiver’s Instructions:**

1. Verify that internal records agree with the information returned on the RAC.
2. Retain a copy of the RAC until all billing issues are resolved. The recommendation is to retain for at least 24 months from publication.
3. Contact internal technical staff if a RAC has not been received by the directory close date.

**NOTE:**

RACs are not generated for the following scenarios:

- error messages
- advice responses where the change order only contains “F” ACT codes
- query responses with only “Q” ACT codes, if no query flag is present
- “T” transactions (expanded “T” serves as the receipt)
- “N” transactions (expanded “N” serves as the receipt)
- “H” transactions (expanded “H” serves as the receipt)

## Acknowledgements

### *Receipt Acknowledgment (RAC) for Order*

```
<R0000001202152020103455
ORDI3454323456787654540215202010344502162020061234
P0724123545656545650221345603456500002000123
>
```

<i>Field</i>	<i>Description</i>	<i>Width</i>
<	Start of Batch Code	1
R	Mail Type (RAC)	1
00000012	Batch Number	8
02152020	Date (MMDDYYYY)	8
103445	Time (HHMMSS)	6
ORD	Record Type (Order)	3
I	TRANS Code on Order	1
345432345678765454	Trans ID	18
02152020103445	Send Date & Time when sender's data was received by the system	14
02162020061234	Receive Date & Time. When recipient received transaction from mailbox.	14
P	To Code Identifier	1
0724	Code of recipient of transaction	4
Blanks	Artwork Identification Number	14
0123	CMR Number	4
6456	Client Number	4
034565	Directory Number	6
00002	Directory Version Number	5
000123	Transaction Sequence Number	6
>	End of Batch Code	1

Refer to the *LSA ELITE™ Technical Specifications* for more information.

***Receipt Acknowledgment (RAC) for Graphics***

When each transaction is read and erased from the receiver’s mailbox, LSA ELITE™ will automatically generate and place a Receipt Acknowledgement (RAC) into the sender’s mailbox. The RAC identifies the:

- Mail type and Batch #
- Date sent (MMDDYYYY system applied) and Time sent (HHMMSS system applied)
- Record Type
- TRANS Code and TRANS ID
- Send Date and Time (time transaction was received by the system)
- Receive Date and Time (time recipient retrieved item from mailbox)
- To Code Identifier and To Code, CMR and Client Number
- Directory Number and Directory Version Number, Transaction Sequence (system applied)

```
<R0000001202152020103455
AWTA          0215202010344502162020061234P072412354565654565
0221345603456500002000123
>
```

<i>Field</i>	<i>Description</i>	<i>Width</i>
<	Start of Batch Code	1
R	Mail Type (RAC)	1
00000012	Batch Number	8
02152020	Date (MMDDYYYY)	8
103445	Time (HHMMSS)	6
AWT, EPS or RES	Record Type	3
AWT = “A”, RES = “R”, EPS = “ “	TRANS Code on Order	1
Blank for EPS, RES and AWT	Trans ID	18
02152020103445	Send Date & Time when sender’s data was received by the system	14
02162020061234	Receive Date & Time. When recipient received transaction from mailbox.	14
P	To Code Identifier	1
0724	Code of recipient of transaction	4
12354565654565	Artwork Identification Number	14
0123	CMR Number	4
6456	Client Number	4
034565	Directory Number	6
00002	Directory Version Number	5
000123	Transaction Sequence Number	6
>	End of Batch Code	1

## Acknowledgements

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### *Mail Acknowledgements*

For companies not utilizing LSA ELITE™, acknowledgments must be created manually. Mail acknowledgements are created for all transactions, except memos.

#### **Sender's Instructions:**

1. Create one acknowledgement, attach all associated transactions and mail to the receiver.
2. Retain a copy of the returned acknowledgement, containing the recipient's signature, until billing issues are resolved. The recommendation is to retain acknowledgements for at least 24 months from publication.
3. Resend any transactions not received in the first transmission.
4. Contact the recipient if a confirming acknowledgement has not been received within ten calendar days from the sending date. (More timely action may be required if a directory is closing prior to ten calendar days.)

#### **Receiver's Instructions, All Records Received (See page 04.0.12):**

1. Verify that all transactions listed on the acknowledgement have been received.
2. In the right margin of the acknowledgement, enter "OK" followed by the recipient's signature and the date of verification.
3. Send a copy of the acknowledgement back to the sender within ten calendar days of receipt.
4. Retain a copy of the acknowledgement until all billing issues are resolved. The recommendation is to retain for at least 24 months from publication.

#### **Receiver's Instructions, All Records Not Received (See page 04.0.12):**

1. Circle the unreceived item(s) on the acknowledgement.
2. In the right margin of the acknowledgement, enter the recipient's signature and the date of verification.
3. Send a copy of the acknowledgement back to the sender within ten calendar days of receipt.
4. Retain a copy of the resend request until all billing issues have been resolved. The recommendation is to retain for at least 24 months from publication.

If one or more of the transactions listed on the acknowledgement are impacted by a directory close date:

1. Notify the sender by telephone and identify the records to be resent.
2. Follow up the telephone conversation with a written acknowledgement, noting the name of the individual talked with and date in the right margin of the order.
3. Retain a copy of the resend request until all billing issues are resolved. The recommendation is to retain for at least 24 months from publication.

**Form Preparation**

*Mail Acknowledgement*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
M			08132020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0912	C 0341								
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0341										
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
ACKNOWLEDGEMENT										
I	034562	4567	00045,	I	045676	6712	00024,	C	056432	6571 00033, C 067567 9870 00010, I 078676
	5787	00010								
	E									

<i>Field</i>	<i>Action</i>
TRANS	Enter M for Memo.
DATE	Enter the date the Memo is sent.
REF DATE	Leave blank.
TO	Box 1: P if receiver is Publisher. C if receiver is CMR. Box 2: 4-digit Publisher # if receiver is Publisher. 3-digit CMR #, with leading 0, if receiver is CMR.
FROM	Box 1: C if sender is CMR. P if sender is Publisher. Box 2: 3-digit CMR #, with leading 0, if sender is CMR. 4-digit Publisher # if sender is Publisher.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Leave blank.
LINE #	Begins left-justified in the line number column, for all transactions sent, enter "Acknowledgement" on the first line continued with one blank line. All transactions sent will follow with the 1-character alpha code from the TRANS code field, a space, 6-digit directory code number, a space, 4-digit client number, a space, and the 5-digit directory version number.
ACT	Enter an E for End.

# Acknowledgements

## All Transactions Received

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
M			08132020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0912	C 0341								
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0341										
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
ACKNOWLEDGEMENT										
I	034562	4567	00045,	I	045676	6712	00024,	C	056432	6571 00033, C 067567 9870 00010, I 078676
5787	00010									
E	<i>O.K. Kathy Bradley 08/14/2020</i>									

## All Transactions Not Received

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
M			08132020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0912	C 0341								
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0341										
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
ACKNOWLEDGEMENT										
I	034562	4567	00045,	I	045676	6712	00024,	C	056432	6571 00033, C 067567 9870 00010, I 078676
5787	00010									
E	<i>Not received - resend Kathy Bradley 08/15/2020</i>									



# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Memos* Section 04.1

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## Memos

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### NOTES

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# Memos

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## Memos

### *General*

There are three different accepted methods for sending Memos:

1. LSA ELITE™
2. ELINC
3. Mail

The different types of memos are:

- LSA ELITE™ memos are generated back to the CMR when a global delete (“Y” transaction) is performed by LSA.
- General Query Memo. A Publisher may send a General Memo advising the CMR of a query condition on a directory with no standing advertising.
- General Memos sent via ELINC or the mail for directory splits, combines, deletes, name changes; mail acknowledgements or general directory information.

### *LSA ELITE™*

LSA ELITE™ memo transactions may be sent either by the CMR, Publisher or LSA. Memos may also be company specific or a general broadcast to all CMRs and all Publishers.

**Valid combinations are:**

<i>From</i>	<i>To</i>	<i>Description</i>
CNNNN	PNNNN	From CMR number to a Pub number
CNNNN	P0000	From CMR number to all Pub numbers
CNNNN	Y0000	From a CMR to all ELITE users
PNNNN	CNNNN	From a Pub number to a CMR number
PNNNN	C0000	From a Pub number to all CMRs
PNNNN	Y0000	From a Pub number to all ELITE users
Y9999	Any	From ELITE to a Pub, CMR, all LSA ELITE™ users or all CMRs and all Pubs

**Query Memo**

Occasionally, a Publisher needs to send a general query condition to notify CMRs of information pertaining to a directory with no standing advertising. (This usually is due to SRL requirements within a Publishers organization.) CMRs will handle this type of memo according to their own internal policies.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	SEND DATE			SEND TIME	SEQ #	NA-2000		
M	V0002	545652300000000000	08172020			113456	111291			
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
	C 0122	P 0738								
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
GENERAL										
PUBLISHER QUERY										
NEED SRL PLACEMENT FOR DIRECTORY 056754										
E										

**Mail Acknowledgements**

For companies not utilizing LSA ELITE™, acknowledgments must be created manually. Mail acknowledgements are created for all transactions, except memos. The mail acknowledgement has a memo transaction code. (See the Acknowledgement Section.)

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE			NA-2000					
M			08132020								
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE			
	P 0912	C 0341									
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #			
0341											
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA	
ACKNOWLEDGEMENT											
I 034562 4567 00045, I 045676 6712 00024, C 056432 6571 00033, C 067567 9870 00010, I 078676											
5787 00010											
E											

# Memos

## Global "Y" Transaction

The "Y" Transaction is an administrative transaction sent by the Association only when a CMR is unable, due to their internal system constraints, to delete a standing order in LSA ELITE™. (See the Global Delete Section)

### NATIONAL YELLOW PAGES ADVERTISING ORDER

Data appended by ELITE.

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
M	V0002	00000000214725852	09292020	122342	000001					
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	C 0200	Y 9999	000000	00000						
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0200	4567									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
GENERAL										
REASON=GLOBAL DELETE										
CMR_CODE=0200										
CLIENT_NUMBER=4567										
PUBLISHER_CODE=0626										
DIRECTORIES_IMPACTED:										
023412		00012								
034567		00020								
045235		00009								
END_DIRECTORIES_IMPACTED										
E										

ELITE will add the directory code and directory version numbers affected.

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Account Qualification*

#### Section 05.0

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## National Qualification

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# National Qualification

## National Qualification

### General

The account qualification process is designed to provide publishers with a vehicle to verify that orders meet the account definition coded on the national order.

### National Account Definitions

An account must meet all the following parameters to be considered national. Advertising must:

- be in two (2) or more Publisher’s directories
- be in a minimum of three (3) states
- be printed in a minimum of 20 directories
- have 30% of the revenue outside of the primary state. The primary state being the state where the most dollars are spent.

An account that meets all the preceding parameters, with proof of publisher invoicing, is considered national and will be coded with an “A” in the NAT field on the national order.

**Note: The District of Columbia is not considered a state but is used in revenue calculations as being “outside of the primary state.”**

### “A” Account:

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
I	V0002	215487985654125878				02262020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0815	C	0290	167564	00064	MI	PETOSKY		
CMR#	CLIENT #	NAT	CLIENT NAME							NAT CLIENT ID #
0290	7612	A	ARTIC CAT SNOWMOBILES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
01000	I							H		SNOWMOBILES
01005	I	BL						N		ARTIC CAT SNOWMOBILES
01100	I							A		8769 BEAUFORD
01200	I							T		517 453-8912
	E									

**Regional Accounts**

Some publishers\* accept advertising from CMRs for clients who do not meet the national definition but advertise in a specified region. If this type of account is accepted by, and meets the individual Publisher requirements, a “R” must be entered in the NAT field on the national order.

\* All regional accounts must have prior publisher approval before submitting orders.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000			
I	V0002	456879854565878541				10252020					
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	NAT CLIENT ID #		
0300		0515	C	0300	078546	00053	CA SAN DIEGO	072020			
CMR#	CLIENT #	NAT	CLIENT NAME								
0300	3232	R	CARS-R-US								
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP	BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I								H		AUTOMOBILES
00140	I	DQC							N		CARS-R-US
00150	I								CE		300675643212CR
00160	I								A		1516 W WEBSTER
00170	I								T		323 543-9012
00200	I	ABLN							N		CARS-R-US
00250	I								A		1516 W WEBSTER
00260	I								T		323 543-9012
	E										

## National Qualification

### Emerging Accounts

Some publishers allow new advertisers a limited amount of time to develop a program to meet national definition. LSA recommends that publishers allow 18 months from the date of the first transmitted/mailed order for an account to qualify. Publishers; however, are free to establish their own qualifying period for an emerging account.

If an account is emerging, and accepted by the receiving Publisher\*, an “E” must be entered in the NAT field on the national order. The first line of the order must also be a permanent advice line stating, “Emerging account will meet national definition by (date).” This date should be when the account will meet all national parameters, of a national account with proof of invoicing.

As soon as the advertiser meets the requirement for an “A” account, the CMR must send an “H” transaction to all affected publishers changing the account status. The Publisher may delete the orders, returning the advertising to local, if an “H” transaction is not sent within the defined time frames.

\* All emerging accounts must have prior publisher approval before submitting orders.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS I	TRANS VER V0002	TRANS ID 215456587854121542	DATE 06162020	NA-2000						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	C	012546	00065	LA	NEW ORLEANS	112020			
CMR# 0400	CLIENT # 4625	NAT E	CLIENT NAME ABC EYECARE				NAT CLIENT ID #			
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00001	I							A		EMERGING ACCT WILL MEET NAT DEF BY 03152021
00140	I							H		OPTOMETRISTS
00150	I	6HS						N		ABC EYECARE
00160	I							CE		40021546587985
00170	I							A		7834 MAIN ST
00200	I							T		504 342-1234
	E									

***“H” Trans Sent to Change Nat Code Field***

As soon as an account meets the qualification for “A” status, an “H” Transaction must be sent to change the NAT field to the correct account designation. (See “H” Transaction Section)

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE	NA-2000			
H	V0002	546587852321546521				05172020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	Y 9999	C 0400	000000	00000						
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0400	4625	E	ABC EYECARE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	NEW_NAT=A
	E									

***Local Accounts***

A local account is any account that does not qualify as national, regional or emerging. The letter “B” is entered in the NAT field on the order to designate a local account. It is an individual Publisher decision to accept B accounts from CMRs.

## National Qualification

---

### Querying an Account

If a Publisher wishes to verify the national status of an account, they will send a request to LSA. An account should not be queried if it:

- was inquired on within the past 18 months
- is a nationally known manufacturer or business
- is transferring from another CMR and met the “A” definition with the previous CMR

If a Publisher chooses to inquire on the validity of an account they will initiate the process by sending LSA the following:

- completed inquiry form (see page 05.0.9) with CMR/account number and advertiser name
- copy of an order with “A” in the NAT code field

The CMR will be required to return the following documentation to LSA within 10 working days of the inquiry date:

- completed inquiry response form (see page 05.0.10), a printout of revenue figures by state for the entire account and, publisher invoices for a minimum of 20 directories. Invoices must include two different publishers and at least three states, OR
- complete the inquiry response form, checking the option for GXS to run an LSA ELITE™ report.

LSA will verify the advertising placement and notify the inquiring Publisher of the account status within 15 working days of receipt of the inquiry.

If the inquiry is not responded to by the CMR within 10 working days, LSA will notify the Publisher on the 11th day of the CMR's non-compliance. The Publisher may, at its discretion, decide whether to handle the account as local or national.

**Note: If invoicing cannot be provided, the CMR must contact the Publisher prior to submitting the first order for emerging account status.**

### *Accounts not Meeting NAT Code Designation*


If an account does not meet the definition coded on the order:

1. The Publisher will be notified by LSA that the account did not meet the definition coded on the order.
2. The CMR will be notified by LSA that the order was coded incorrectly and that the publisher has been advised.

**Form Preparation**

*Account Classification Inquiry Form*

This form is prepared by the Publisher and sent to LSA to initiate the inquiry process.



**PUBLISHERS NATIONAL ACCOUNT CLASSIFICATION INQUIRY FORM**

Forward To: Mary Pankowski  
Fax: 248/244-0700  
E-Mail: mary.pankowski@localsearchassociation.org

---

Date Prepared \_\_\_\_\_

Publisher Name \_\_\_\_\_ Pub Code # \_\_\_\_\_

Name of Person Preparing Form \_\_\_\_\_

Tel # \_\_\_\_\_ Fax # \_\_\_\_\_ E-Mail \_\_\_\_\_

---

Copy of Order Must Be Attached

CMR &  
Client # \_\_\_\_\_

Client Name on Order \_\_\_\_\_

Check the box indicating the alpha code in the NAT field on the order:

                                             
 A                                      R                                      E

---

Headquarters Use Only

Inquiry sent to CMR: \_\_\_\_\_ Date \_\_\_\_\_ Fax  E-mail

Noted to CMR Order Incorrectly Coded \_\_\_\_\_ Date \_\_\_\_\_

---

Remarks

<i>Field</i>	<i>Description</i>
Date Prepared	Enter date the inquiry form is prepared.
Publisher Name	Enter publishing company name.
Pub Code #	Enter 4-digit Pub Code number.
Contact Person	Enter name of individual completing form.
Tel #	Enter the telephone number for the contact.
Fax #	Enter the fax number for the contact.
Email	Enter email address for contact (if applicable).
Client #	Enter the four-digit number of the client being inquired on.
Client Name on Order	Enter the Client name being inquired on.
Check the box indicating the alpha code in the NAT field on the order	Place a check mark in the appropriate box.

## National Qualification

### *Account Classification Inquiry Response Form*

This form is prepared by the CMR and returned back to LSA for verification of a national account.



TO: National Yellow Pages Manager or Coordinator

FROM: Mary Pankowski

DATE:

The attached Account Qualification Inquiry has been forwarded to you as a result of one of the Local Search Association™ publisher member's inquiring on the status of an order.

Since as a CMR you are required to verify your information if inquired upon within 10 working days of the inquiry date, please mark the appropriate box below as to whether you are including the requested documentation, or requesting that GXS (Global Exchange Services) run a Local Search Association ELITE™ report to verify the status of your account for you.

I am including the following:

- Printout of revenue figures by state for the **entire** account.
- Publisher billing invoices for a minimum of 20 directories (invoices must include 2 different publishers and at least 3 states). If invoicing cannot be provided, the CMR must contact the Publisher prior to submitting the first order for emerging account status.
- LSA™ will verify the advertising placement with the documentation provided and notify the inquiring Publisher of the account status.

-OR-

I am requesting that GXS run an ELITE® report to verify the status of my account.

- The ELITE® report will verify order placement in a minimum of 20 directories, 2 different publishers, and 3 states and revenue figures minus any special pricing discounts.
- LSA™ will notify the inquiring publisher of the account status if definition is met.
- If the account does not meet definition only because of revenue, LSA™ will notify you to submit revenue information since special pricing may impact these figures. The publisher will be notified once the revenue is verified.


If the inquiry is not responded to by the CMR within 10 working days, the Local Search Association™ will notify the Publisher on the 11<sup>th</sup> day of your non-compliance. The Publisher may, at their discretion, decide whether to handle the account as local or national.

Please insure that your staff reviews and returns all data on the attached form promptly, including this page, with any necessary corrections (client name or number). Upon return, the preparers' name, telephone number, fax number and E-Mail address (if applicable) should appear on the top portion of the form.

If you have any questions in this regard, please contact me at 248/244-6212.



*Account Classification Inquiry Response Form, Cont'd*



**ACCOUNT QUALIFICATION INQUIRY RESPONSE**

NA-105  
REV 04/02

Forward To: Mary Pankowski  
 Local Search Association™  
 formerly Yellow Pages Association  
 820 Kirts Blvd., Suite 100  
 Troy, MI 48084-4836  
 Fax: 248/244-0700  
 E-Mail: mary.pankowski@localsearchassociation.org

***This form must accompany the client information***

CMR CODE \_\_\_\_\_ DATE \_\_\_\_\_ CMR RESPOND BY \_\_\_\_\_

---

Name of Person Completing Response \_\_\_\_\_

(      )  
 Area Code      Telephone Number

\_\_\_\_\_  
 Fax Number

\_\_\_\_\_  
 E-Mail Address

Client Name \_\_\_\_\_

Client Number \_\_\_\_\_

---

**Please provide Local Search Association™ with the following documentation for the indicated client:**

- A printout of revenue figures for the ENTIRE account, subtotaled by state.
- Publisher billing invoices for a minimum of 20 directories. Invoices must include two (2) different publishers and at least three (3) states.

**NOTE:** Local Search Association™ will advise the Publisher on the 11<sup>th</sup> business day if the account inquiry has not been responded to. The inquiring Publisher may decide the disposition of the account at that time.

## National Qualification

---

### National Supersedure Over Local

#### *General*

It is the decision of each publisher whether or not multiple ads will appear for the same firm, in the same directory and at the same heading. It is, therefore, strongly advised that CMRs contact the individual publisher to determine if their policy is for national advertising to supersede local advertising.

If the publisher's policy is to supersede national advertising for local advertising, the following procedure would be followed.

#### *In-column Supersedure Policy*

National Yellow Pages in-column advertising supersedes locally purchased in-column items for the:

- a. same firm
- b. same directory
- c. same heading
- d. same family of items

For example, locally purchased trade items for the same firm are superseded by similar trade items, however, trade items do not supersede other in-column items for the same firm.

This does not preclude the sale of local in-column items if the national order is for display only.

#### *Display Advertising Supersedure Policy*

National Yellow Pages display advertising (other than Product Sell ads) supersedes all local display advertising for the:

- a. same directory
- b. at the same heading

The anchor accompanying the national display advertising should not be considered as an in-column purchase. Additionally, this does not preclude the sale of local in-column items if the national order is for display only.

#### *Display Seniority Positioning*

For directories set by seniority date, local display positioning is maintained when an advertiser moves to national as long as the same size ad is purchased nationally.

#### *Cancelling Local Advertising*

If an advertiser wants its branches to cancel all local advertising, it's their responsibility to advise the local branches directly, in writing. The CMR would send a copy of the advertiser letter to the Publisher.

***Publisher Responsibilities***

After review with the local outlet, the Publisher has the responsibility to cancel all local advertising being superseded by national. The local branch may purchase additional advertising at other Yellow Pages headings, in the same or different directories, not included on the National Order. They may also purchase local in-column advertising if the national ad is for display or vice versa.

**Definition of Branch Operations**

***General***

An additional type of national Yellow Pages advertising prospect is the “branch.” A “branch” prospect is a business operating through local operating units such as divisions, branches, subordinate local offices, stores or franchises and the headquarters office controls advertising and requires the local operating units to use its firm name.

These types of businesses are usually classified as one of the following:

- parent company-owned branches
- independently-owned local outlets or franchises of national firms
- a combination of the above two

<i>If:</i>	<i>Then:</i>
Parent Company Owned Branches	<ul style="list-style-type: none"> <li>• Parent company exercises control over all advertising.</li> <li>• The branches have the same name as the parent (i.e., Liberty Mutual Insurance Co.) or,</li> <li>• The company name may be an accepted variation of the parent company (i.e., Elizabeth Arden operates as Elizabeth Arden Beauty Salons.)</li> <li>• A relevant factor for national advertising purposes is the use of a common name.</li> </ul>
Independently Owned Outlets or Franchises	<ul style="list-style-type: none"> <li>• The local outlets are in varying degrees part of a central control plan providing lease arrangements, purchasing and placement of advertising.</li> <li>• A relevant factor for national advertising purposes is the use of a common name.</li> <li>• The national advertiser may permit its outlets or franchises to list its name in the White Pages and only in Yellow Pages advertising ordered nationally. If necessary, the local outlet/franchise must establish joint user or representative type additional listing in the name of the franchise or parent, showing the relationship or service provided (i.e., Lincoln-Mercury leasing dealer could not read simply, “Lincoln-Mercury.” It must read “Lincoln-Mercury Leasing Service,” or similar terminology.)</li> </ul>

## National Qualification

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### *White Pages Appearance*

Where the national advertiser has several outlets or franchises in the same area and they all list in the same manner in the White Pages, the listings must appear as indents under the same finding name. For example, Alpha Company has several dealers in the area. The listings would be captioned as:

Alpha Company	
123 Main	248 456-8912
598 Oak Lawn	248 879-2413
915 Oakland	248 412-7812

In this case, the national advertiser may, purchase display advertising featuring the nationally known name and including the addresses and telephone numbers of the local outlets.

### **Duplication of Trademarks Under Same Heading**

Normally only one trade item, for the same product, would be accepted under a heading. Occasionally, requests are received to circumvent this policy and identify different types of the same product under one heading.

Using a single Finding Line, and providing captions to distinguish the different outlets, can usually meet these requests.

For example, instead of separate Finding Lines for “Alpha Fire Insurance” and “Alpha Life Insurance,” a single Finding Line “Alpha Insurance” could be used together with captions “Fire Insurance and Life Insurance”.

There may be instances where more than one ad appears under the same heading. For example, Delta Corporation manufactures room air conditioners and industrial air conditioners. Each type of air conditioner has its own division, funds, advertising manager and advertising agency. The headings must distinguish between the two types of air conditioners. If the headings in the directory do not distinguish between the types of air conditioners, a trademark heading “Delta Air Conditioners-Room” with a Finding Line “Delta Air Conditioners-Industrial” may appear under the same heading.

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *National Order Flow & Format*

#### Section 06.0

Click on the bookmark icon, on the upper left-hand side of Adobe Reader, to expand a list of bookmarks. If you have difficulties in viewing this document, please make sure you have the latest version of Adobe Reader software. Software can be downloaded by going to [www.adobe.com](http://www.adobe.com).

## Order Flow/Format

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## Order Flow/Format

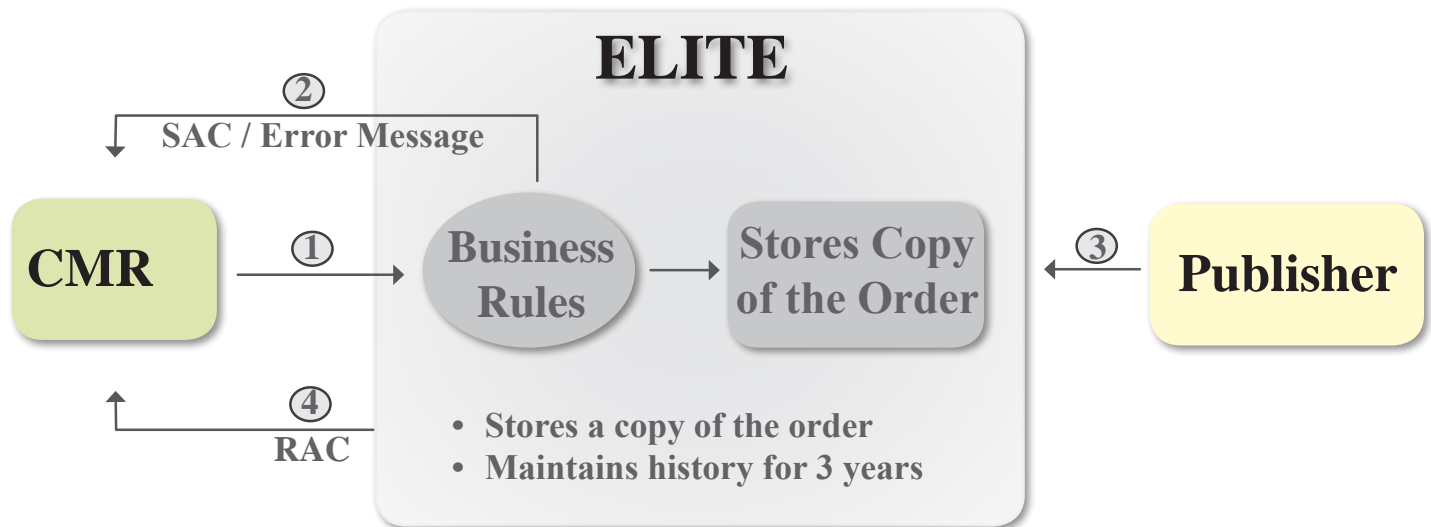
### Order Flow

#### *Sending Orders*

There are two ways order transactions can be sent. 1.) LSA ELITE™ 2.) Any other method accepted by individual Publisher's.

#### *LSA ELITE™ Transmission*

LSA ELITE™ is a rapid method of transmitting data between CMRs and Publishers, providing confirmation of receipt, transaction history and reporting capabilities. It also supports CMR-to-CMR transmission and Publisher-to-Publisher transmission. LSA ELITE™ is password and firewall protected so individual companies can only view their own data. The diagram below depicts the order flow through ELITE.



#	<i>Order Flow</i>
1	CMR prepares transaction and sends to LSA ELITE™. LSA ELITE™ applies business rules to order.
2	Send Acknowledgement (SAC) is generated to CMR mailbox. If the order doesn't pass the edits, an error message is generated.
3	Order sent from database to Publisher mailbox. Publisher "reads" mailbox and retrieves orders.
4	Receipt Acknowledgement (RAC) sent to CMR mailbox. CMR "reads" LSA ELITE™ mailbox and retrieves RAC and other transactions.



***LSA ELITE™, Cont'd***

Three-directory versions will always be available in LSA ELITE™, current (standing order), previous, and previous-previous. Every transaction that passes through LSA ELITE™, whether initiated by the Publisher or CMR, is applied to the standing order and current version history file. Once the current version of a directory is closed (future order start date (FOSD) has been reached), the order moves from the current version file in LSA ELITE™ to the previous version history file.

The current version is the only file that can be updated and the two previous versions are read only files.

At any point in the issue life of a directory, the CMR or Publisher may “view” their own standing orders in LSA ELITE™ by a web interface or through reports, as long as they still maintain the YPA code number used to place the order.

**NOTE: The standing order in the LSA ELITE™ database should mirror what is printed in the directory. For purposes of billing discrepancies LSA ELITE™ is the definitive source.**

***LSA ELITE™ Edits***

LSA ELITE™ will edit specific fields and order structure to ensure data integrity. LSA ELITE™ edits are:

- Directory version # is verified to directory code and pub code #
- Valid TRANS code
- Are there query or advice flags on the standing order if responding to a query or advice after the directory close date
- If after directory close date, and not responding to a query or advice, is there a late order approval line. (5 zero advice line with APRVD in advertising data field.)
- If responding to a query or advice REF Date field must be populated
- Are ACT codes valid
- Are ACT codes valid for TRANS code
- Are SP INS codes valid
- If order indicated reuse artwork, is the Art ID # established on LSA ELITE™
- If V TRANS is first line approval line
- If TRANS code A, C, D, H, L, T, Q, V, X, is there a standing order established
- Does Art ID # begin with sending CMR's 3-digit code
- Is Art ID # 14 characters
- Order structure and enveloping are verified
- Is the batch number greater than last batch number used on LSA ELITE™
- Are the To and From codes valid

## Order Flow/Format

---

### *Rates & Data*

LSA Rates & Data™ information is the foundation of LSA ELITE™. All LSA ELITE™ edits are based on Rates & Data i.e., close dates, version numbers, etc.

#### **Rates & Data Updates:**

- Rates & Data updates are up-loaded to the LSA ELITE™ system on a weekly basis, 7th, 15th, 23rd and the last day of each month. Updates are loaded to LSA ELITE™ one week later, so if an update is made on the 7th, it is loaded to the system on the 15th, etc. (See Rates & Data Section)
- It is imperative that Publishers update Rates & Data on a weekly basis so LSA ELITE™ transactions are not rejected due to inaccurate data.
- CMRs are advised to download Rates & Data information weekly to maintain complete and accurate Publisher information.

### *Future Order Start Date (FOSD)*

The future order start date is the date Publishers and LSA ELITE™ will begin accepting transactions for the next version. The default for the FOSD is the last day of the publication month.

#### **The FOSD can be:**

- the 7th, 15th, 23rd or last day of the **month prior** to the publication month
- the 7th, 15th, 23rd, or last day of the **publication** month
- the 7th or 15th of the **month after** the publication month

For example, if a directory publishes in September, the future order start date cannot be any later than October 15.

Until the future order start date is reached, Publishers and LSA ELITE™ will accept only transactions applicable to the current version. For example, using the chart below, LSA ELITE™ will reject transactions for Directory Version #00046 until 09/30/2020.

<i>Rates &amp; Data Issue</i>	<i>Directory Close Date</i>	<i>Directory Version Number</i>	<i>Pub Month/Year</i>	<i>Future Order Start Date</i>
June 2020	06/17/2020	00045	09/2020	09/30/2020
October 2020	06/17/2021	00046	09/2021	09/30/2021

CMRs may internally work transactions for the next version but place them in an internal CMR queue for transmission on or after the FOSD shown in Rates & Data.

### *Publisher Instructions*

To ensure that Rates & Data & LSA ELITE™ information is always in-sync, the FOSD can only be the 7th, 15th, 23rd, or last day of any given month.

***Future Order Directory Roll Over***

Rates & Data will “roll over” to reflect the information for the next version on the “Future Order Start Date.”

<b><i>Rates &amp; Data Issue</i></b>	<b><i>Directory Close Date</i></b>	<b><i>Directory Version Number</i></b>	<b><i>Pub Month/Year</i></b>	<b><i>Future Order Start Date</i></b>
June 2020	06/17/2020	00045	09/2020	09/30/2020
October 2020	06/17/2021	00046	09/2021	09/30/2021

With late order approval, LSA ELITE™ will technically accept information on Directory Version #45 until 11:59 p.m. Eastern Time, September 29, 2020. At 12:00 a.m. on September 30, 2020, only data for Directory Version #46 will be accepted.

***Mail Orders***

If transmitting through the mail, fax, or any other method, transactions must arrive at the Publisher’s location by the office closing time, on the directory close date reflected in Rates & Data, unless late order approval has been obtained.




*Field Description, Header*

<i>Field</i>	<i>Description</i>	<i>Lgth</i>	<i>Valid Codes/Data</i>																														
TRANS	Identifies type of transactions (LSA ELITE™ only)	1	<table border="1"> <tr><td>A</td><td>Advice</td></tr> <tr><td>C</td><td>Change Order</td></tr> <tr><td>D</td><td>Delete Entire Order</td></tr> <tr><td>F</td><td>Forward</td></tr> <tr><td>H</td><td>Header Change</td></tr> <tr><td>I</td><td>New Insert Order</td></tr> <tr><td>K</td><td>Compare Order</td></tr> <tr><td>L</td><td>ReNUMBER Order</td></tr> <tr><td>M</td><td>Memo</td></tr> <tr><td>N</td><td>CMR Transfer (no-standing order)</td></tr> <tr><td>Q</td><td>Query</td></tr> <tr><td>R</td><td>Resend Graphic Request</td></tr> <tr><td>T</td><td>CMR Transfer (with standing order)</td></tr> <tr><td>V</td><td>Verification of Order</td></tr> <tr><td>X</td><td>View ELITE standing order</td></tr> </table>	A	Advice	C	Change Order	D	Delete Entire Order	F	Forward	H	Header Change	I	New Insert Order	K	Compare Order	L	ReNUMBER Order	M	Memo	N	CMR Transfer (no-standing order)	Q	Query	R	Resend Graphic Request	T	CMR Transfer (with standing order)	V	Verification of Order	X	View ELITE standing order
A	Advice																																
C	Change Order																																
D	Delete Entire Order																																
F	Forward																																
H	Header Change																																
I	New Insert Order																																
K	Compare Order																																
L	ReNUMBER Order																																
M	Memo																																
N	CMR Transfer (no-standing order)																																
Q	Query																																
R	Resend Graphic Request																																
T	CMR Transfer (with standing order)																																
V	Verification of Order																																
X	View ELITE standing order																																
TRANS VER	Version of LSA ELITE™ software being used by sender	5	LSA ELITE™ Order & Graphics (V0002)																														
TRANS ID	Unique identifier for each transaction sent	18	Fixed length numeric field																														
DATE	Date & time transaction sent. System applies sequence #. All applied by LSA ELITE™.	8	MMDDYYYY																														
REF DATE	Used to tie queries & advices to order	8 12	MMDDYYYY HHMMSSNNNNNN																														
TO	Receiving company code	1 4	C (CMR), P (Publisher), Y (ELITE) Enter senders code #																														
FROM	Sender company code	1 4	C (CMR), P (Publisher), Y (ELITE) Enter senders code #																														
DIR #	Directory code number where advertising is being ordered	6	Fixed length numeric field																														
DIR VER	Version # of directory in Rates & Data where advertising is being ordered	5	Fixed length numeric field																														
STATE	State, country or type of directory indicator	2	State abbreviation, country code or type of special interest focus code																														
DIR NAME	Name of Directory as reflected in R&D	24	Alpha-numeric																														
PUB DATE	Month & year directory will publish	6	MMYYYY																														
CMR #	LSA assigned CMR code	4	Leading 0, 3-digit numeric																														
CLIENT #	CMR assigned client #. Unique to each client and it cannot be all zeros. If deleted, cannot be reused for 4 yrs.	4	Numeric																														
NAT	National code identifier	1	A (national), B (local), E (emerging), R (regional)																														
CLIENT NAME	Name of client	53	Alpha-numeric																														

# Order Flow/Format

## Body of Form

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**



NA-2000

TRANS	TRANS VER	TRANS ID	DATE	REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	
CMR#	CLIENT #	NAT	CLIENT NAME								NAT CLIENT ID #	
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA		

Header

Body

<i>Field</i>	<i>Description</i>	<i>Lgth</i>	<i>Valid Codes/Data</i>																																		
LINE #	Each line on order must be numbered	5	Fixed length numeric field																																		
ACT	Identifies type of action to be taken on each line	1	<table border="1"> <tr><td>I</td><td>Insert line</td></tr> <tr><td>O</td><td>Omit line</td></tr> <tr><td>R</td><td>Replace line</td></tr> <tr><td>E</td><td>End of order</td></tr> <tr><td>Q</td><td>Query line</td></tr> <tr><td>F</td><td>Confirm acceptable advice</td></tr> </table>	I	Insert line	O	Omit line	R	Replace line	E	End of order	Q	Query line	F	Confirm acceptable advice																						
I	Insert line																																				
O	Omit line																																				
R	Replace line																																				
E	End of order																																				
Q	Query line																																				
F	Confirm acceptable advice																																				
ITEM	Identifies item being ordered	5	Alpha-numeric																																		
*CLR	Identifies color option on item code	3	Alpha-numeric																																		
*CAT	Identifies category of item being ordered	1	B (Brand sell), G (Guide section), P (Product sell)																																		
*PR/SF	Prefix or suffix added to item code	3	Alpha-numeric																																		
*SP BUYS	Special pricing program # shown in Rates & Data	5	Alpha-numeric																																		
BAS	Identifies types of trade program	1	O (open), B (Combination), C (Closed)																																		
DAT	Identifies type of information in the advertising data field	1	<table border="1"> <tr><td>A</td><td>Listed address</td></tr> <tr><td>C</td><td>Caption</td></tr> <tr><td>D</td><td>Special dialing</td></tr> <tr><td>E</td><td>E-mail</td></tr> <tr><td>F</td><td>Finding line</td></tr> <tr><td>H</td><td>Heading</td></tr> <tr><td>I</td><td>Indented Listing caption</td></tr> <tr><td>L</td><td>Line overflow</td></tr> <tr><td>N</td><td>Listed name</td></tr> <tr><td>O</td><td>Other/guides/sections</td></tr> <tr><td>S</td><td>Sub-caption</td></tr> <tr><td>T</td><td>Listed telephone #</td></tr> <tr><td>U</td><td>URL</td></tr> <tr><td>V</td><td>Vanity telephone #</td></tr> <tr><td>X</td><td>Sub-sub caption</td></tr> </table>	A	Listed address	C	Caption	D	Special dialing	E	E-mail	F	Finding line	H	Heading	I	Indented Listing caption	L	Line overflow	N	Listed name	O	Other/guides/sections	S	Sub-caption	T	Listed telephone #	U	URL	V	Vanity telephone #	X	Sub-sub caption				
A	Listed address																																				
C	Caption																																				
D	Special dialing																																				
E	E-mail																																				
F	Finding line																																				
H	Heading																																				
I	Indented Listing caption																																				
L	Line overflow																																				
N	Listed name																																				
O	Other/guides/sections																																				
S	Sub-caption																																				
T	Listed telephone #																																				
U	URL																																				
V	Vanity telephone #																																				
X	Sub-sub caption																																				
SP INS	Further defines or identifies information in the DAT field and/or Advertising Data Field. If multiple codes present, A is always in last position.	3	<table border="1"> <tr><td>A</td><td>Advice</td></tr> <tr><td>B</td><td>Billing, advice affects billing</td></tr> <tr><td>CD</td><td>Copy delivery (disk, fax, e-mail)</td></tr> <tr><td>CE</td><td>Copy LSA ELITE™</td></tr> <tr><td>CL</td><td>Local to national transfer</td></tr> <tr><td>CP</td><td>Copy paper (space listings without art only)</td></tr> <tr><td>CR</td><td>Reuse copy (LSA ELITE™ only)</td></tr> <tr><td>CV</td><td>Copy velox</td></tr> <tr><td>CX</td><td>Art ID # cannot be assigned</td></tr> <tr><td>L</td><td>Leave out address or telephone number</td></tr> <tr><td>P</td><td>Set in sequence (line level)</td></tr> <tr><td>R</td><td>Authorized Representative Sale</td></tr> <tr><td>S</td><td>Set as shown</td></tr> <tr><td>SP</td><td>Set listing case sensitive</td></tr> <tr><td>Y</td><td>Yellow Pages only</td></tr> <tr><td>1-9</td><td>Listing indent level</td></tr> <tr><td>01-999</td><td>Caption sequence indicator</td></tr> </table>	A	Advice	B	Billing, advice affects billing	CD	Copy delivery (disk, fax, e-mail)	CE	Copy LSA ELITE™	CL	Local to national transfer	CP	Copy paper (space listings without art only)	CR	Reuse copy (LSA ELITE™ only)	CV	Copy velox	CX	Art ID # cannot be assigned	L	Leave out address or telephone number	P	Set in sequence (line level)	R	Authorized Representative Sale	S	Set as shown	SP	Set listing case sensitive	Y	Yellow Pages only	1-9	Listing indent level	01-999	Caption sequence indicator
A	Advice																																				
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L	Leave out address or telephone number																																				
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S	Set as shown																																				
SP	Set listing case sensitive																																				
Y	Yellow Pages only																																				
1-9	Listing indent level																																				
01-999	Caption sequence indicator																																				
Advertising Data	Information to be printed in directory	48 46	Headings, line over flow and key word lines All other lines																																		

\* Fields reserved for future use.

## Order Flow/Format

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NOTES



# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *New Order "I" Transactions / Order Examples*

Section 06.1

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## New Orders/Order Examples

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## New Orders/Order Examples

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### New Orders

#### *Definition*

A new order is a transaction where national advertising does not exist in a specified directory. The order is authorization to place advertising and bill the CMR for the specified client. Once a national order has been established, it remains in affect until the advertiser requests a change or the entire order is cancelled by sending a delete (D) transaction.

#### *Time Frames*

All orders must arrive at the Publisher's location by the directory close date shown in Rates & Data unless the CMR and Publisher negotiate and agree to receive a late order.

This means orders being sent through LSA ELITE™ must be date and time stamped by 11:59 p.m. (Eastern Time) on the directory close date. Orders being sent in any other manner must arrive at the Publisher's location, by their office closing time, on the directory close date shown in Rates & Data.

#### *LSA ELITE™*

When a new order is sent to LSA ELITE™, before passing to the Publisher, a copy is created and entered in a standing order table. This order becomes the "master document" for future changes, deletions, adjustments, etc.

#### *General Rules for National Order Preparation*

- A heading line must precede all items.
- Listings are entered alphabetically under the headings.
- White Pages advertising (if ordered) always precedes Yellow Pages advertising and requires a heading of White Pages.
- Yellow Pages classified headings are entered in alphabetical order.
- Captions, if applicable, are in numeric order, not necessarily alphabetical.
- Area codes must be included with the telephone number.
- If a listing is foreign to a directory (not part of the normal directory coverage area), a locality must be included on the address line.
- If the state is different than the directory the advertising is appearing in, the state must be included on the address line.
- If artwork is involved, a 14-digit art identification number must be assigned and entered on the line following the item code line.
- The art identification number must always start with the sending CMR's three-digit number (omitting the leading zero).
- Upper case is the type set default. Upper and lower case may be used in some situations. (See "Capitalization" on page 06.1.35)
- I & E are only allowable ACT codes.
- Every line has a number assigned to it. Line numbers are numeric from low to high and solely controlled by the CMR. Publishers cannot add or delete line numbers.
- When assigning line numbers take into account subsequent activity and allow spacing between numbers to accommodate future expansion.

***General Rules, Cont'd***

- If a combination or open trade program is ordered, the GPI must be sent via E-Mail, fax or U.S. mail. LSA ELITE™ does not support GPI's.
- A client number cannot be four zeros.
- When advertising is transferring from local to national, for seniority placement to be maintained, the telephone number the advertising is superseding is entered on a line following the art identification number. If the telephone number is unknown, enter the phrase, "Maintain Local Placement."
- Use the standard industry abbreviations in the body of the order when applicable. (See "Standard Abbreviations" on page 06.1.10)

***Multiple Client Code Numbers***

If, due to internal operations, a CMR needs to assign multiple code numbers to the same client, some distinction must be made in the client name. For example, General Motors/Pontiac Div., General Motors/Buick Div., Home Depot/Southern Region, Home Depot/Northern Region.

***CMR Instructions***

Before preparing a new order the CMR must complete the following steps:

1. Determine the availability of advertising items by checking all Rates & Data information.
2. Check on acceptable headings.
3. Verify directory and Publisher code numbers, close dates, pub dates and directory version numbers.
4. Verify the accuracy of all listings. This may require the establishment of the listing with the business office.
5. Assign a unique 4-digit number to the client. The code identifies a specific client and allows no deviation in the client name. **A client number of four zeros is not allowed.**

**NOTE: Deleted client numbers cannot be reused for 4 years.**

***Publisher Instructions***

Upon receipt of a new order the Publisher will:

1. Check all header information verifying the accuracy of directory number, publisher code number, issue, directory version number and CMR/client name, if possible.
2. Check all advice lines for acceptability.
3. Check all information in the body of the order against local records if publisher policy dictates.
4. Check for receipt of artwork, if applicable.
5. Verify the art identification number matches the Artwork Transmittal and artwork itself.
6. Advise or query the CMR of any changes in sufficient time for a response.

## New Orders/Order Examples

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### ***General Rules for CMR Initiated Advice Lines***

An advice line is an instruction to the Publisher pertaining to special conditions on the order. Information on an advice line will not print in the directory.

- Multiple advice lines can appear on an order.
- An “A” is entered in the SP INS field to identify the line as an advice.
- If the advice information applies to the entire order, the advice line is entered as the first line on the order. (See “Set in Sequence at Directory Level” on page 06.1.21)
- If the information is heading specific, the advice line will immediately follow the heading line. The advice then applies only to the information under that heading. (See “Set in Sequence at Heading Level” on page 06.1.22)
- If an advice line is item specific, it will immediately follow the item code line if an art identification number is not present. If an art identification line is present, the advice line follows the art identification line. (See “Item Level Discount With Artwork” on page 06.1.38)

Advice lines can be five zeros (00000), or a specific number (00001). Five zero lines are generally not retained on the Publisher’s standing order. They will, however, be retained in the LSA ELITE™ history files. The content of the advice determines which type of line number to use.

### **Specific Line Number**

- Used when the information applies to subsequent issues i.e., multi-year discount, set in sequence, a specific line number etc. (ACT code is populated.) (See “Set in Sequence at Heading Level” on page 06.1.22)
- All **discount** advice lines should be placed on permanent line numbers.

### **Five Zero Line**

- Used when the information pertains to only one issue, i.e. late order approval. (ACT code is not populated.) (See “Late Order Approval” on page 06.1.14)



***Special Edit Requests***

At times, due to client requirements, CMRs may request the Publisher to set advertising in a format different than the standard method. Three common edit requests are:

1. Set as Shown
2. Set in Sequence
3. YAL

The following matrix provides information on how to use each specific edit.

<i><b>Edit</b></i>	<i><b>Use When:</b></i>	<i><b>Order Placement, Edit Applicable To:</b></i>	
Set as Shown	the <b>content</b> of the advertising is different than the Publisher's standard	entire order	enter an advice line as the first line on the order
		specific lines	enter S in the SPINS field on each line Set as Shown is being requested
		specific headings	enter advice line following the applicable heading. Applies to all lines beneath the heading. "S" is not required at the line level.
Set in Sequence	requesting that advertising be printed out of standard alphabetical sequence	entire order	enter advice line as first line on order
		specific listings	enter P in the SPINS field on every applicable line in the listing
		specific headings	enter advice line following the applicable heading
YAL	requesting that a <b>listing not be verified</b> against business office records and that the entire listing be set as shown	entire listing	enter Y in the SPINS field on the item code line of the applicable listing
		<b>NOTE: Y is applicable to all elements of the listing, i.e., name, address, indents, etc.</b>	

**NOTE: If the Publisher cannot honor any of the above special edit requests, they must advise or query the CMR.**

## New Orders/Order Examples

### Standard Abbreviations

Because of directory space constraints, Publishers frequently abbreviate the listed names and/or address for in-column advertising. To decrease the number of advices, the following industry standard abbreviations should be used on the national order whenever possible.

<i>Name</i>	<i>Abbreviation</i>	<i>Name</i>	<i>Abbreviation</i>
Advertising	ADVG	Laboratory	LAB
Agency	AGCY	Lane	LN
Alley	ALY	Limited	LTD
Associate	ASSOC	Manufacturer	MFR
Associates	ASSOCS	Manufacturers	MFRS
Association	ASSN	Manufacturing	MFRG
Associations	ASSNS	Mount	MT
Avenue	AVE	National	NATL
Block	BLK	North	N
Boulevard	BLVD	Northeast	NE
Brothers	BROS	Northwest	NW
Building	BLDG	Number	NO
Buildings	BLDGS	Office	OFC
Circle	CIR	Offices	OFCS
Company	CO	Park	PK
Corporation	CORP	Parkway	PKWY
Court	CRT	Place	PL
Department	DEPT	Representative	REP
Departments	DEPTS	Representatives	REPS
District	DIST	Road	RD
Division	DIV	Route	RTE
Divisions	DIVS	South	S
Drive	DR	Southeast	SE
Exchange	EXCH	Southwest	SW
East	E	Square	SQR
Expressway	EXPWY	Street	ST
Extension	EXT	Terminal	TERM
Freeway	FRWY	Telephone	TEL
Headquarters	HDGTRS	Trail	TRL
Heights	HTS	Turnpike	TRNPK
Highway	HWY	United States	US
Incorporated	INC	Valley	VLY
Insurance	INS	Walk	WLK
International	INTL	Way	WY
Junction	JCTN	West	W

**YAL**

A national order coded with “Y” in the SP INS field will not be checked against a publisher’s business office records. The CMR is assuming all responsibility for the accuracy of the advertising placed on the national order. (See “YAL” on page 06.1.24)

When the “Y” code is **used** it will:

- apply to all elements of the listing (name, address, telephone number and any/all indents within the listing). **The “Y” can only appear on the UDAC line.**
- adhere to all ethical and moral standards

The “Y” code **cannot** be used:

- to affect White Pages listings
- to affect Service Regular Listings (SRLs)
- for advertising not specific to a heading
- to qualify an advertiser for a discount that would otherwise be unavailable
- to obtain space precedence
- for brand names unless authorized
- for an address other than where service is physically answered
- for 800 numbers (publishers print as received)
- for foreign listings (publishers print as received)

***CMR Accountability (YAL)***

When using the “Y” code on the national order, the CMR assumes responsibility for all:

- deletions
- changes
- updates
- adjustments to the national or local customers as a result of sending incorrect data or not updating data on the “Y” listings.

**Note: The Publisher will negotiate with the CMR on behalf of the local customer if the local customer is affected as a result of the CMRs action, or lack of action. The CMR will compensate the publisher for the amount negotiated.**

***Publishers Accountability (YAL)***

The publisher is under no obligation to check “Y” listings against service orders. Queries and advices would not be issued since the publisher is not verifying the advertising. This includes:

- telephone number disconnects
- changes from business to residence telephone numbers

**Note: If a publisher does not follow the standard “Y” procedure, the normal advice/query procedure is followed.**

## New Orders/Order Examples

### New Order Form Preparation

The NA-2000 is used for placing national advertising.

#### Header

<i>Field</i>	<i>Action</i>
TRANS	Enter I
TRANS VER	Enter the version number of the LSA ELITE™ software being used. (Defined in Technical Specs.) For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Leave blank.
TO	Box 1: Enter P for Publisher. Box 2: Enter 4-digit publisher code number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter the 6-digit directory number for this issue as shown in Rates & Data.
DIR VER	Enter the directory version number for this issue as shown in Rates & Data.
STATE	Enter the two letter state, country or Special Interest abbreviation.
DIRECTORY NAME	Enter the name of the directory as shown in Rates & Data.
PUB DATE	Enter the MMYYYY the directory will publish.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter a 4-digit number unique to the client. A four zero client number is not allowed.
NAT	Enter the national code for this account. A=national, B=local, E=emerging, R=regional
CLIENT NAME	Enter the name of the client.
NAT CLIENT ID #	Leave blank. For future use.

#### Body

<i>Field</i>	<i>Action</i>
LINE #	Enter a five-digit number for each line entry. Line numbers must be in numeric sequence from low to high.
ACT	Enter I for each line to be inserted. Enter E on the last line to end the order. Leave blank for five zero advice lines.
ITEM	Enter item code for every item of advertising.
CLR,CAT,PR/SF,SP BUYS	Leave blank. For future use.
BAS	For order lines with finding lines only, enter the type of program, O=open, B=combination, C=closed
DAT	Enter the code representing the advertising data information.
SP INS	If applicable, enter up to a three character code representing the special instructions.
ADVERTISING DATA	Enter the advertising data, i.e., name, address, telephone number.

**New Order Form Preparation**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS I		TRANS VER V0002		TRANS ID 565487898548578545		DATE 03172020		Form # → NA-2000		
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
	P 0824	C 0400	037890	00078	MI	ROCHESTER AREA		062020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0400	1234	A	GLIDDEN PAINT							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00124	I	WBLN						N		GLIDDEN PAINT
00131	I							A		2400 TIENKEN
00140	I							T		810 678-9000
00500	I							H		COUPON
00525	I	CPN						N		GLIDDEN PAINT
00550	I								CE	40054565000002
00590	I							A		2400 TIENKEN
10000	I							T		248 678-9000
10100	I							H		PAINT RETAIL
10105	I	TM					C	F		GLIDDEN PAINT
10150	I								CE	40087895456524
10200	I	TBL						N		ETHAN'S PAINTS
10225	I							A		7800 WALTON
20000	I							T		248 456-8978
20100	I	ABLCP						N		GLIDDEN PAINT
20150	I							A		2400 TIENKEN
20200	I							T		248 678-9000
	E									

## New Orders/Order Examples

### Late Order Approval

If sending an order to the Publisher after the directory close date, a late order approval line must be entered on the first line of the order. A line number of 5 zeros (00000) is used because the information applies only to current issue, not subsequent issues.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	VER	TRANS ID	DATE	NA-2000						
I	V0002	123423456432178000	05292020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0676	C	0100	101256	00064 HI	ISLAND OF HAWAII	072020		
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0100	6789	A	NISSAN MOTOR CORPORATION							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	APRVD LOA MARTHA SMITH 05292020 DUE BY 06022020
00105	I								H	AUTOMOBILE RENTING & LEASING
00131	I	2HS							N	NISSAN MOTOR CORP
00140	I								CP	10078765765467
00500	I								A	1432 MAKLEIU
00525	I								T	808 678-9001
	E									

**Art Identification Line**

If copy is involved, a 14-digit Art Identification number is entered on the line immediately following the item code line. The first 3-digits must be the sending CMR's number, minus the leading zero. (See the Artwork section for complete details.)

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	987548578985458789	02122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0836	C 0345	076519	00055	WI	MADISON	102020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0345	1200	A	AVIS RENT-A-CAR							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AUTOMOBILE RENTING & LEASING
00200	I	FP						N		AVIS RENT-A-CAR
00210	I							CE		34587987896AVS
00250	I							A		347 MILLER RD
00300	I							T		346 670-8988
	E									

## New Orders/Order Examples

### Space Listings/Paper

If the CMR is in a manual environment, artwork for a Space Listing and an Art Identification number is still assigned to tie the order to the paper Artwork Transmittal. The SP INS field will reflect CP, which signifies that a paper AWT is being sent without a velox or disk.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	123423456432178000	02122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0676	C 0100	101256	00058	HI	ISLAND OF HAWAII	072020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0100	6789	A	ARCHITECTURAL SERVICES INC							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00105	I							H		ARCHITECTURAL - RESIDENTIAL DESIGNERS
00131	I	2HS						N		ARCHITECTURAL SERVICES INC
00140	I								CP	10078765765467
00500	I							A		2381 MACON DR SE
00525	I							T		517 627-9007
		E								

### Space Listing/ELITE

If artwork is not included in a Space Listing, an art identification number must still be assigned and an Artwork Transmittal Transaction sent to the Publisher through LSA ELITE™. The artwork transmittal will tie the art identification number to the order and provide the publisher with specific type setting instructions. (See Electronic Artwork Section for more information.)

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	123423456432178000	02122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0676	C 0100	101256	00058	HI	ISLAND OF HAWAII	072020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0100	6789	A	ARCHITECTURAL SERVICES INC							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00105	I							H		ARCHITECTURAL - RESIDENTIAL DESIGNERS
00131	I	3HSA						N		ARCHITECTURAL SERVICES INC
00140	I								CE	10078765765467
00500	I							A		2381 MACON DR SE
00525	I							T		517 627-9007
		E								



**Area Codes**

All telephone numbers **must** include an area code. It is the Publishers' prerogative whether to print the area code in the directory.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	117123456765432000	02122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
P	0900	C	0345	045671	00057	OH COLUMBUS	092020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0345	1200	A	AVIS RENT-A-CAR							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AUTOMOBILE USED CAR SALES
00200	I	QC						N		AVIS RENT-A-CAR
00210	I							CE		34587987896534
00250	I							A		347 MILLER RD
00300	I							T		346 670-8988

**Line Overflow**

Whenever information on a line exceeds the maximum number of characters and spaces allowed (48), the next line is used as an overflow line. An "L" must be entered in the DAT field on the line overflow and this line is not indented.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	454544548798545875	09152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
P	0856	C	0200	076910	00054	WI RACINE	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0200	2345	A	ATLAS VAN LINE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
02000	I							H		INSURANCE
02100	I	DQC						N		AUTOMOBILE AND LIFE INSURANCE ASSOCIATION OF A
02101	I							L		MERICA
02150	I							CD		20078678654321
02175	I							A		4567 WYOMING AVENUE

## New Orders/Order Examples

### Foreign Listing

If a listing is foreign to a directory (not part of the normal directory coverage area) a locality must be included on the address line.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
I	V0002	123456547654321000				05152020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0814	C	0312	045678	00023	GA	MACON	112020	
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
0312	7010	A	FIRST UNION							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
02000	I							H		LOANS
02100	I	BL						N		FIRST UNION
02101	I							A		115 LIBERTY SQUARE
02150	I							T		771 873-1166
02175	I	RLI						A		2459 PEACHTREE ATLANTA
02300	I							T		770 288-4350

***Set as Shown at Line Level***

Set as shown is used at the line level when the content may be different in some way from the Publisher's requirement. The CMR is requesting the specified line be set exactly as indicated and, if not possible, for the Publisher to advise or query them back. An "S" is entered in the SP INS field on every line with a "Set as Shown" request.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
I	V0002	237123456765432000		05152020						
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0735	C 0200	054612	00044	MO	ST LOUIS	122020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0200	5600	A	MERCURY PAINTS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		LOANS
00200	I	TM					C	F		MERCURY PAINTS
00210	I							CE		20087987896234
00250	I	TBLN						N		BRADLEY PAINT & WALLPAPER
00300	I							A		1234 TIENKEN
00400	I							T	S	313 456-5600
00500	I	TBLN						N		ROHN'S PAINT & WALLPAPER
00575	I							A		679 ROCHESTER RD
00600	I							T	S	248 432-7818
	E									

Print area code

# New Orders/Order Examples

## Set as Shown at Directory Level

If the entire content of the order were different from the Publisher's standard, i.e., indents, caption arrangement, set as shown would be used at the directory level.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	67654789000000600	06252020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0899	C 0321	028789	00075	CA	SAN DIEGO	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0321	6612	A	MACY'S							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00010	I								A	SET AS SHOWN
00100	I							H		DEPARTMENT STORES
00200	I	BLN						N		MACY'S
00225	I							I	1	SOMERSET COLLECTION
00250	I							A		2752 16 MILE RD
00275	I							T		202 456-1289
00300	I	RLI						I	1	CHILDREN'S
00325	I							A	L	
00350	I							T		202 456-1290
10100	I	RLI						I	1	MEN'S WEAR
10150	I							A	L	
10175	I							T		202 456-1292
10400	I	RLI						I	2	OAKLAND COLLECTION
10425	I							I	3	TELEPHONE ORDERS
10450	I							A	L	
10475	I							T		202 678-1000
	E									

***Set in Sequence at Directory Level***

Set in sequence at the directory level is used when the advertiser is requesting the entire order be set out of alphabetical sequence. If the Publisher cannot comply, a query would be issued to the CMR.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	215654875865452325	05092020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0815	C	0123	123145	00089	OH DAYTON	112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0123	4567	A	STATE FARM INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00001	I								A	SET IN SEQ
00100	I							H		INSURANCE
00125	I	TM					C	F		STATE FARM
00175	I							CE		123787656765SF
00190	I	TBL						N		ROUSH'S STATE FARM AGENCY
00200	I							A		2040 CLEARWOOD
00250	I							T		937 653-9078
00425	I	TBL						N		BRADLEY'S STATE FARM AGENCY
00500	I							A		3456 KETTERING
00600	I							T		937 781-9000
00625	I	TBL						N		ROHN'S STATE FARM AGENCY
00650	I							A		76 WATERS
00700	I							T		937 341-7654
	E									

## New Orders/Order Examples

### Set in Sequence at Heading Level

An advice line will follow the heading line if an order contains multiple headings, and set in sequence is not applicable to all headings on the order.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	456554521232455544	06172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0724	C 0210	154356	00089	OH	DAYTON	122020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0210	5612	A	FISHER PRICE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		BABY CARRIAGES & STROLLERS
00101	I							A		SET IN SEQ
00200	I	CTM					C	F		FISHER PRICE
00225	I							CE		210786789654FP
00250	I	TRL						N		KID'S R US
00275	I							A		2345 DEQUINDRE
00300	I							T		937 456-9878
00325	I	TRL						N		EXPECTATIONS
00350	I							A		7869 VAN DYKE
00375	I							T		937 564-7000
10000	I							H		TOYS-RETAIL
10150	I	4HSA						N		FISHER PRICE
10175	I							CE		21089765675436
10200	I							A		7869 VAN DYKE
10250	I							T		937 564-7000
	E									

Applies to all lines under the heading.

**Set in Sequence Some Listings**

If only part of an order is being set out of alphabetical sequence, a SP INS code of "P" must be entered on every line of the listing that does not conform to alpha order. This would include any indents, copy lines, etc.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	878985456545254658	05162020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0724	C	0500	034593	00044	MI	DETROIT	112020	
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0500	5678	A	NORTHWEST AIRLINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AIRLINE COMPANIES
00125	I	TM					C	F		NORTHWEST AIRLINES
00200	I								CE	500789654587NW
00250	I							C	01	TERMINALS
00300	I	TBL						N	P	MIDDLEBELT TERMINAL
00350	I							A	P	3400 MIDDLEBELT RD
00400	I							T	P	732 456-7800
00425	I	TBL						N	P	MERRIMAN TERMINAL
00450	I							A	P	671 MERRIMAN
00500	I							T	P	810 234-5600
00570	I	TBL						N		ROMULUS TERMINAL
00590	I							A		7892 AIRPORT WAY
00600	I							T		810 432-7609
00900	I							H		CARGO SERVICE
00925	I	DQC						N		NORTHWEST AIRLINES
00928	I								CE	50054565878984
00975	I							A		678 BRADLEY
01000	I							T		800 225-2525
01050	I	ABL						N		NORTHWEST AIRLINES
01100	I							A		678 BRADLEY
01200	I							T		800 225-2525
	E									

## New Orders/Order Examples

### YAL

The “Y” code will appear only on the item code line in the SP INS field and apply to all listing components (name, address, telephone number and any/all indents within the listing).

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	123254565878565458	05062020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0520	C	0100	098898	00077	WI GREEN BAY	122020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0100	5678	A	CHEVROLET RENTING							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10000	I							H		TRAILER RENTING & LEASING
10050	I	TM						C	F	CHEVROLET RENTING & LEASING
10100	I								CE	10056548756587
10150	I	TRL						N	Y	CHEVROLET RENTAL INC
10200	I							A		1600 N 4TH AVE
10250	I							T		212 783-7120
10300	I	TRL						N	Y	CHEVROLET LEASING INC
10350	I							I	1	DISTRICT OFFICE
10400	I							A		1004 SCHNIDING LAND
10450	I							T		214 751-0340
	E									

"Y" applies to all elements of the listings: name, address, indents and telephone #.



**Captions**

A caption is a generic word or phrase used to identify, or group, the listings appearing under it. Orders can have captions, sub-captions, and sub-sub captions. Captions do not have to be in alphabetical order but must be identified by their numeric placement in the SP INS field.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
I	V0002	878985456545254658		05162020						
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0724	C 0500	034593	00044	MI	DETROIT	112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0500	5678	A	NORTHWEST AIRLINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AIRLINE COMPANIES
00125	I	TM					C	F		NORTHWEST AIRLINES
00200	I							CE		500789654587NW
00250	I							C	01	TICKET OFFICES
00300	I	TRL						N		NORTHWEST AIRLINES
00350	I							A		3400 MIDDLEBELT RD
00400	I							T		732 456-7800
00425	I	TRL						A		7892 LIVERNOIS
00450	I							T		248 341-7800
00500	I							C	02	INTERNATIONAL RESERVATIONS
00570	I	TBL						N		NORTHWEST AIRLINES
00590	I							A	L	
00600	I							T		800 225-2525
00900	I							C	03	DOMESTIC RESERVATIONS
00925	I	TBL						N		NORTHWEST AIRLINES
00928	I							A	L	
00975	I							T		800 225-5000
	E									

## New Orders/Order Examples

### Sub-captions and Sub-sub Captions

Multiple captions, sub-captions and sub-sub captions will be identified on the order by their data code and numeric order. C= caption, S=sub-caption, X=sub-sub caption

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	456213254878548754	10162020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0829	C	0123	078910	0058	WY CASPER	042021		
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0123	4567	A	STATE FARM INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		INSURANCE
00125	I	TM					C	F		STATE FARM
00200	I								CE	12354587896584
00250	I						C	01		BRANCH OFFICE
00300	I	TRL						N		STATE FARM INSURANCE CO
00350	I							A		789 WATTLES
00400	I							T		846 965-7800
00425	I						C	02		CLAIMS OFFICE
00450	I							S	01	EAST
00500	I							X	01	CASPER
00570	I	TBL						N		STATE FARM INSURANCE CO
00590	I							A		45789 WEBSTER
00600	I							T		846 456-7800
00900	I							X	02	HERMANN
00925	I	TBL						N		STATE FARM INSURANCE CO
00928	I							A		7650 MONTCLAIR
00975	I							T		872 788-2345
01000	I							S	02	WEST
01200	I							X	01	SULLIVAN
01300	I	TBL						N		STATE FARM INSURANCE CO
01400	I							A		980 CREEKSIDE
01500	I							T		872 677-9000

**No Caption**

When a trade item set-up includes listings with and without captions, the SP INS field will contain the captions numeric placement and, the advertising data field will read either “none”, or the caption name.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE					NA-2000		
I	V0002	878954585485487458	05092020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0829	C 0123	078910	0058	WY	CASPER	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0123	4567	A	STATE FARM INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		INSURANCE
00125	I	TM					C	F		STATE FARM
00200	I							CE		12354587896584
00250	I							C	01	NONE
00300	I	TRL						N		STATE FARM INSURANCE CO
00350	I							A		789 WATTLES
00400	I							T		846 965-7800
00425	I							C	02	CLAIMS OFFICE
00450	I	TBL						N		STATE FARM INSURANCE CO
00500	I							A		45789 WEBSTER
00570	I							T		846 456-7800
	E									

## New Orders/Order Examples

### Cross Reference Listings

Cross reference listings must include the telephone number on an advice line following the client's name. Inclusion of an address is optional, if included, it would also be on an advice line.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	123215456545212545	04042020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0500	C 0100	123456	00078	MI	LANSING	112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0100	1234	A	AIR FRANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AIRLINE COMPANIES
00125	I	RL						N		AIR FRANCE
00200	I							A		1345 GRAND RIVER AV
00250	I							T		517 345-7890
00300	I	CRL						N		FRENCH AIR-SEE AIR FRANCE
00400	I							T	A	517 345-7890
	E									

**Sections**

If a directory is divided into sections by locality, or any other type of division, the section name will appear following the applicable heading. The section name must be alphabetical under each heading and the DAT field will be O.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	232545895632545878	10122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0500	C	0345	056432	00089	KS			
						OVERLAND PARK	062021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0345	7654	A	PIZZA HUT							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00200	I							O		KANSAS CITY
00300	I	WBL						N		PIZZA HUT
00400	I							A		1516 RYAN
00500	I							T		231 870-9900
00600	I							O		OVERLAND PARK
00700	I	WBL						N		PIZZA HUT
00800	I							A		1516 RYAN
00900	I							T		231 870-9900
01000	I							O		WITCHITA
01100	I	WBL						N		PIZZA HUT
01200	I							A		1516 RYAN
01300	I							T		231 870-9900
	E									

## New Orders/Order Examples

### Omit Address

If an address is not included in a listing, "L" is entered in the SP INS field on the address line.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE					NA-2000		
I	V0002	123456548798546587	10122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0819	C 0231	096432	00078	WA	OLYMPIA	032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0231	8765	A	TRAVEL 2000							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TRAVEL AGENCIES
00125	I	DQC						N		TRAVEL 2000
00200	I							CE		23154587898545
00250	I							A	L	
00300	I							T		973 456-9900
00400	I	ABLN						N		TRAVEL 2000
00500	I							A	L	
00600	I							T		973 456-9900
	E									

***Omit Telephone Number***

If a telephone number is not included in a listing, "L" is entered in the SP INS field on the telephone number line. (Some Publishers may not accept the omit telephone number condition.)

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	789854565878985455	05122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0819	C 0231	096321	00069	OR	PORTLAND	012021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0231	6756	A	NATIONAL CITY							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		BANKS
00125	I	DQC						N		NATIONAL CITY
00200	I								CE	23154587898547
00250	I							A		6721 WALTON
00300	I							T	L	
00400	I	ABLN						N		NATIONAL CITY
00500	I	EL								ATM LOCATION
00600	I							A		6721 WALTON
00700	I							T	L	
	E									

## New Orders/Order Examples

### *SRL Indent Arrangement*

Based on a Publisher's internal policy, SRL's (free Yellow Pages listings) may be placed on:

- WP-3235 form
- national order form
- both if paid advertising is applicable

Although the indent and address appear as separate lines, they may appear in the directory on the same line depending on the individual Publisher.

NOTE: The LSA White Pages Information Manual lists individual Publisher policies regarding placement on the national order versus the WP-3235 form. This manual is available for download from the LSA website.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	676543200005152020	05152020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0751	C 0414	113190	00078	GA	SAVANNAH	102020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0414	6010	A	AAMCO							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
11000	I							H		TRANSMISSIONS-AUTOMOBILE
11100	I	BLN						N		AAMCO TRANSMISSION CENTER
11150	I							A		924 BAY ST
11250	I							T		912 343-7800
11300	I	SRL						I	1	CHAMBLEE LOCATION
11400	I							A		4380 CONGRESS
11500	I							T		912 212-9000
11575	I	SRL						I	1	DECATUR LOCATION
11600	I							A		4367 PRESIDENT'S ST
11675	I							T		912 780-6700
11700	I	SRL						I	1	FOREST PARK LOCATION
11725	I							A		WILLIS ST
11750	I							T		912 345-1200
	E									



***Vanity Telephone Number***

If a vanity number is being requested, the numeric telephone number must be on the telephone line, with the vanity number always on the following line. Only the vanity number will print in the directory. If a Publisher were unable to print the vanity number they would query the CMR. If the CMR wants both telephone numbers to print, they would enter an "S" in the SP INS field on the telephone number line to indicate Set as Shown.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS		TRANS VER		TRANS ID				DATE		NA-2000											
I		V0002		456545654565456545				08152020													
REF DATE		TO		FROM		DIR #		DIR VER		STATE											
		P		0751		C		0414		176545											
CMR#		CLIENT #		NAT		CLIENT NAME				PUB DATE											
0414		9000		A		ABC EYECARE				112020											
LINE #		ACT		ITEM		CLR		CAT		PR/SF		SP BUYS		BAS		DAT		SPINS		ADVERTISING DATA	
11000	I																				OPTOMETRISTS
11100	I		TM																		ABC EYECARE
11150	I																				41423256556655
11250	I		TBLN																		ROUSH'S EYE EMPORIUM
11300	I																				2020 LIVERNOIS
11400	I																				800 393-2273
11500	I																				800 EYE-CARE
11575	I		TBLN																		SULLIVAN OPTOMETRIC
11600	I																				4367 PRESIDENT'S ST
11675	I																				972 780-6700
	E																				

## New Orders/Order Examples

### Service Order Activity

If a listing is not established with the business office, or does not agree with the local telephone company records, the CMR may need to send a WP-3235 form to the business office to add or change the listing. (Check the LSA White Pages Information Manual for individual company requirements.) An advice line will follow the item code line alerting the Publisher that the form has been sent. The advice line will be 5 zeros if the CMR does not want the information to carry over to the next issue. It will be number specific if the information is to be retained for the next issue.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
I	V0002	1232154658785465456		11182020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0815	C 0136	035678	00078	MI	DETROIT	052021			
CMR#	CLIENT #	NAT	CLIENT NAME		NAT CLIENT ID #					
0136	5319	A	NATIONAL CAR RENTAL							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00150	I	WBLN						N		NATIONAL CAR RENTAL
00000	I							A		WP3235 SENT 11152020
00200	I							A		CITY AIRPORT
00225	I							T		810 239-4341
	E									

**Capitalization**

The default for the national order is upper case. If the advertising data information is case sensitive, it may be transmitted in upper and lower case with SP in the SP INS field.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
I	V0002	789854658789854658		11252020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0815	C 0136	035678	00078	MI	DETROIT	052021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0136	4321	A	REQ EXPRESS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		EXPRESS & TRANSFER SERVICE
00150	I	RL						N	SP	req express ltd
00000	I							A		906 MEGA RD
00200	I							T		810 678-9000
	E									

# New Orders/Order Examples

## Headings

In order to systematically link the order and artwork, all listings must be preceded by a heading i.e., White Pages, Coupons, Internet.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	565487898548578545	03172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0824	C	0400	037890	00078 MI	ROCHESTER AREA	062020		
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0400	1234	A	GLIDDEN PAINT							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00124	I	WBLN						N		GLIDDEN PAINT
00131	I							A		2400 TIENKEN
00140	I							T		810 678-9000
00500	I							H		COUPON
00525	I	CPN						N		GLIDDEN PAINT
00550	I							CE		40054565000002
00590	I							A		2400 TIENKEN
10000	I							T		248 678-9000
10100	I							H		PAINT RETAIL
10105	I	TM					C	F		GLIDDEN PAINT
10150	I							CE		40087895456524
10200	I	TBL						N		ETHAN'S PAINTS
10225	I							A		7800 WALTON
20000	I							T		248 456-8978
20100	I	ABLCP						N		GLIDDEN PAINT
20150	I							A		2400 TIENKEN
20200	I							T		248 678-9000
	E									

Anchor for coupon

**Heading Discount**

If a discount applies to a specific heading, and not the entire order, an advice line will follow the applicable heading. A permanent advice line is required for all discount lines. See Rates & Data for Publisher specific advice line verbiage for discounts. (If the discount were applicable to the entire order, the advice line would be the first line of the order.)

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	456587898545654845	03292020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0900	C 0100	076545	00079	UT	SALT LAKE CITY	082020			
CMR#	CLIENT#	NAT	CLIENT NAME				NAT CLIENT ID #			
0100	8769	A	MINOLTA							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		CAMERAS & EQUIP
00105	I							A		15% MULTI-YEAR DISCOUNT YEAR 1
00131	I	HP						N		MINOLTA
00140	I							CD		100545687895MI
00500	I							A		6789 TAMARACK
00525	I							T		780 678-5600
00550	I	ABL						N		MINOLTA
00575	I							A		6789 TAMARACK
00590	I							T		780 678-5600
10000	I							H		PHOTOGRAPHY EQUIPMENT & SUPPLIES
10100	I	TM					C	F		MINOLTA
10105	I							CE		100123432123TM
10150	I	TBL						N		BARDLEY'S PHOTOGRAPHY
10200	I							A		7800 CLEARWOOD
10225	I							T		872 456-8978
	E									

Discount only applies to this heading.

## New Orders/Order Examples

### Item Level Discount With Artwork

The permanent advice line follows the art ID line for a discount at an item level.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	789878987898756555	05252020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0735	C 0100	012343	00089	MS	BILOXI	082020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0100	7865	A	SEA RAY BOATS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		BOAT DEALERS
00105	I	HP						N		SEA RAY BOATS
00131	I							CE		10045254565876
00140	I							A		STEP UP DISCOUNT 15%
00200	I							A		6789 TAMARACK
00225	I							T		780 678-5600

Follows copy line

### Item Level Discount Without Artwork

If an item level discount does not contain artwork, the permanent advice line follows the name line.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	123215456545878985	07252020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0835	C 0200	342567	00089	AK	ANCHORAGE	102020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0200	1265	A	ARCTIC CAT							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		SNOWMOBILE DEALERS
00105	I	BLN						N		ARCTIC CAT
00131	I							A		MULTI-BOOK DISCOUNT YEAR 1 20%
00140	I							A		2500 CAT CIRCLE
00200	I							T		780 567-5643
	E									

Follows name line

**URL Listing**

If a URL is being ordered without a specific item code, "U" is entered in the DAT field.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	585658456523254523	06172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
P	0724	C	0342	045718	00088	OH CLEVELAND	112020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0342	5600	A	NATIONAL CAR RENTAL							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00150	I	WBLN						N		NATIONAL CAR RENTAL
00200	I							A		341 FRANKLIN ST
00250	I							T		517 627-9007
00300	I							H		CAR RENTALS
00320	I							A		SET IN SEQ
00350	I	TM					C	F		NATIONAL CAR RENTAL
00400	I							CE		34254565878985
00450	I	TBL						N		WORLD CLASS RENTALS
00500	I							A		3450 RACHEL AVE
00550	I							T		800 736-8257
00600	I							V		800 RENTALS
00650	I	TBL						N	SP	e-rentals
00700	I							U		WWW.E-RENTALS.COM
00750	I							H		RENTALS
00800	I	6HS						N		NATIONAL CAR RENTAL
00850	I							CE		34212321232001
00900	I							A		341 FRANKLIN ST
01000	I							T		517 627-9007
	E									

## New Orders/Order Examples

### E-mail Address

If an e-mail address is included in a listing without an associated item code, "E" is entered in the DAT field.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000				
I	V0002	878985456584585855				08182020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE					
	P	0434	C	0400	037890	00069	MI	ROCHESTER AREA	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0400	4325	A	GLIDDEN PAINT									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA		
00500	I							H		COUPON		
00525	I	CPN						N		GLIDDEN PAINT		
00600	I							CE		4004325000002		
00700	I							A		898 MAIN ST		
00785	I							T		810 879-8545		
00800	I							H		PAINTING		
01000	I	TM					C	F		GLIDDEN PAINT		
01200	I							CD		4004325000005		
01300	I							C	01	AUTHORIZED DEALERS		
01400	I	TBL						N	SP	e-paint		
01500	I							E		E-PAINT@AOL.COM		
01600	I							U		WWW.E-PAINT.COM		
02156	I	ABLCP						N		GLIDDEN PAINT		
02200	I							U		898 MAIN ST		
02300	I							H		810 879-8545		
								E				



**National Advertising Order Exhibits**

***General***

The National Yellow Pages Advertising Order Format Sheets are a set of examples for groups of Advertising items that may be purchased. Each example reflects an item, combination of items, and conditions showing the manner in which the information is to be listed when processing National Advertising Orders and/or General Publishing Information (GPI).

The following examples have been established to assist in the transmission/preparation of National Advertising Orders and GPI forms. They will help to establish and maintain uniformity. All of these purposes are important, since it is vital that the recipient of the Order/GPI understands the intent of the sender. Clarity and precision minimize the possibility of misunderstandings and errors.

Every effort has been made to cover each type of Advertising Item, GPI, and condition. However, some items or conditions may have been overlooked or new ones for which there are no examples may develop. If this occurs, contact the Association to determine the proper manner of presenting information on National Orders and/or GPIs.

**NOTE: A permanent line number must be assigned for all advice lines that should be retained by the publisher to appear on any subsequent activity.**

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## New Orders/Order Examples

### White Page Listings

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00050	I						H			WHITE PAGES	<b>Exhibit 1</b> White Page Bold Name Listing White Page Items precede Yellow Page Items on the national order.
00100	I	WBL					N			WHITNEY ELECTRONICS	
00200	I						A			8282 SECOND	
00300	I						T			775 621-3800	
00100	I						H			WHITE PAGES	<b>Exhibit 2</b> The locality name must be included on the address line if the address is outside the coverage area of the directory (foreign listing).
00200	I	WBL					N			JONES JOHN & CO	
00300	I						A			30700 GRATIOT <b>BOISE</b>	
00400	I						T			765 285-8916	
00100	I						H			WHITE PAGES	<b>Exhibit 3</b> White Page Bold Name & Number Listing with White Page Cross Reference Bold Name Listing. Cross Reference Listing follow the telephone number line.
00200	I	WBLN					N			AIR FRANCE	
00300	I						A			8204 E BROADWAY	
00400	I						T			222 656-5800	
00500	I	WCBL					N			FRENCH AIR – SEE AIR FRANCE	
00100	I						H			WHITE PAGES	<b>Exhibit 4</b> White Page Cross Reference Regular Type Listing with telephone number in the cross-reference listing.
00200	I	WBL					N			KLM ROYAL DUTCH AIR	
00300	I						A			2700 BEDFORD	
00400	I						T			222 267-3334	
00500	I	WCRL					N			DUTCH AIR – CALL KLM AIR	
00600	I						T			222 267-3334	
00100	I	WSL					H			WHITE PAGES	<b>Exhibit 5</b> White Page Semi-bold Name Listing. A “S” in the SP INS field indicates that TWA should be set as shown at the letter position.
00150	I						N	S		TWA	
00200	I						A			16890 WARREN WAY	
00300	I						T			642 223-9106	
00100	I						H			WHITE PAGES	<b>Exhibit 6</b> Advice Line (see line 00150) indicating that the listing should be positioned alphabetically with names starting “TWA.”
00150	I	WBL					N	A		TWA	
00200	I									ALPHA AT WORD POSITION	
00300	I						A			16890 WARREN WAY	
00400	I						T			642 223-9100	

*White Page Listings, Cont'd*

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			WHITE PAGES	<b>Exhibit 7</b> If directory listings are divided into sections i.e., cities or towns, the section name appears before the listing with O in the DAT field of the section name.
00200	I						O			KENMORE SECTION	
00300	I	WBL					N			JONES JOHN & CO	
00400	I						A			30700 GRATIOT	
00500	I						T			765 285-8916	
00100	I						H			WHITE PAGES	<b>Exhibit 8</b> White Page Feature Listing and a White Page Feature Extra Line.
00200	I	WFL					N			WINSTEN INC	
00300	I	WFEL								CUSTOM DRAPERIES	
00400	I						A			616 PHEASANT RUN	
00500	I						T			517 222-4356	
00100	I						H			WHITE PAGES	<b>Exhibit 9</b> White Page Regular Name Listing with White Page Extra Line.
00200	I	WRL					N			SCHWINN	
00300	I	WEL								LOCATED AT OF FIRST & MAIN	
00400	I						A			219 E FLORIDA AVE	
00500	I						T			312 662-9115	

*Yellow Page Listings*

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			LOANS	<b>Exhibit 10</b> Regular Type Name Listing.
00200	I	RL					N			HOUSEHOLD FINANCE	
00300	I						A			4200 AVENUE OF AMERICAS	
00400	I						T			321 285-8900	

## New Orders/Order Examples

### Yellow Page Listings, Cont'd

00100	I					H		MOVING & STORAGE	<b>Exhibit 11</b> Regular Type Listing with Extra Line information on continuous lines. Publisher will set information on lines according to their internal policy.
00200	I	RL				N		ATLAS VAN LINES	
00300	I	3EL						WE MOVE EQUIPMENT ALL AROUND THE COUNTY COMMERCIAL & RESIDENTIAL	
00400	I								
00500	I					A		4600 AIRPORT RD	
00600	I					T		248 567-1234	
00100	I					H		LOANS	<b>Exhibit 12</b> Regular Type Name Listing set with indented arrangement. Alternate Call Listing with advice line indicating who alternate call service is established for.
00200	I	RLI				N		HOUSEHOLD FINANCE	
00300	I					A		123 MAIN	
00400	I					T		212 285-8900	
00500	I	RLI				A		148 GRANITE	
00600	I					T		212 767-5612	
00700	I	AL						IF NO ANSWER CALL 212 780-3412	
00800	I					A		SERVICE FOR MARK MARTIN	
10000	I					H		AIRLINE COMPANIES	<b>Exhibit 13</b> Regular Type Name Listing with Cross Reference Regular Type Name Listing.
10100	I	RL				N		AIR FRANCE	
10200	I					A		56000 AIRPORT RD	
10250	I					T		313 656-5800	
10300	I	CRL				N		FRENCH AIR – SEE AIR FRANCE	
00100	I					H		MOVING & STORAGE	<b>Exhibit 14</b> Bold Name Listing.
00200	I	BL				N		ATLAS VAN LINES	
00400	I					A		4600 AIRPORT RD	
00500	I					T		313 286-0001	

*Yellow Page Listings, Cont'd*

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			MOVING & STORAGE	<b>Exhibit 15</b> Bold Name Listing with Extra Line.
00200	I	BL					N			ATLAS VAN LINES	
00300	I	EL								WE MOVE THE WORLD	
00400	I						A			4600 AIRPORT RD	
00500	I						T			313 286-0001	
00100	I						H			MOVING & STORAGE	<b>Exhibit 16</b> Omit Address. If an address is to be omitted in the directory "L" is entered in the DAT field on the address line.
00200	I	BL					N			ATLAS VAN LINES	
00400	I							L			
00500	I						T			313 286-0001	
00100	I						H			BANKS	<b>Exhibit 17</b> Omit Telephone #. If the telephone # is to be omitted in the directory "L" is entered in the DAT field on the telephone # line.
00200	I	BL					N			BANK ONE	
00400	I						A			1234 GREEN	
00500	I							A		ATM LOCATION	
00600	I						T	L			
00100	I						H			STEEL DISTRIBUTORS	<b>Exhibit 18</b> Foreign Listing (telephone service for a listing located outside area covered by directory). State identification is included when the State of the listing is different from the State covered by the directory.
00200	I	BL					N			INTERNATIONAL STEEL CORP	
00300	I						A			86 EAST MAIN ORANGE NJ	
00400	I						T			123 962-0900	
00100	I						H			PAINT	<b>Exhibit 19</b> A business is entitled to a free regular listing in the YP. The free listing (SRL) is placed on the national order under the appropriate heading.
00200	I	SRL					N			SHERWIN WILLIAMS	
00300	I						A			5671 FUSHIA AVE	
00400	I						T			517 451-7132	
00100	I						H			STEEL DISTRIBUTORS	<b>Exhibit 20</b> Bold Name & Number Listing. Area codes are required with all telephone numbers. To request the area code print, "S" is entered in SP INS field.
00200	I	BLN					N			INTERNTIONAL STEEL CORP	
00300	I						A			712 ROULANDE	
00400	I						T	S		789 324-3500	
00100	I						H			EXPRESS SERVICE	<b>Exhibit 21</b> If a listing should print in upper and lower case, "SP" is entered in the SP INS field to indicate spelling.
00200	I	BLN					N	SP		Req EXPRESS ltd	
00400	I						A			1234 GREEN	
00600	I						T			612 567-1234	

## New Orders/Order Examples

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			OPTOMETRISTS	<b>Exhibit 22</b> Vanity Telephone Number. The numeric telephone number must be on the telephone line, with the vanity number always on the following line. Only the vanity will print in the directory.
00200	I	BL					N			ABC EYECARE	
00400	I						A			1234 GREEN	
00500	I						T			972-393-2273	
00600	I						V			800 EYE-CARE	
00100	I						H			MOVING & STORAGE	<b>Exhibit 23</b> Special Dialing Instructions, indicated by the "D" in the DAT field, are shown following the telephone number line to denote Foreign Exchange Service (see lines 00400 & 00500).
00200	I	BL					N			ABC MOVING COMPANY	
00300	I						A			2302 APPLE BLVD ODGEN	
00400	I						T			333 362-4581	
00500	I						D			SALT LAKE CITY TEL NO	
00100	I						H			RESTAURANTS	<b>Exhibit 24</b> Guide Advertising. The Guide name will follow the Yellow Page Heading (see line 00200).
00200	I						O			MEXICAN	
00300	I	BL					N			GARCIA'S	
00400	I						A			6200 10 <sup>th</sup>	
00500	I						T			321 649-2000	
00100	I						H			MOVING & STORAGE	<b>Exhibit 25</b> The appropriate section name is shown preceding the advertising items (see lines 00200 and 00600).
00200	I						O			TROY	
00300	I	BL					N			NORTH AMERICAN VAN LINES	
00400	I						A			6200 10 <sup>th</sup>	
00500	I						T			248 649-2000	
00600	I						O			WASHINGTON	
00700	I	BL					N			NORTH AMERICAN VAN LINES	
00800	I						A			62800 WASHINGTON	
00900	I						T			248 828-8000	
01000	I	BL					N			WASHINGTON VAN LINES	
01100	I						A			8282 MAIN	
01200	I						T			248 788-5900	
00100	I						H			AIRLINE COMPANIES	<b>Exhibit 26</b> The "L" in the SP INS field indicates to omit the address (see lines 00400 and 00700). The acceptance of the request to omit an address is determined by individual Publisher's policy.
00200	I	BL					N			PUDDLEJUMPER AIRLINE	
00300	I						I			SIGHTSEEING FLIGHTS	
00400	I						A	L			
00500	I						T			345 292-7261	
00600	I	RLI					I			CROP DUSTING	
00700	I						A	L			
00800	I						T			345 292-6120	



*Yellow Page Listings, Cont'd*

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			LOANS	<b>Exhibit 27</b> When a varying degree of indention is desired for listings in a series, the degree is indicated by numbers in the SP INS field (see lines 00300, 00600, 00700, 01000, 01300 and 01600). NOTE: Although the indent and address appears as separate lines, the indent may or may not be set in the directory on the same line as the address, depending on the individual Publisher's policy.
00200	I	BL					N			PROVIDENT LOAN CO	
00300	I						I	1		EXECUTIVE OFFICE	
00400	I						A			346 LYNWOOD	
00500	I						T			321 685-0380	
00600	I	RL					I	1		MILFORD OFFICES	
00700	I						I	2		EAST HOUSTON	
00800	I						A			225 E HOUSTON	
00900	I						T			321 674-1900	
01000	I	RL					I	2		EAST 43 <sup>rd</sup>	
01100	I						A			135 E 43 <sup>rd</sup>	
01200	I						T			321 687-7200	
01300	I	RL					I	2		HUDSON TERMINAL	
01400	I						A			172 FULTON	
01500	I						T			321 267-8800	
01600	I	RL					I	2		TIMES POINT	
01700	I						A			736 BOLA	
01800	I						T			321 263-1900	
00100	I						H			STEREO SYSTEMS	<b>Exhibit 28</b> The "Y" is placed in the SP INS field when information in the advertising data field should not be checked against a publisher's business office records. The CMR assumes all responsibility for the accuracy of the placed advertisement.
00200	I	BL					N	Y		AETNA RADIO DIV CORP	
00300	I						A			64 CLAYTON RD	
00400	I						T			987 964-3100	
00500	I	BL					N	Y		DIRK RADIO DIV CORP	
00600	I						A			49 WEIS AVE	
00700	I						T			987 757-7100	

## New Orders/Order Examples

### Yellow Page Listings, Cont'd

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			BEARINGS	<b>Exhibit 29</b> A specific listing sequence is desired for the Semi-bold Name Listing and Regular Listings. A "P" is placed in the SPINS field when listings should appear in a specific order.
00200	I	SL					N	P		ROLLWAY CO	
00300	I						A	P		2550 HUNT AVE	
00400	I						T	P		234 622-1000	
00500	I	RL					A	P		150 MAIN ST	
00600	I						T	P		234 766-3960	
00700	I	RL					A	P		240 KATINA AVE	
00800	I						T	P		234 232-8400	
00825	I						H			BUSHINGS	
00900	I	SL					N			ROLLWAY CO	
01000	I						A			2550 HUNT AVE	
01100	I						T			234 622-1000	
00100	I						H			STEEL PROCESSING	<b>Exhibit 30</b> Bold Name Listing established by NA-3235 mailed 123108 by the CMR. The advice line is assigned a 00000 line number since it should not be retransmitted. NOTE: Five zero advice lines do not reflect action codes.
00200	I	BL					N			SIGNSTEIN CORP	
00300	I						A			35 WESTHEIMER DR	
00400	I						T			345 627-3200	
00000	I							A		NA 3235 123108	

*Trademark Listings*

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			LOANS	<b>Exhibit 31</b> Custom Trademark with Trademark Regular Type Name Listings following.
00200	I	CTM				C	F			HOUSEHOLD FINANCE LOANS	
00250	I	TRL						CE		5462135465875I	
00300	I						N			HOUSHOLD FINANCE CORP	
00400	I									17618 W WILSHIRE	
00500	I						A			876 678-7300	
00600	I	TRL					N			STONEWOOD SHOPPING INC	
00700	I						A			9160 STONEWOOD	
00800	I						T			876 861-8600	
00900	I	TRL					N			NORTH OF MANCHESTER	
01000	I						A			110 S LABREA	
01100	I						T			876 635-6262	
00100	I						H			MACHINE TOOLS	<b>Exhibit 32</b> Open Trademark is shown with "O" in the BAS field. GPI is required and needs to be sent in a mail environment. The "CV" indicates that artwork will be a velox.
00200	I	TM				O	F			AMERICAN TOOL MFG	
00300	I							CV		12354879865JIU	
00100	I						H			PAINT-RETAIL	<b>Exhibit 33</b> Trademark with Trade Cross Reference Regular Listing. The "CD" indicates that artwork will be arriving on disk.
00200	I	TM				O	F			SPRED-GLIDDEN PAINTS	
00250	I							CD		454689786532ED	
00300	I	TC								GLIDDEN PAINTS – SEE SPRED-	
00400	I						L			GLIDDEN PAINTS UNDER	

## New Orders/Order Examples

### Trademark Listings, Cont'd

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP INS	ADVERTISING DATA	EXPLANATION
00100	I						H		LOANS	<b>Exhibit 34</b> Combination Trademark with Trademark Regular Type Name Listing and a Trademark Alternate Call Listing. The "CX" indicates that an art identification number cannot be assigned at the current time and will be assigned later.
00200	I	TM				B	F		HOUSEHOLD FINANCE LOANS	
00300	I							CX		
00400	I	TRL					N		HOUSEHOLD FINANCE CO	
00500	I						A		4824 MANCHESTER	
00600	I						T		313 889-8998	
00700	I	TAL							AFTER HOURS 313 652-7500	
00100	I						H		INSURANCE	<b>Exhibit 35</b> Trademark with Trade Bold Name Listings, captions (see lines 00300 and 00700), sub caption (see lines 00800 and 01700) and sub, sub caption (see lines 00900, 01300, 01800 and 02200). Caption sequence is indicated by two digits shown in the SP INS field for each caption, sub caption and sub, sub caption.
00200	I	TM				C	F		ALLSTATE INSURANCE	
00250	I							CE	464KJLIUYH5478	
00300	I						C	01	BRANCH OFFICE	
00400	I	TBL					N		ALLSTATE INSURANCE	
00500	I						A		882 OAKMAN	
00600	I						T		546 334-3400	
00700	I						C	02	SALES & CLAIMS OFFICE	
00800	I						S	01	EAST	
00900	I						X	01	LOS ANGELES	
01000	I	TBL					N		ALLSTATE INSURANCE	
01100	I						A		1100 GENIE RD	
01200	I						T		546 745-8755	
01300	I						X	02	MONTEREY PARK	
01400	I	TBL					N		ALLSTATE INSURANCE	
01500	I						A		1600 BAKING RIDGE	
01600	I						T		546 469-6000	

*Trademark Listings, Cont'd*

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION	
00100	I						H			PAINT-RETAIL	<b>Exhibit 36</b> Trademark with Trade Bold Name & Number Listing when no caption is to appear with the first listing or series of listings.	
00200	I	TM				C	F			PITTSBURGH PAINTS		
00250	I							CE		15136925874154		
00300	I						C	01		NONE		
00400	I	TBLN					N			PITTSBURGH PLATE GLASS CO		
00500	I						A			2700 PITTSBURGH AVE		
00600	I						T			234 657-4700		
00700	I						C	02		DISTRIBUTOR		
00800	I	TBLN					N			ACE PAINT		
00900	I						A			2708 THOMAS		
01000	I						T			234 657-6106		
00100	I						H			ELECTRICAL APPLIANCE		<b>Exhibit 37</b> Trademark Caption Text is entered in the Advertising Data field following the applicable caption with all verbiage that is to appear in the directory. NOTE: Data types N, A, T will not appear.
00200	I	TM				C	F			WOOD ELECTRIC APPLIANCES		
00250	I							CV		87954652465YTR		
00300	I	TMCT					C	01		DEALERS		
00400	I						L			THE FOLLOWING DEALERS		
00500	I						L			ARE FRANCHISED TO SELL		
00600	I						L			WOOD ELECTRIC APPLIANCES		
00700	I						L			WITH FACTORY SERVICE		
00800	I						L			AVAILABLE		
00900	I	TRL					N			BROWN JOHN CO		
01000	I						A			1400 SECOND		
01100	I						T			123 362-3300		
01200	I	TRL					N			SMITH REPAIR CO		
01300	I						A			1788 MAPLE		
01400	I						T			123 362-3300		

## New Orders/Order Examples

### Trade Name Listings

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			MARINE ENGINES	<b>Exhibit 38</b> Combination Trade Name is shown as "B" in the BAS field. GPI is required. Basis code is shown with the Finding Line (see line 00200).
00200	I				B	F			GREYMARINE ENGINES		
00300	I	TN				N			ARCO BOAT WORKS		
00400	I					A			3200 AVENUE		
00500	I					T			333 536-7000		
00100	I						H			FINANCING	<b>Exhibit 39</b> Closed Trade Name with Trade Name Extra Line is shown as "C" in the BAS field. Basis code is shown with the Finding Line (see line 00200).
00200	I				C	F			MUTUAL AGREEMENT LOANS		
00300	I	TN TNE				N			MUTUAL AGREEMENT INC		
00400	I								NO DOWN PAYMENT		
00500	I					A			8600 PEN		
00600	I					T			212 894-4884		
00100	I						H			CASH REGISTERS & SUPPLIES	<b>Exhibit 40</b> Trade Name Listing with Trade Name Alternate Call Listing.
00200	I				B	F			ALLEN'S CASH REGISTERS		
00300	I	TN				N			ALLEN'S MACHINE CO		
00400	I					A			2500 FIRST		
00500	I					T			423 963-3030		
00600	I	TNAL							IF NO ANSWER CALL 423 393-2758		
00650	I						A		SERV FOR MARSH P 100 MAIN		

*Trade Name Listings, Cont'd*

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			FURNITURE DEALERS-RETAIL	<b>Exhibit 41</b> Several Trade Bold Name & Number Listings under one Finding Line and a Trade Name Extra Line. Basis code is shown with the Finding Line. Listings appear in alphabetical order under the Finding Line when no caption is involved.
00200	I				B	F				KROEHLER FURNITURE	
00300	I	TBLN				N				CURTO & ROBINSON INC	
00400	I					A				2525 MAIN	
00500	I					T				313 860-8600	
00600	I	TBLN				N				KROEHLER FURNITURE CO INC	
00700	I					A				6948 WILSON	
00800	I					T				313 968-8400	
00900	I	TBLN				N				MARGOLIS HOUSEHOLD SHOP	
01000	I	TNE								ONE BLOCK EAST OF MAIN	
01100	I					A				200 WARREN	
01200	I					T				313 649-3200	
00100	I						H			FURNITURE DEALERS-RETAIL	<b>Exhibit 42</b> Several Trade Name Indented Listings under one Finding Line with captions.
00200	I				B	F				KROEHLER FURNITURE	
00300	I					C	01			BRANCH OFFICE	
00400	I	TNRL				N				KROEHLER FURNITURE CO	
00500	I					A				4600 SECOND AVE	
00600	I					T				313 336-2900	
00700	I					C	02			DEALERS	
00800	I	TNRL				N				CURTO & ROBINSON INC	
00900	I					A				2700 MAIN	
01000	I					T				313 287-4000	
01100	I	TNRL				N				MARGOLIS HOUSEHOLD SHOP	
01200	I					A				8600 FOURTH	
01300	I					T				313 837-7100	

## New Orders/Order Examples

### Trade Name Listings, Cont'd

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			GAS BURNERS	<b>Exhibit 43</b> Trade Name with Trade Semi-bold Name Listings.
00200	I					C	F			HOLLAND GAS BURNERS	
00300	I	TN					N			HOLLAND FURNACE CO	
00400	I						A			8200 SIXTH AVE	
00500	I						T			313 948-4800	
00600	I	TSL					A			2400 SIXTH AVE	
00700	I						T			313 278-4000	
00800	I	TSL					A			9848 WILSHIRE BLVD	
00900	I						T			313 233-5040	

### Authorized Representative Entries

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			PLASTICS-PRODUCTS MFRS	<b>Exhibit 44</b> "Authorized Rep" Trade Name sold by Seller B to appear under Trade Name sold to the owner of the Finding Line placed by Seller A. The listing must appear on the GPI supplied by Seller A. Basis code is shown with the Finding Line.
00200	I					B	F	R		CELANESE PLASTICS	
00300	I						C		02	DISTRIBUTOR	
00400	I	TN					N			PORTLAND PLASTICS	
00500	I						A			888 W WOLFE RD	
00600	I						T			312 678-1560	
00100	I						H			LAWN MOWERS	<b>Exhibit 45</b> Trade name sold by a Seller to an Authorized Representative. Owner of the Finding Line is not a National Client or is not an advertiser in the directory for which the Trade Name was sold. No GPI is required. Basis code is shown with the Finding Line.
00200	I					B	F	R		SNAPPER MOWERS	
00300	I	TN					N			ACE HARDWARE	
00400	I						A			13652 MANCHESTER	
00500	I						T			212 391-8200	
00100	I						H			PLASTICS-PRODUCTS-WHOL & MFRS	<b>Exhibit 46</b> "Authorized Rep" Trade Bold Name Listing sold by Seller B to appear under Trademark or Custom Trademark sold by Seller A. The "R" in the SP INS field indicates the Authorized Representative status. Basis code is not shown since the buying plan is unknown (see line 00200). The listing information must appear on the GPI issued by Seller A.
00200	I	TBL					F		R	DUPONT PLASTICS	
00300	I						N			CADILLAC PLASTIC CO	
00400	I						A			67 LEMON DR	
00500	I						T			212 583-7110	



*Internet Listing Entries*

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			AIRLINES	<b>Exhibit 47</b> The URL will only be placed under the airline heading for the time period specified (line 00000). The "L" in the SPINS field indicates the absence of the address and telephone number.
00200	I	URL					U			WWW.AMERICANAIRLINES.COM	
00300	I						A	L			
00400	I						T	L			
00000	I							A		START MAY 1 2009 STOP MAY 31 2009	
00100	I						H			AIRLINES	<b>Exhibit 48</b> The URL will only be placed for a specific amount of hits (line 00000). The "L" in the SPINS field indicates the absence of the address.
00200	I	URL					U			WWW.AMERICANAIRLINES.COM	
00300	I						A	L			
00400	I						T			800 456-8978	
00000	I							A		RUN FOR 2000 HITS	

*Space Listing Entries*

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			PLASTICS-AUTOMOBILES	<b>Exhibit 49</b> Space Listing. An Art Identification Number is shown following the item code.
00200	I	2HS					N			ROLLWAY BEARING CO INC	
00210	I							CE		3214TTY6754878	
00300	I						A			2500 HUNT ST	
00400	I						T			314 622-1000	

## New Orders/Order Examples

### Display Advertising

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP IN S	ADVERTISING DATA	EXPLANATION
00100	I						H		TRANSMISSIONS-AUTOMOBILE	<b>Exhibit 50</b> A "CX" appears in the SPINS field as a place holder because an Art Identification Number cannot be assigned (lines 00250 and 00950). A change order will need to be prepared when an art id number is established.
00200	I	HP					N		AAMCO TRANSMISSIONS	
00250	I							CX		
00300	I						A		4601 BARNETT RD	
00400	I						T		414 858-5555	
00500	I	ABL					N		AAMCO TRANSMISSIONS	
00600	I						A		4601 BARNETT RD	
00700	I						T		414 858-5555	
00800	I						H		TRANSMISSIONS-TRUCK	
00900	I	DHC					N		AAMCO TRANSMISSIONS	
00950	I							CX		
01000	I						A		4601 BARNETT RD	
01100	I						T		414 858-5555	
01200	I	ABL					N		AAMCO TRANSMISSIONS	
01300	I						A		4601 BARNETT RD	
01400	I						T		414 858-5555	
00100	I						H		BUSHINGS	<b>Exhibit 51</b> Quarter Column Display Ad with an Anchor Regular Type Name Listing. A "CX" appears in the SPINS field as a place holder because an Art Identification Number cannot be assigned.
00200	I	QC					N		ROLLWAY BEARING CO INC	
00250	I							CX		
00300	I						A		2550 HUNT ST	
00400	I						T		213 622-1000	
00500	I	ARL					N		ROLLWAY BEARING CO INC	
00600	I						A		2550 HUNT ST	
00700	I						T		213 622-1000	

*Display Advertising, Cont'd*

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP INS	ADVERTISING DATA	EXPLANATION
00100	I	DHC					H		BUSHINGS	<b>Exhibit 52</b> Double Half Column Display Ad with an Anchor Bold Name Listing. Artwork will be arriving electronically.
00200	I					N		ROLLWAY BEARING CO INC		
00250	I						CE	78978978978989		
00300	I					A		2550 HUNT ST		
00400	I					T		213 622-1000		
00500	I	ABL				N		ROLLWAY BEARING CO INC		
00600	I					A		2550 HUNT ST		
00700	I					T		213 622-1000		
00100	I	DHC					H		BUSHINGS	<b>Exhibit 53</b> Double Half Column Display Ad containing a name different from that in the Anchor Bold Name & Number Listing. The letter "S" in the SP INS field indicates to set the name as shown on the order (see line 00200). Artwork will be arriving on disk.
00200	I					N	S	ROLLWAY BEARING		
00250	I						CD	789JHUYTREUY45		
00300	I					A		2550 HUNT ST		
00400	I					T		213 622-1000		
00500	I	ABLN				N		ROLLWAY BEARING CO INC		
00600	I					A		2550 HUNT ST		
00700	I					T		213 622-1000		
00100	I	DQC					H		BUSHINGS	<b>Exhibit 54</b> Double Quarter Column Display Ad with Anchor Listing to be omitted.
00200	I					N		ROLLWAY BEARING CO INC		
00250	I						CE	54345645645645		
00300	I					A		2550 HUNT ST		
00400	I					T		213 622-1000		
00425	I						A	OMIT ANCHOR		

## New Orders/Order Examples

### GPI Entries

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			AUTO DEALERS-NEW CARS	<b>Exhibit 55</b> Multiple headings are shown on a single GPI (see lines 00100 and 01300). Address line is not required for associated listings since the telephone number is supplied. The addresses for the authorized listings, as well as telephone number lines must be shown when telephone numbers are not provided.
00200	I					O				MISSOULA SECTION	
00300	I	TM				B	F			CHEVROLET SALES & SERVICE	
00400	I					C		01		MISSOULA	
00500	I					N				T JS AUTO CENTER	
00600	I					T				212 544-7800	
00700	I					O				THOMPSON FALLS SECTION	
00800	I	TM				B	F			CHEVROLET SALES & SERVICE	
00900	I					C		01		THOMPSON FALLS	
01000	I					N				VALLEY MOTORS	
01100	I					A				506 SWAMP CREEK TROY	
01200	I					T				213 656-0350	
01300	I					H				AUTO DEALERS-USED CARS	
01400	I					O				MISSOULA SECTION	
01500	I	TM				O	F			CHEVROLET SALES & SERVICE	
01600	I					C		01		MISSOULA	
01700	I					N				T JS AUTO CENTER	
01800	I					T				212 544-7800	
00100	I					H				AUTO AIR CONDITIONING	<b>Exhibit 56</b> GPI providing authorized captions and contact phrase with name and address of local firm that will supply list of outlets to be solicited. The contact phrase has been continued on the next line denoted by the "L" in the DAT field (see line 00600). Multiple captions appear with sequence specified by two digits in SP INS field (see lines 00300 and 00400). Captions and listings that apply to the Order are not included on the GPI.
00200	I	TM				B	F			INDIANA POWER TOOLS	
00300	I					C		02		DISTRIBUTORS	
00400	I					C		03		DEALERS	
00500	I							A		CONTACT BELOW FOR DIST	
00600	I					L				RIBUTORS AND DEALERS	
00700	I					N				INDIANA TOOL CO	
00800	I					A				260 LOWRY AV NE	
00900	I					T		L			

***GPI Entries, Cont'd***

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
00100	I						H			PLASTICS-PRODUCTS	<b>Exhibit 57</b> GPI for a Trade Name transmitted by CMR "A" for the owner of the brand name showing the name and telephone number of the Authorized Representative.
00200	I				B	F				WHOL & MFERS	
00300	I					C		02		CLEANESE PLASTIC PRODUCTS	
00400	I	TN				N				METROPLASTICS OF CHELSEA	
00500	I					T				444 678-1560	

***Discount Plans***

LINE #	ACT	ITEM	CLR	CAT	PR/SF	BAS	DAT	SP	INS	ADVERTISING DATA	EXPLANATION
60000	I						H			INSURANCE	<b>Exhibit 58</b> If all listings under a heading receive a discount. If the heading discount applied to all headings on the order (multiple headings), the discount line would appear as the first line on the order.
60001	I							A		15% MULTI YEAT	
60100	I	DHC				N				NEW YORK LIFE INSURANCE	
60150	I							CD		12387876567876	
60200	I						A			1272 SAGINAW	
60300	I						T			543 626-8900	
60350	I	ABL				N				NEW YORK LIFE INSURANCE	
60400	I						A			1272 SAGINAW	
60450	I						T			543 626-8900	
00600	I						H			HARDWARE-RETAIL	
00700	I	TM			C	F				FULLER-O'BRIEN PAINTS	
00750	I							CE		44378978978977	
00800	I	TBL				N				JOHNSON'S HARDWARE	
00900	I						A			2400 24 MILE RD	
01000	I						T			322 949-6006	
02000	I						H			WALLPAPER	
02100	I	FP				N				FULLER-O'BRIEN PAINTS	
02150	I							CE		44378978978977	
02200	I						A			2400 24 MILE RD	
02300	I						T			322 949-6006	
02400	I							A		ITEM DISC	

## New Orders/Order Examples

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Late Order Approval* Section 06.2

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## Late Order Approval

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## Late Order Approval

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### Late Order Processing

#### *Time Frames*

All national orders must arrive at the Publisher's location by the directory close date shown in Rates & Data. Artwork must arrive no later than seven calendar days past the directory close date shown in Rates & Data. If orders and/or artwork will arrive after this time frame, the CMR must obtain late order approval (LOA) from the Publisher.

If an order is received after the directory close date with a late order approval line, but without the Publisher granting late order approval, the Publisher at their sole discretion may still process all or part of the order.

**NOTE: Orders sent electronically are considered late if they are not date and time stamped by 11:59 p.m. (Eastern Time) on the day of directory close. Artwork sent electronically is considered late if it is not date and time stamped by 11:59 p.m. (Eastern Time) on the seventh calendar day after directory close. Orders/artwork being sent in any other manner must arrive at the Publisher's location by their office closing time, adhering to the schedule above.**

#### *CMR Instructions*

If an order and/or artwork will arrive late:

1. Contact the Publisher and provide transaction details e.g., heading, items, ad copy, etc.
2. Advise them when the late transaction will be received.
3. If approval is granted, obtain the first and last name of the approving party and/or a late order approval number and the **due date**. The Publisher may reject the order if not received by the LOA due date.
4. Prepare the transaction and send to the Publisher including a late order approval line on all orders.

**Note: CMRs do not have to obtain late order approval to respond to queries or advices. LSA ELITE™ will verify the REF DATE field is populated and that flags are present on the standing order.**

#### *LSA ELITE™*

If it is after 11:59 p.m. (Eastern Time) on the directory close date, LSA ELITE™ will verify that the first line of the transaction is a late order approval line. If it is not present, the transaction will be rejected back to the CMR.

#### *Publisher Instructions*

Upon receipt of the late order:

1. Verify that approval was given for all transactions received.
2. Query the CMR if late order approval was not obtained for any/all items.
3. Check for receipt of any associated late artwork.
4. Process the late work according to internal procedures.

*Late Order Approval with Name*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000
C	V0002	789854556655212325	03152020	
REF DATE	TO	FROM	DIR #	DIR VER
	P 0904	C 0345	064821	00078
STATE	DIRECTORY NAME		PUB DATE	
			052020	
CMR#	CLIENT #	NAT	CLIENT NAME	
0345	6122			
			NAT CLIENT ID #	
LINE #	ACT	ITEM	CLR	CAT
00000				
00100	I	TBLN		
00150	I			
00200	I			
	E			
PR/SF	SP BUYS	BAS	DAT	SPINS
				A
ADVERTISING DATA				
APRVD ETHAN BARON 03152020 DUE BY 03202020				
APPLETON DESIGN				
9870 CLEARWOOD				
502 345-7123				

*Late Order Approval with Number*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000
C	V0002	789854556655212325	03152020	
REF DATE	TO	FROM	DIR #	DIR VER
	P 0904	C 0345	064821	00078
STATE	DIRECTORY NAME		PUB DATE	
			052020	
CMR#	CLIENT #	NAT	CLIENT NAME	
0345	6122			
			NAT CLIENT ID #	
LINE #	ACT	ITEM	CLR	CAT
00000				
00100	I	TBLN		
00150	I			
00200	I			
	E			
PR/SF	SP BUYS	BAS	DAT	SPINS
				A
ADVERTISING DATA				
APRVD 675444410 03152020 DUE BY 03182020				
APPLETON DESIGN				
9870 CLEARWOOD				
502 345-7123				

*Late Order Approval for Delete*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000
D	V0002	789854556655212325	03152020	
REF DATE	TO	FROM	DIR #	DIR VER
	P 0904	C 0345	064821	00078
STATE	DIRECTORY NAME		PUB DATE	
			052020	
CMR#	CLIENT #	NAT	CLIENT NAME	
0345	6122			
			NAT CLIENT ID #	
LINE #	ACT	ITEM	CLR	CAT
00000				
	E			
PR/SF	SP BUYS	BAS	DAT	SPINS
				A
ADVERTISING DATA				
APRVD SUSAN KAYE 03152020 DUE BY 03162020				

## Late Order Approval

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Trade Items, GPI's and Authorized Rep* Section 06.3

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## Trade Items

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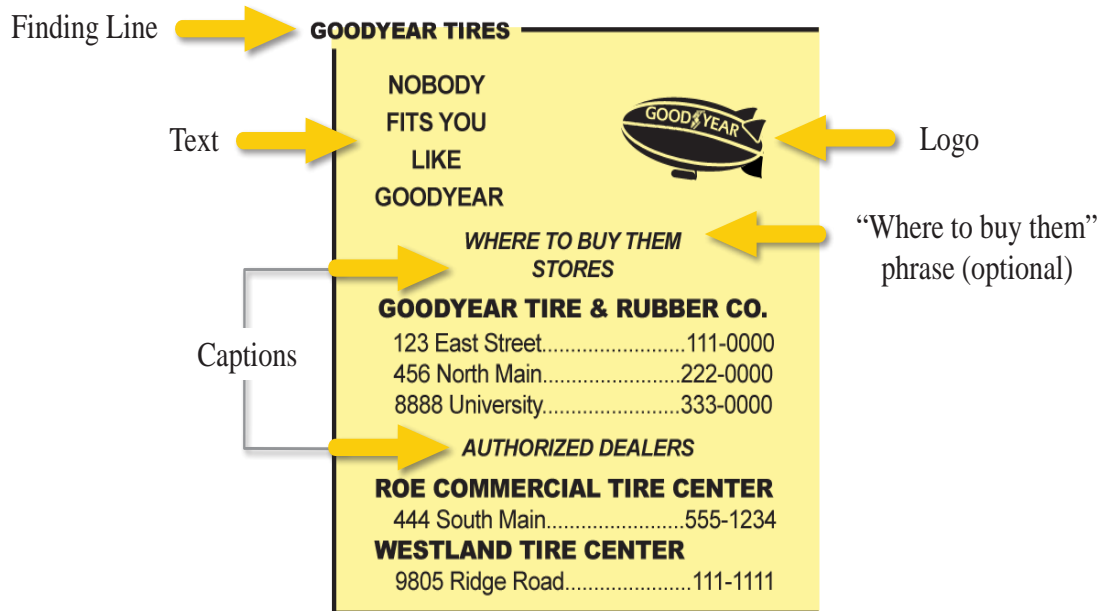
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## Trade Items

### Trademarks

#### General

Trademarks are a type of advertising that consists of a finding line (brand name), text, and logo. This type of advertising is used to increase brand name visibility. The diagram below shows the components of a trademark and listings.



#### Trade Item Buying Plans

There are three types of national buying plans that are available for advertisers purchasing trade items in the Yellow Pages.

1. Closed Basis
2. Open Basis
3. Combination Basis



**Closed Basis**


In a Closed based trade program, the national advertiser purchases the trade item and all listings appearing under it. Local advertising is not allowed.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE					NA-2000		
I	V0002	545652532233254565	06172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0850	C 0124	001905	00032	AL	THOMASVILLE	112020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0124	1596	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I	TM						C	F	GOODYEAR TIRES
00151	I								CE	12456521232100
00200	I							C	01	NONE
00250	I	TBL							N	GOODYEAR TIRE & RUBBER CO
00300	I								A	123 EAST STREET
00350	I								T	313 111-0000
00400	I	TRL							A	456 NORTH MAIN
00450	I								T	313 222-0000
00500	I	TRL							A	8888 UNIVERSITY
00550	I								T	313 333-0000
00600	I							C	02	AUTHORIZED DEALERS
00650	I	TBL							N	ROE COMMERCIAL TIRE CENTER
00700	I								A	444 SOUTH MAIN
00750	I								T	313 555-1234
00800	I	TBL							N	WESTLAND TIRE CENTER
00850	I								A	9805 RIDGE ROAD
00900	I								T	313 111-1111
	E									

**Purchased by  
and billed to  
National Client**

**GOODYEAR TIRES**



**NOBODY  
FITS YOU  
LIKE  
GOODYEAR**

*WHERE TO BUY THEM  
STORES*

**GOODYEAR TIRE & RUBBER CO.**  
123 East Street.....111-0000  
456 North Main.....222-0000  
8888 University.....333-0000

*AUTHORIZED DEALERS*

**ROE COMMERCIAL TIRE CENTER**  
444 South Main.....555-1234

**WESTLAND TIRE CENTER**  
9805 Ridge Road.....111-1111

# Trade Items

## Open Basis

In an Open based trade program, the national advertiser pays for the trademark and permits their authorized representatives to purchase listings locally. Since local listings are purchased and billed on a local contract, a GPI is also prepared when an open based program is used. (See page 06.3.9)

### NATIONAL YELLOW PAGES ADVERTISING ORDER

**Billed  
Nationally**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	123123215654565213	06192020							
REF DATE	TO	FRM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0850	C	0124	001905	00032	AL	THOMASVILLE	112020	
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
0124	5678	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I	TM						O	F	GOODYEAR TIRES
00151	I								CE	12456587895652
	E									

### NATIONAL YELLOW PAGES ADVERTISING ORDER

**GPI Given to  
Local Sales**


TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
G	V0002	458523212546589856	06192020							
REF DATE	TO	FRM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0850	C	0124	001905	00032	AL	THOMASVILLE	112020	
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
0124	5678	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I	TM						O	F	GOODYEAR TIRES
00200	I							C	01	STORES
00250	I							N		GOODYEAR TIRE & RUBBER CO
00350	I							T		313 111-0000
00400	I							A		456 NORTH MAIN
00450	I							T		
00500	I							A		8888 UNIVERSITY
00550	I							T		313 333-0000
00600	I							C	02	AUTHORIZED DEALERS
00650	I							N		ROE COMMERCIAL TIRE CENTER
00700	I							A		444 SOUTH MAIN
00750	I							T		

**Purchased by  
and billed to  
National Client**

**Solicited locally and  
billed to local outlet**

**GOODYEAR TIRES**

NOBODY  
FITS YOU  
LIKE  
GOODYEAR



WHERE TO BUY THEM  
STORES

**GOODYEAR TIRE & RUBBER CO.**  
123 East Street.....111-0000  
456 North Main.....222-0000  
8888 University.....333-0000

**AUTHORIZED DEALERS**

**ROE COMMERCIAL TIRE CENTER**  
444 South Main.....555-1234

**WESTLAND TIRE CENTER**  
9805 Ridge Road.....111-1111

**Combination Basis**

In a Combination based trade program, the national advertiser purchases the trade item, and one or more listings. Additional listings may be purchased by the authorized representative on a local basis and billed on a local contract. (See page 06.3.9)

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	232545652565845856	07182020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
0124	P	0850	C	0124	001905	00032	AL	THOMASVILLE	112020	
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0124	5678	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I	TM					B	F		GOODYEAR TIRES
00151	I							CE		12456545652321
00200	I							C	01	STORES
00250	I	TBL						N		GOODYEAR TIRE & RUBBER CO
00300	I							A		123 EAST STREET
00350	I							T		313 111-0000
00400	I	TRL						A		456 NORTH MAIN
00450	I							T		313 222-0000
00500	I	TRL						A		8888 UNIVERSITY
00550	I							T		313 333-0000
E										

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**


TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
G	V0002	545652321232322222	07182020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
0124	P	0850	C	0124	001905	00032	AL	THOMASVILLE	112020	
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0124	5678	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I	TM					B	F		GOODYEAR TIRES
00151	I							C	02	AUTHORIZED DEALERS
00600	I							N		ROE COMMERCIAL TIRE CENTER
00650	I							T		313 555-1234
00750	I							N		WESTLAND TIRE CENTER
00800	I							A		9805 RIDGE RD
00850	I							T		313 111-1111

**Purchased by  
and billed to  
National Client**

**Solicited locally  
and billed to  
local outlet**

**GOODYEAR TIRES**

NOBODY  
FITS YOU  
LIKE  
GOODYEAR



WHERE TO BUY THEM  
STORES

**GOODYEAR TIRE & RUBBER CO.**  
123 East Street.....111-0000  
456 North Main.....222-0000  
8888 University.....333-0000

**AUTHORIZED DEALERS**

**ROE COMMERCIAL TIRE CENTER**  
444 South Main.....555-1234

**WESTLAND TIRE CENTER**  
9805 Ridge Road.....111-1111

## Trade Items

### Trade Names

#### General

A Trade Name is another type of trade program. Trade Names are only sold on a Combination or Closed basis because at least one listing is required.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	545652321232322245	06172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0850	C 0124	001905	00032	AL	THOMASVILLE	112020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0124	5678	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I						B	F		GOODYEAR TIRES
00650	I	TN						N		BRAD ROE COMMERCIAL TIRE CENTER
00700	I							A		3805 N MAIN
00750	I							T		313 694-3191
	E									

**GOODYEAR TIRES-**  
Roe Commercial Tire Center  
444 South Main Sfld.....313-555-1234

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
G	V0002	545652321232322000	06172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0850	C 0124	001905	00032	AL	THOMASVILLE	112020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0124	5678	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I						B	F		GOODYEAR TIRES
00151	I	TN						N		EASTLAND TIRE CENTER
00200	I							T		313 459-7590
00250	I							N		GALAXY TIRE CENTER
00300	I							T		313 459-7591
00350	I							N		TOWN CENTER TIRE & AUTO
00400	I							T		313 459-3591
	E									

## General Publishing Information (GPI's)

### *Definition*

A GPI is sent by the CMR, by mail or fax, to identify advertisers authorized to place listings locally under Open or Combination based national trade programs. A GPI provides the Publisher with either a:

- list of dealer names addresses, and telephone numbers
- list of dealer names and telephone numbers
- a point of contact person with address, telephone number or e-mail address who can provide list of authorized advertisers

Publishers should only place advertisers under a trade program that is on the GPI or national order.

**NOTE: Because of the relatively small number of Open and Combination based trade programs, GPI's are not supported in the Publisher or LSA ELITE™ databases.**

### *Trade Programs*

The two types of trade programs utilizing GPI's are:

1. Open Basis. National client pays for trade item and listings are purchased and billed locally.
2. Combination Basis. National client pays for the trade item and at least one listing; additional listings are purchased and billed locally.

### *Time Frames*

A GPI should be sent 30 days prior to the national close date for the Open or Combination portion of any trade program. This provides time for the local sales departments to solicit the advertiser prior to directory close.

### *General Rules*

- Address is optional.
- The only item code included is the finding line item code because nothing else has been sold.
- Localities must be included if an address is present.
- Line numbers on the order and GPI do not have to agree.

### *CMR Instructions*

1. Verify that headings agree with the order.
2. Include any captions that apply to the GPI.
3. Ensure, if a point of contact name is used, that the individual has the pertinent information.
4. Prepare the GPI and send via fax or mail to the national Publishing department.
5. Maintain and update all internal GPI records.

### *Publisher Instructions*

1. Verify that all applicable information agrees with the national order.
2. Review and process the data to your local sales force.

# General Publishing Information (GPI's)

## General Publishing Information (GPI's) - Form Preparation

### National Order

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

**Billed  
Nationally**

TRANS I	TRANS VER V0002	TRANS ID 123123215654565213	DATE 06192020	NA-2000						
REF DATE	P	TO 0850	FROM C 0124	DIR # 001905	DIR VER 00032	STATE AL	DIRECTORY NAME THOMASVILLE	PUB DATE 112020		
CMR# 0124	CLIENT # 5678	NAT A	CLIENT NAME GOODYEAR TIRES					NAT CLIENT ID #		
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I	TM						O	F	GOODYEAR TIRES
00151	I								CE	12456587895652
E										

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

**GPI given to  
local sales**


TRANS G	TRANS VER V0002	TRANS ID 458523212546589856	DATE 06192020	NA-2000						
REF DATE	P	TO 0850	FROM C 0124	DIR # 001905	DIR VER 00032	STATE AL	DIRECTORY NAME THOMASVILLE	PUB DATE 112020		
CMR# 0124	CLIENT # 5678	NAT A	CLIENT NAME GOODYEAR TIRES					NAT CLIENT ID #		
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I	TM						O	F	GOODYEAR TIRES
00200	I							C	01	STORES
00250	I							N		GOODYEAR TIRE & RUBBER CO
00350	I							T		313 111-0000
00400	I							A		456 NORTH MAIN
00450	I							T		
00500	I							A		8888 UNIVERSITY
00550	I							T		313 333-0000
00600	I							C	02	AUTHORIZED DEALERS
00650	I							N		ROE COMMERCIAL TIRE CENTER
00700	I							A		444 SOUTH MAIN
00750	I							T		

**Purchased by  
and billed to  
National Client**

**Solicited locally and  
billed to local outlet**

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FITS YOU  
LIKE  
GOODYEAR



WHERE TO BUY THEM  
STORES

**GOODYEAR TIRE & RUBBER CO.**  
123 East Street.....111-0000  
456 North Main.....222-0000  
8888 University.....333-0000

**AUTHORIZED DEALERS**

**ROE COMMERCIAL TIRE CENTER**  
444 South Main.....555-1234

**WESTLAND TIRE CENTER**  
9805 Ridge Road.....111-1111

*Field Definitions*

<i>Field</i>	<i>Action</i>
TRANS	Enter G.
TRANS VER	Leave blank.
TRANS ID	Leave blank.
DATE	Enter the date the GPI is sent.
REF DATE	Leave blank.
TO	Box 1: Enter P for Publisher. Box 2: Enter 4-digit Publisher number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter the 6-digit directory number as shown in Rates & Data.
DIR VER	Enter the directory version number as shown in Rates & Data.
STATE	Enter the two-letter state, country or Special Interest abbreviation.
DIRECTORY NAME	Enter the name of the directory as shown in Rates & Data.
PUB DATE	Enter the MMYYYY the directory will publish.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter a 4-digit number unique to the client.
NAT	Enter the national code for this account.
CLIENT NAME	Enter the name of the client.
NAT CLIENT ID #	Leave blank. For future use.
LINE #	Enter a five-digit number for each line entry. Line numbers must be in numeric sequence from low to high.
ACT	Enter "I" for each line to be inserted. Enter "E" on the last line to end the order. Leave blank for advice lines.
ITEM	Enter the trade item code.
CLR, CAT, PR/SF, SP BUYS	Leave blank. For future use.
BAS	Enter the type of trade program, O=Open, B=Combination
DAT	If applicable, enter the one character code representing the advertising data information.
SP INS	If applicable, enter a one, two or three character code representing the special instructions.
ADVERTISING DATA	Enter the data, i.e., name, address, telephone number described in the DAT and SP INS fields.

# General Publishing Information (GPI's)

## Combination Basis

In a Combination based trade program, the national advertiser purchases the trade item, and one or more listings under it. Any other listings authorized by the advertisers are purchased locally and billed on a local contract.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	232545652565845856	07182020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0850	C	0124	001905	00032	AL	THOMASVILLE	112020	
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0124	5678	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I	TM					B	F		GOODYEAR TIRES
00151	I							CE		12456545652321
00200	I							C	01	STORES
00250	I	TBL						N		GOODYEAR TIRE & RUBBER CO
00300	I							A		123 EAST STREET
00350	I							T		313 111-0000
00400	I	TRL						A		456 NORTH MAIN
00450	I							T		313 222-0000
00500	I	TRL						A		8888 UNIVERSITY
00550	I							T		313 333-0000
	E									

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
G	V0002	545652321232322222	07182020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0850	C	0124	001905	00032	AL	THOMASVILLE	112020	
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0124	5678	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I	TM					B	F		GOODYEAR TIRES
00151	I							C	02	AUTHORIZED DEALERS
00600	I							N		ROE COMMERCIAL TIRE CENTER
00650	I							T		313 555-1234
00750	I							N		WESTLAND TIRE CENTER
00800	I							A		9805 RIDGE RD
00850	I							T		313 111-1111

**Purchased by  
and billed to  
National Client**

**Solicited locally  
and billed to  
local outlet**

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NOBODY  
FITS YOU  
LIKE  
GOODYEAR



WHERE TO BUY THEM  
STORES

**GOODYEAR TIRE & RUBBER CO.**  
123 East Street.....111-0000  
456 North Main.....222-0000  
8888 University.....333-0000

**AUTHORIZED DEALERS**

**ROE COMMERCIAL TIRE CENTER**  
444 South Main.....555-1234

**WESTLAND TIRE CENTER**  
9805 Ridge Road.....111-1111



**Point of Contact GPI**

If the national client has provided a specific dealer, agent, franchisee, or a list of authorized companies, this information is listed on the GPI without specific names, addresses or telephone numbers.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
G	V0002	123212321325452221				05152020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0724	C	0111	034567	00089	MI	WYANDOTTE	112020	
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
0111	8790	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00150	I	TM					O	F		GOODYEAR TIRES
00151	I							C	01	AUTHORIZED DEALERS
00600	I							N		BROWN'S TIRE EMPORIUM
00650	I							T		247 345-7891
00750	I							N		MARK'S TIRE STORE
00800	I							A		7892 WESTERN AVE ROMULUS
00850	I							T		247 654-1234
00900	I							C	02	DISTRIBUTORS
00000								A		CONTACT BELOW FOR LIST OF AUTH DISTRIBUTORS
01000	I							N		WILLIAM'S GOODYEAR
01100	I							T		247 456-7812
	E									

# General Publishing Information (GPI's)

## Multiple Headings

One GPI is created if the national client authorizes multiple headings for their agents.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS G	TRANS VER	TRANS ID	DATE	NA-2000						
REFDATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
			05152020							
	P	0840	C	0401	084568	00056	MT			
						MISSOULA	112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0401	2741	A	CHEVROLET SALES & SERVICE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I									AUTOMOBILE DEALERS-NEW CARS
00150	I	TM						O	F	CHEVROLET SALES & SERVICE
00151	I							C	01	MISSOULA
00600	I							N		T J'S AUTO CENTER
00650	I							T		412 645-7891
00750	I							N		SOMERSET CHEVROLET
00800	I							T		412 645-0909
00850	I							C	02	THOMPSON FALLS
00900	I							N		DON MASSEY CHEVROLET
00000								T		321 780-6789
01000	I									AUTOMOBILE DEALERS-USED CARS
01100	I							O	F	CHEVROLET SALES & SERVICE
01200	I							C	01	MISSOULA
01300	I	TN						N		T J'S AUTO CENTER
01400	I							T		412 645-7891
01500	I							N		SOMERSET CHEVROLET
01600	I							T		412 645-0909
01700	I							C	02	THOMPSON FALLS
01800	I							N		DON MASSEY CHEVROLET
01900	I							T		321 780-6789
	E									

**Captions**

Captions appear either on the national order or the GPI for which they apply.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS I	TRANS VER V0002	TRANS ID 11122233355868545	DATE 11292020	NA-2000						
REF DATE	P	TO 0510	FROM C 0400	DIR # 065431	DIR VER 00087	STATE IL	DIRECTORY NAME CHICAGO	PUB DATE 042021		
CMR# 0400	CLIENT # 6882	NAT A	CLIENT NAME MARK IV AIR CONDITIONING					NAT CLIENT ID #		
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AUTOMOBILE AIR CONDITIONING EQUIPMENT
00150	I	TM						B	F	MARK IV AIR CONDITIONING
00151	I								CE	40087678987671
00600	I							C	01	NONE
00650	I	TBL							N	MARK IV CORP
00750	I								A	743 MICHIGAN AVE
00800	I								T	312 781-3456
00850	I							C	03	SALES OFFICE
00900	I	TBL							N	MARK IV CORP
01000	I								A	5446 LAKE SHORE DR
01100	I								T	312 678-8901
E										

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS G	TRANS VER	TRANS ID	DATE 11292020	NA-2000						
REF DATE	P	TO 0510	FROM C 0400	DIR # 065431	DIR VER 00087	STATE IL	DIRECTORY NAME CHICAGO	PUB DATE 042021		
CMR# 0400	CLIENT # 6882	NAT A	CLIENT NAME MARK IV AIR CONDITIONING					NAT CLIENT ID #		
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AUTOMOBILE AIR CONDITIONING EQUIPMENT
00150	I	TM						B	F	MARK IV AIR CONDITIONING
00151	I							C	02	SERVICE
00600	I								N	CICERO SERVICE CENTER
00650	I								T	313 678-9012
00750	I								N	MARK'S SMITH AIR CONDITIONING
00800	I								T	312 881-5456
00850	I							C	04	DEALERS
00900	I								N	ANDONIAN AIR CONDITIONING
01000	I								A	1050 LAKE SHORE DR EVANSTON
01100	I								T	312 786-2314
E										

## General Publishing Information (GPI's)

### Change Order and GPI

If changes to the national order impact the GPI, i.e., deleting a heading, a new GPI will be sent with the changes. In this exhibit, the open trademark, under the heading of Hardware-Retail, is being cancelled. Since an additional open trademark remains, a GPI would also be sent to update the Publisher's local records.

### Standing Order

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			08302020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0650	C 0115	054321	00056	NE	LINCOLN	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0115	6515	A	SNAPPER LAWNMOWERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00600								H		HARDWARE-RETAIL
00610		TM					O	F		SNAPPER LAWNMOWERS
00650									CD	115787656787V2
00900								H		LAWNMOWERS
00950		TM					O	F		SNAPPER LAWNMOWERS
00980									CD	11578765256545
	E									

} Cancel

### Standing GPI

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			05152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0650	C 0115	054321	00056	NE	LINCOLN	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0115	6515	A	SNAPPER LAWNMOWERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		HARDWARE-RETAIL
00150		TM					O	F		SNAPPER LAWNMOWERS
00200									CV	115787656787V2
00300									A	CONTACT WILLIAM RIDER FOR DEALERS 247 456-6712
00900								H		LAWNMOWERS
00925		TM					O	F		SNAPPER LAWNMOWERS
00950									CV	115787656787V3
00975									A	CONTACT JIM SMITH FOR AUTHORIZED DEALERS AT 247
00976									L A	789-5645
	E									

*Change Order and GPI, Cont'd*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000
C	V0002	123254565875465232	10032020	
REF DATE	TO	FROM	DIR #	DIR VER
	P 0650	C 0115	054321	00056
			STATE	DIRECTORY NAME
CMR#	CLIENT #	NAT	CLIENT NAME	PUB DATE
0115	6515			122020
				NAT CLIENT ID #
LINE #	ACT	ITEM	CLR	CAT
				PR/SF
				SP BUYS
				BAS
				DAT
				SPINS
				ADVERTISING DATA
00600	O			
00610	O			
00650	O			
	E			

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000
G			10152020	
REF DATE	TO	FROM	DIR #	DIR VER
	P 0650	C 0115	054321	00056
			STATE	DIRECTORY NAME
			NE	LINCOLN
CMR#	CLIENT #	NAT	CLIENT NAME	PUB DATE
0115	6515	A	SNAPPER LAWNMOWERS	122020
				NAT CLIENT ID #
LINE #	ACT	ITEM	CLR	CAT
				PR/SF
				SP BUYS
				BAS
				DAT
				SPINS
				ADVERTISING DATA
00100	O			
00110	O			
00115	O			
00200	O			
00210	O			
00275	O			
00280	O			
00290	O			
	E			

**Deleting a GPI**

If the need for a GPI is eliminated, i.e., Open or Combination trade program moving to a Closed program, a delete GPI would be sent.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000
E			01292020	
REF DATE	TO	FROM	DIR #	DIR VER
	P 0510	C 0400	065431	00055
			STATE	DIRECTORY NAME
			IL	CHICAGO
CMR#	CLIENT #	NAT	CLIENT NAME	PUB DATE
0400	6882	A	MARK IV AIR CONDITIONING	042020
				NAT CLIENT ID #
LINE #	ACT	ITEM	CLR	CAT
				PR/SF
				SP BUYS
				BAS
				DAT
				SPINS
				ADVERTISING DATA
	E			

## Trademark Infringement

---

### Trademark Infringement

#### *Publisher/CMR Process*

It is incumbent on the local sales force to prevent an unauthorized listing from appearing. If Publishers wish to add a listing(s) and/or caption(s) not appearing on the GPI, Publishers must request authorization by querying the CMR's GPI.

The CMR will check with the national client to determine the disposition of the request. The CMR will respond to the Publisher, giving approval or disapproval for the authorization request.

If authorization is not granted, the Publisher **will not** print the additional listing(s) in the directory. If an unauthorized listing is published in error, the national client can pursue legal action directly with the local dealer, distributor or branch office. In other words, the legal suit will be directed to the "Unauthorized listing(s)" – not the Publisher.

When an unauthorized listing is placed under the national client's trademark/name, we recommend the following steps be taken:

1. The owner of the trademark/name should send a letter to the unauthorized advertiser. A copy of this letter should be copied to the CMR. The contents of the letter should include:
  - When the alleged infringement occurred.
  - Which directory is involved.
  - A description of the trademark/name being infringed upon; a copy of the trademark/name registration showing that the owner of the mark is entitled to its exclusive use.
  - A demand that the advertiser stop the infringement.
2. The CMR, in turn, should forward copies of this letter to the appropriate Publisher for follow-up action. Upon receipt of the letter, the Publisher should discuss the infraction with the advertiser.
3. After discussion with the advertiser, the Publisher should respond to the owner of the trademark/name, or CMR of record, with the outcome of the discussion.
  - A copy of the advertiser's response to the alleged infringement should be sent to the owner of the trademark/name.
  - If the advertiser will not respond, a written statement from the Publisher, affirming there has been no written or oral communication, should be sent to the owner of the trademark/name.
4. If this issue has not been resolved, the trademark/name owner can pursue the matter through a court order and should apprise the Publisher of such action.

**In addition, LSA has been advised that some Publishers are inserting trademarks free of charge without the national client's knowledge. LSA strongly recommends each publishing company ensure the national client, or their CMR, is aware that the trademark is scheduled to appear.**

These steps should serve as a protective measure to safeguard against trademark/name infringements, or obsolete information from appearing, for Publishers adopting this strategy.

***Duplication of Trademarks Under Same Heading***

Normally only one trade item, for the same product, would be accepted under a heading. Occasionally, requests are received to circumvent this policy and identify different types of the same product under one heading.

Using a single finding line, and providing captions to distinguish the different outlets, can usually meet these requests.

For example, instead of separate finding lines for “Alpha Fire Insurance” and “Alpha Life Insurance,” a single finding line “Alpha Insurance” could be used together with captions “Fire Insurance and Life Insurance”.

There may be instances where more than one ad appears under the same heading. For example, Delta Corporation manufactures room air conditioners and industrial air conditioners. Each type of air conditioner has its own division, funds, advertising manager and advertising agency. The headings must distinguish between the two types of air conditioners. If the headings in the directory do not distinguish between the types of air conditioners, a trademark heading “Delta Air Conditioners-Room” with a finding line “Delta Air Conditioners-Industrial” may appear under the same heading.

## Authorized Representatives (Related Sale)

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### Sales to Authorized Representatives (Related Sale)

#### *Definition*

An Authorized Representative is a firm, usually a distributor, dealer, factory outlet, etc. who is authorized to sell or service a national client's product(s).

In addition to being authorized to purchase listings under a national client's Trademark or Trade Name, the Authorized Representative **must** have a separate national Yellow Page program, which identifies their own product or service. Advertising for the national product may be purchased on the same order as their own product advertising or, different orders, if different CMRs are handling the two accounts.

#### *Types of Related Sales*

##### **1. Advertising Purchased by the Authorized Representatives & Client:**

The Trade listings are purchased by one national client to appear under a Trademark, Custom Trademark or Trade Name purchased by another national client who is the owner of the finding line.

##### **2. Advertising Purchased by the Authorized Representatives Only:**

The Trade Name is purchase by an Authorized Representative of the owner of the brand name, and the owner of the brand name is not a national client, or is a national client but not an advertiser in the same directory under the same heading.

**NOTE:** Authorized Reps cannot purchase a national Trademark since they are not the owner of the finding line and cannot control the listings through a GPI.

#### *CMR Responsibilities, Auth Rep & Client Purchased Advertising*

CMRs (A & B) may be the same CMR or different CMRs:

1. CMR "A" places an order from the Auth Rep for a trade listing to appear under CMR B's national trade program. (CMR "B" represents the owner of the finding line.)
2. CMR "A" will prepare a national order **with** an "R" in the SP INS field on the finding line. (Exhibit 1 and 3) This indicates they are placing for the Authorized Representative.
3. CMR "B" prepares a national order with the finding line and **no** "R" code in the SP INS field. (Exhibit 2 and 4) This indicates they are the owner of the finding line.



***Publisher Responsibilities***

Upon receipt of the order from CMR “A,” the Publisher will verify a trade item has been received from CMR “B.”

<i>If</i>	<i>Then</i>
No order exists	Query CMR “A.”
If finding lines don’t agree	Advise CMR “A” to correct order.
If trade program is closed	Query CMR “B” for authorization. CMR “B” may change the trade program to an open or combination basis or, purchase a listing for the Authorized Rep. If a listing is purchased the Publisher would query CMR “A” to cancel their order.
If the trade program is open or combination	Contact CMR “B” for authorization.

## Authorized Representatives (Related Sale)

### CMR A, Exhibit 1

Only the Trade Listing purchased by the Authorized Representative appears on the order. The item and basis code are not required on the Finding Line. The "R" in the SPINS field indicates the Authorized Representative.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	545652321254587854	10152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0912	C 0499	032456	00078	OH	DAYTON	052021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0499	1678	A	CADILLAC PLASTIC CO							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00800	I							H		PLASTICS - PRODUCTS FINISHED - WHOL & MFRS
00850	I							F	R	DUPONT PLASTIC
00900	I	TBL						N		CADILLAC PLASTIC CO
00950	I							A		67 LEMON DR
00975	I							T		937 583-7110
E										

### CMR B, Exhibit 2

CMR B is the **owner** of the Trademark. The item and basis code will appear on this order.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	789854565212325458	08132020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0912	C 0341	032456	00078	OH	DAYTON	052021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0341	1678	A	CADILLAC PLASTIC CO							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00500	I							H		PLASTICS-PRODUCTS FINISHED-WHOL & MFRS
00550	I	TM						O	F	DUPONT PLASTIC
00552	I								CD	34154565898545
E										

The GPI reflects the name and the number of the Authorized Rep shown in Exhibit 1.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
G	V0002	789854565212325477	04022020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0815	C 0341	056786	00078	OH	DAYTON	052021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0341	2378	A	DUPONT CHEMICAL CORP							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00500	I							H		PLASTICS-PRODUCTS FINISHED-WHOL & MFRS
00550	I	TM						O	F	DUPONT PLASTIC
00600	I							N		CADILLAC PLASTIC CO
00700	I							T		248 583-7110
E										

**CMR "A" - Trade Name Authorized Rep**

The basis of an Authorized Rep Trade Name is always a combination basis (B) program. In this situation, CMR "B" handles both the Authorized Rep and the brand name. The "R" in the SPINS field indicates the Authorized Representative.

**Exhibit 3**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
I	V0002	545652321254587833				05032020				
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	NAT CLIENT ID #	
		0948	C 0414	060151	00078	OK	DAYTON	052021		
CMR#	CLIENT #	NAT	CLIENT NAME							
0414	4218	A	METROPLASTICS OF AMERICA							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		PLASTICS - PRODUCTS FINISHED - WHOL & MFRS
00200	I						B	F	R	CELANESE PLASTIC PRODUCTS
00300	I							C	02	DISTRIBUTOR
00400	I	TN						N		METROPLASTICS OF NASHVILLE
00500	I							A		888 W WOLFE RD
00600	I							T		248 678-1560
00700	I	BL						N		METROPLASTICS OF NASHVILLE
00800	I							A		888 W WOLFE RD
00900	I							T		248 678-1560
	E									

## Authorized Representatives (Related Sale)

*CMR "B" - Owner of the Trade Name*

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	545652321254587822.	03012020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0948	C 0414	060151	00078	OK	OKLAHOMA CITY	082020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0414	1100	A	CELANESE CORP							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		PLASTICS - PRODUCTS FINISHED - WHOL & MFRS
00200	I						B	F		CELANESE PLASTIC PRODUCTS
00300	I							C	01	BRANCH OFFICE
00400	I	TN						N		CELANESE CORP
00500	I							A		6341 OAKLAND BLVD
00600	I							T		248 362-7862
	E									

The GPI reflects the name and telephone number of the Authorized Rep reflected in Exhibit 3

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	5456523212545878211	03012020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0948	C 0414	060151	00078	OK	OKLAHOMA CITY	082020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0414	1100	A	CELANESE CORP							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		PLASTICS - PRODUCTS FINISHED - WHOL & MFRS
00200	I						B	F		CELANESE PLASTIC PRODUCTS
00300	I							C	02	DISTRIBUTOR
00400	I	TN						N		METROPLASTICS OF NASHVILLE
00500	I							T		248 678-1560
	E									

***CMR Responsibilities, Advertising Purchased by Authorized Rep Only***

If the CMR who is representing the Authorized Representative, (CMR “A”), wants to place a Trade Name, they will place the national order with an “R” in the SP INS field indicates the Authorized Representative. NOTE: The authorized rep cannot purchase a national trade, because they are not the owner of the Finding Line. The trade program purchased for the authorized rep is always a combination (B) basis. More than one CMR can purchase trade listings as an authorized rep for a particular brand name. A duly authorized rep, even though they are a national client, cannot preclude the use of the Finding Line by another duly authorized rep who purchased local or national listings under the same Finding Line in the same directory.

**CMR A**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS I	TRANS VER V0002	TRANS ID 8888999955566666	DATE 08132020	NA-2000						
REF DATE	P TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0912	C 0341	045231	00078	OH	COLUMBUS	032021			
CMR# 0341	CLIENT# 4218	NAT A	CLIENT NAME METROPLASTICS OF AMERICA				NAT CLIENT ID #			
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00500	I							H		PLASTICS-PRODUCTS FINISHED-WHOL & MFRS
00550	I						B	F	R	CELANESE PLASTIC PRODUCTS
00552	I							C	02	DISTRIBUTOR
00560	I	TN						N		METROPLASTICS OF COLUMBUS
00575	I							A		888 W WOLFE RD
00580	I							T		812 675-9876

***Publisher Responsibilities***

Upon receipt of the Trade Name from CMR “A,” the Publisher will verify a trade item has been received from CMR “B.”

<i>If</i>	<i>Then</i>
No order exists	Query CMR “B.”
If finding lines don’t agree	Advise CMR “A” to correct order, if discrepancies exist.
If a subsequent Trade Name is placed by the owner of the finding line (CMR “B)	Order for CMR “B” takes precedence over the order placed by CMR “A.” The Publisher will query CMR “A” to cancel their order.
If an order has not been placed by the owner of the Finding Line (CMR B)	Query CMR “B” for authorization. CMR “B” needs to change the trade program from closed to a combination basis or purchase a listing for the Authorized Rep on the closed national order.

## Authorized Representatives (Related Sale)

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Internet Advertising*

#### Section 07.0

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## Internet Advertising

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## Internet Advertising

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NOTES

**Internet Buy**

**Internet Rates**

The rates for Internet directories appear under the focus code of Electronic Directories in the Rates & Data products.

**Ordering, Internet Only**

Each Internet directory has a unique directory code number for placing advertising. A new order must be sent for every Internet buy, as Publishers currently do not maintain Internet orders in their system.

The Pub Date field is the month and year (MMYYYY) the advertising should start. If ordering for a specific time period, i.e., 3-weeks, 1 month or by number of hits, an advice line follows the last line of the item ordered.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	545652123254565878	03292020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0768	C	0300	086545	00089	IT DALLAS	052020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0300	8769	A	AMERICAN AIRLINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AIRLINES
00105	I	QCI						N		AMERICAN AIRLINES
00131	I							CE		3005456587AA2
00140	I							A		DALLAS FT WORTH AIRPORT
00500	I							T		800 345-1000
00525	I	URL						N		WWW.AMERICANAIRLINES.COM
00550	I							A	L	
00575	I							T	L	
00580	I							A		START ADVERTISING MAY 1 2020 STOP MAY 31 2020
10000	I							H		TRAVEL
10100	I	TMI					C	F		AMERICAN AIRLINES
10105	I							CE		300123432123TM
10150	I	URL						N		WWW.AMERICANAIRLINES.COM
10200	I							A	L	
10225	I							T		800 456-8978
10230	I							A		RUN ADVERTISING FOR 2000 HITS
	E									

IT for Internet

Month advertising starts

## Internet Advertising

### *Internet Buy, No Heading*

If a heading is not applicable to the type of Internet advertising ordered, i.e., banner ad, the heading of "Internet" is used.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	545652123254565876	10102020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0836	C 0100	086545	00090	IT	DALLAS	112020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0100	6777	A	BARNES & NOBLE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		INTERNET
00150	I	IB3						N		BARNES & NOBLE
00153	I							CE		10023254565878
00175	I							A		WWW.BARNESNOBLE.COM
00200	I							T	L	
	E									

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Pay-Per-Call*

#### Section 07.1

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## Pay-Per-Call

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## Pay-Per-Call

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NOTES



## Pay-Per-Call (PPC)

### ***Definition***

Pay-Per-Call (PPC) advertising is a model allowing advertisers to pay only for qualified inbound phone calls. Due to the volume of orders, it is highly recommended that both CMRs and Publishers use the LSA ELITE™ Graphic Module and the Copy Reuse (CR) SP INS field in placing PPC advertising.

### ***Placing Advertising for Pay-Per-Call***

1. CMR contacts the publisher to discuss headings and directories to be used, establish the duration of the call and to receive instructions on how to place the PPC.
2. A new client number should always be created strictly for the PPC advertising to separate it from the current standing order.
3. All artwork should be preapproved.

### ***Items Not Allowed (Varies by Publisher)***

- Vanity numbers
- URLs
- “.com” names
- Lead aggregators

### ***Ordering***

1. Since there are no adjustments on Pay Per Call - the CMR must verify that the phone number entered on the order is the valid number provided by the Publisher prior to submission on LSA ELITE™.
2. The CMR should send one order with a “CE” (Copy LSA ELITE™) on the artwork line, wait for the SAC and RAC to be returned, test the telephone number by calling it to validate that it is correct prior to sending all the remaining orders with “CR” (Copy Reuse) to the publisher.
3. Deletions - CMR would send a “D” transaction on LSA ELITE™ and a written notification to the Publisher including the phone number for the deletion.

### ***PPC Billing***

CMR will receive an invoice, cover bill and tear page, with the rate of \$0.00. Subsequently, each month an Invoice Summary Statement (ISS) will be sent with the CMR/Client # and the associated charges. The CMR will be instructed by the Publisher on how to obtain supporting information to substantiate the charges.

### ***PPC Transfers***

Pay-Per-Call is a separate contract with a separate client number. It is up to the CMRs whether or not PPC will be part of the transfer process.

## Pay-Per-Call

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Advice Transaction "A"*

#### Section 08.0

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## Advice Transaction

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## Advice Transaction

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NOTES

## Advice Transaction “A”

### *Definition*

An advice is issued whenever a Publisher makes a change to a CMR order that does not interfere with the Publisher’s ability to publish or continue processing the advertising for the current issue. Advices alert the CMR that a change has been made to both the Publisher and LSA ELITE™ systems.

**NOTE: If an advice and query condition exists on the same order, the query condition takes precedence and a “Q” transaction would be issued. If an item code is no longer being offered or needs to be changed, a query would be sent; an advice is not acceptable. (See Query Section)**

### *Time Frames*

Advices should be issued as soon as a change is made to a transaction. All advices should reach the CMR no later than the current issue directory close date, or in time for the CMR to effect a change for the current issue.

CMRs must respond to all advices by the current issue directory close date, or within seven calendar days of receipt, for those advices issued after directory close.

Late order approval is not required for advice responses; however, only information previously advised may be included on the advice response, unless new lines are required to respond to the advice.

### *LSA ELITE™*

Standing orders in the LSA ELITE™ database are updated with advice information received from the Publisher.

Every advice is “flagged” in the database at the line level. CMRs must respond to every advice confirming their agreement with the Publisher change and removing the “flag” from the database or changing the advised line.

When a directory “rolls over” to the next issue, advice flags will roll; however, a CMR cannot make any changes for the next issue until all advice “flags” have been removed. After rollover, advices must be cleared using the current directory version number shown in LSA Rates & Data™. Change activity and the clearing of outstanding advice flags can appear on the same transaction.

## Advice Transaction

---

### *Publisher Instructions*

1. Issue an advice for any/all changes made to the CMR order allowing the CMR time to respond for the current issue.
2. Enter an “A” in the SP INS field on every line advised. When additional characters are in the SP INS field, the “A” is always the last character.
3. If the change made affects billing enter “BA” in the SP INS field to alert the CMR that billing is impacted.
4. Update all internal records to reflect the changes.

### *Graphic Minor Edits*

When the AWT matches the order but the artwork has a minor edit (an abbreviation such as St. for Street), the publisher will print the graphic as received and will not advise the CMR for the minor edit.



***CMR Instructions***

CMRs must respond to all advices, even if they agree with the Publisher’s changes. The following rules apply for responses:

<i>If:</i>	<i>Then:</i>
CMR <b>agrees</b> with <b>all</b> changes	<ol style="list-style-type: none"> <li>1. Send a “C” transaction to LSA ELITE™</li> <li>2. Enter the date of the advice in the REF DATE field</li> <li>3. Enter an “F” in the ACT field and all additional information on the advised line</li> <li>4. Transmit the order to LSA ELITE™</li> <li>5. Update all internal records to agree with the changes</li> </ol>
CMR <b>disagrees</b> with <b>all</b> changes	<ol style="list-style-type: none"> <li>1. Send a “C” transaction to LSA ELITE™</li> <li>2. Enter the date of the advice in the REF DATE field</li> <li>3. Enter every line number advised with either an “R” (replace), “O” (omit) or “I” (insert) in the ACT field</li> <li>4. Transmit order to Publisher</li> <li>5. Update all internal records to agree with the changes</li> </ol>
CMR agrees with some changes and disagrees with others	<ol style="list-style-type: none"> <li>1. Send a “C” transaction to LSA ELITE™</li> <li>2. Enter the date of the advice in the REF DATE field</li> <li>3. Enter an “F” in the ACT field for every line in agreement</li> <li>4. Enter an “O”, “R” or “I” (if inserting data) in the ACT field for every line disagreed with</li> <li>5. Transmit order to Publisher</li> <li>6. Update all internal records to agree with the changes</li> </ol>

**NOTE: The “F” ACT code removes the flag from the LSA ELITE™ database without forwarding changes to the Publisher. The Publisher updated their records when they issued the advice to the CMR; therefore, it is imperative if the CMR agrees with the change they use the “F” ACT code to remove the flag.**

***Advice Response After Directory Close Date***

Late order approval is not required in advice responses because the LSA ELITE™ database has flagged each line per the Publisher’s advice. LSA ELITE™ will process the response if:

- The REF DATE field is populated and
- Lines transmitted have an advice flag on the standing order

***Common Advice Conditions***

Advice conditions are not limited to the following; however, this list reflects the most common advice conditions.

- |   |   |
|---|---|
| 1. Incorrect abbreviations                                  | 6. Misspelled words                                   |
| 2. Missing area code (area codes are required on the order) | 7. Omit address or telephone number cannot be honored |
| 3. Missing basis code for TM or TN                          | 8. Set as Shown cannot be honored                     |
| 4. Heading invalid, alphabetical sequence not affected      | 9. Set in Sequence cannot be honored                  |
| 5. Listings do not agree with the Business Office records   |   |

# Advice Transaction

## Advice Transaction - Form Preparation for Publisher

*Order Received From CMR*

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
I	V0002	45652123222111121		10172020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	C	0345	065745	00012	MT BUTTE	022021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0345	8766	A	TRANE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		FURNACE EQUIPMENT & SUPPLIES
00125	I	DQC						N		TRANE FURNACES
00200	I							CE		345212321232TF
00250	I							A		6789 MOORE ST
00300	I							T		706 345-5678
00400	I	ABLN						N		TRANE FURNACES
00500	I							A		6789 MOORE ST
00600	I							T		706 345-5678
	E									

### *Publisher Advice*

The Publisher does not offer the heading reflected on the national order and their advice records show Moore as an Avenue not Street.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
A	V0002	789878887779656000		10222020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10172020	C	P	0345	0555	065745	00012	022021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0345	8766									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H	A	FURNACES RETAIL
00250								A	A	6789 MOORE AVE
00500								A	A	6789 MOORE AVE
	E									

<i>Field</i>	<i>Action</i>
TRANS	Enter A.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Enter the date of the order being advised.
TO	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
FROM	Box 1: Enter P for Publisher. Box 2: Enter 4-digit Publisher code number.
DIR #	Enter the 6-digit directory number shown in LSA Rates & Data™.
DIR VER	Enter the directory version number shown in LSA Rates & Data™.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter the MMYYYY the directory will publish.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter a 4-digit number unique to the client.
NAT	Leave blank.
CLIENT NAME	Leave blank.
NAT CLIENT ID #	Leave blank. For future use.
LINE #	Enter any/all line numbers being advised or any five zero advice lines.
ACT	Leave blank.
ITEM	If advising on item code enter code, otherwise leave blank.
CLR, CAT, PR/SF, SP BUYS	Leave blank. For future use.
BAS	If applicable, enter basis code, otherwise leave blank.
DAT	Enter any applicable data code.
SP INS	Enter A for advice.
ADVERTISING DATA	Enter the changed information.

## Advice Transaction

### Advice Transaction - Form Preparation for CMR Response

#### *CMR Response*

CMR verifies the changed heading and client's address. All changes are updated or confirmed in LSA ELITE™; but only the address changes are transmitted to the Publisher.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
C	V0002	545658789565456545				10282020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
10222020	C 0345	P 0555	065745	00012				022021		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0345	8766									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	F							H		FURNACES RETAIL } CMR agrees with this change
00250	R							A		6789 MOORE ST } CMR disagrees with this change
00500	R							A		6789 MOORE ST }
00000								A		WP-3235 SENT 10282020

<i>Field</i>	<i>Action</i>
TRANS	Enter C.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Enter the date of the advice being responded to.
TO	Box 1: Enter P for Publisher. Box 2: Enter 4-digit publisher code number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter the 6-digit directory number shown in LSA Rates & Data™.
DIR VER	Enter the directory version number shown in LSA Rates & Data™.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter the MMYYYY the directory will publish.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter a 4-digit number unique to the client.
NAT	Leave blank.
CLIENT NAME	Leave blank.
NAT CLIENT ID #	Leave blank. For future use.
LINE #	Enter any/all line numbers being advised or any five zero advice lines.
ACT	Enter “F”, if agreeing with change. “R” (replace) if changing information, “O” (omit) or “I” (insert).
ITEM	Enter any applicable item codes.
CLR, CAT, PR/SF, SP BUYS	Leave blank. For future use.
BAS	If applicable, enter basis code, otherwise leave blank.
DAT	Enter any applicable data codes.
SP INS	Enter any applicable SP INS codes.
ADVERTISING DATA	Enter the applicable advertising data information.

# Advice Transaction

## Advice Exhibits

### *Address Line Invalid*

Business Office records show a different client address than what appears on the CMR order.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	444565545652323222	05152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0724	C	0412	123412	00058	AR	LITTLE ROCK	112020	
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0412	7689	A	AMERICAN STANDARD							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		FURNACES-HEATING
00150	I	TM					C	F		AMERICAN STANDARD FURNACES
00175	I							CE		41278672345321
00200	I							C	01	DISTRIBUTORS
00250	I	TBLN						N		ALLEN & WESTER
00300	I							A		2600 CLAYTON
00350	I							T		248 375-2898
	E									

## Publisher Advice

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	444565545652323000	06152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05152020	C	0412	P	0724	123412	00058	AR	LITTLE ROCK	112020	
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0412	7689	A	AMERICAN STANDARD							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00300	I							A	A	2650 CLAYTON
	E									

**CMR Response, Agreeing with Advice**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
C	V0002	545689785465232123				06192020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
06152020	P	0724	C 0412	123412	00058			112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0412	7689									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00300	F							A		2650 CLAYTON
	E									

**CMR Response, Disagreeing with Advice**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
C	V0002	545689785465232100				06192020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
06152020	P	0724	C 0412	123412	00058			112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0412	7689									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00300	R							A		2600 CLAYTON
00000								A		WP-3235 SENT ON 06192020
	E									

## Advice Transaction

### Omit Address

The CMR has requested that an address line be omitted, but the Publisher cannot comply with this request.

### Standing Order

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
I	V0002	123254658254565123				09202020				
0214	P	0900	C	0214	321456	00066	UT	PROVO		122020
0214	6734	A	ARTIC CAT							
00100	I							H		SNOWMOBILES
00125	I	BL						N		ARTIC CAT
00150	I	EL								READY TO RIDE
00175	I							A	L	
00200	I							T		800 451-7865
00250	I	RL						A		3212 PRIDE LANE
00275	I							T		712 453-7800
E										

### Publisher Advice

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
A	V0002	545658987586589565				10012020				
09202020	C	0214	P	0900	321456	00066				
0214	6734									
00175								A	A	87 AVALANCHE WAY
E										



**CMR Response, Agrees with Change**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	121234326765789000	10032020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10012020	P 0900	C 0214	321456	00066			122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0214	6734									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00175	F							A		87 AVALANCHE WAY
	E									

**CMR Response, Disagrees with Change**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	121234326765789000	10032020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10012020	P 0900	C 0214	321456	00066			122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0214	6734									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00175	R							A	L	
00000								A		WP-3235 SENT 10032020 TO OMIT ADDRESS
	E									

# Advice Transaction

## Set in Sequence Cannot Be Honored

If the Publisher cannot honor Set in Sequence, they would advise on the specific lines affected.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	878985456545254658	05162020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0724	C 0500	034593	00044	MI	DETROIT	112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0500	5678	A	NORTHWEST AIRLINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AIRLINE COMPANIES
00125	I	TM					C	F		NORTHWEST AIRLINES
00200	I							CE		500789654587NW
00250	I							C	01	TERMINALS
00300	I	TBL						N	P	MIDDLEBELT TERMINAL
00350	I							A	P	3400 MIDDLEBELT RD
00400	I							T	P	732 456-7800
00425	I	TBL						N	P	MERRIMAN TERMINAL
00450	I							A	P	671 MERRIMAN
00500	I							T	P	810 234-5600
00570	I	TBL						N		ROMULUS TERMINAL
00590	I							A		7892 AIRPORT WAY
00600	I							T		810 432-7609
00900	I							H		CARGO SERVICE
00925	I	DQC						N		NORTHWEST AIRLINES
00928	I							CE		50054565878984
00975	I							A		678 BRADLEY
01000	I							T		800 225-2525
01050	I	ABL						N		NORTHWEST AIRLINES
01100	I							A		678 BRADLEY
01200	I							T		800 225-2525
	E									

"P" in SP INS field indicates to Set in Sequence

**Publisher Advice**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	456521325456587854	05202020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05162020	C 0500	P 0724	034593	00044	MI	DETROIT	112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0500	5678									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	SET IN SEQUENCE CANNOT BE HONORED
00300									N A	MERRIMAN TERMINAL
00350									A A	671 MERRIMAN
00400									T A	810 234-5600
00425									N A	MIDDLEBELT TERMINAL
00450									A A	3400 MIDDLEBELT RD
00500									T A	732 456-7800
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	878985456523215456	05222020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05202020	P 0724	C 0500	034593	00044	MI	DETROIT	112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0500	5678									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00300	F								N	MERRIMAN TERMINAL
00350	F								A	671 MERRIMAN
00400	F								T	810 234-5600
00425	F								N	MIDDLEBELT TERMINAL
00450	F								A	3400 MIDDLEBELT RD
00500	F								T	732 456-7800
	E									

## Advice Transaction

### Set as Shown Cannot Be Honored, Line Level

The CMR is requesting the Publisher print the area code. The Publisher cannot honor this request as the directory covers only one area code and area codes are suppressed.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	456523212322112321	02222020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
0111	0724	0111	654121	00065			062020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0111	2312									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00700	I	TBL						N		SAMUEL'S QUIK PRINT
00725	I							A		3456 CLEARWOOD
00735	I							T	S	312 789-3400
00800	I	TBL						N		WILLIAM'S PRINTING
00825	I							A		7812 RYAN
00840	I							T	S	312 450-1222
	E									

### Publisher Advice

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	111232325465845362	03012020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
02222020	C	0111	0724	654121	00065		062020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0111	2312									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000								A		SAS WILL NOT BE HONORED AREA CODE CAN'T PRINT
00735								T	A	312 789-3400
00840								T	A	312 450-1222
	E									

### CMR Response

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	111123256523212321	03172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
03012020	P	0724	0111	654121	00065		062020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0111	2312									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00735	F							T		312 789-3400
00840	F							T		312 450-1222
	E									

**Basis Code Omitted or Invalid**

The basis code was not included on the order, listing information was included, and a GPI was not faxed to the Publisher. Therefore, the Publisher will assume this is a closed basis program and advise the CMR.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	456545655566332211	02142020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
0498	P 0510	C 0498	218857	00066	CA	STOCKTON	062020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0498	2933	A	XEROX DUPLICATING MACHINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		DUPLICATING MACHINES & SUPPLIES
00125	I	TM						F		XEROX DUPLICATING MACHINES
00150	I							CE		49876787654321
00175	I							C	01	SALES & SERVICE
00200	I	TBLN						N		XEROX CORPORATION
00225	I							A		6405 METCALF AVE
00250	I							T		202 362-3800
00350	I	TRL						A		7832 WILSON
00400	I							T		202 362-7643
	E									

**Publisher Advice**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	7898589856565555	02252020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
02142020	C 0498	P 0510	218857	00066			062020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0498	2933									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00125		TM					C	F	A	XEROX DUPLICATING MACHINES
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	232222333565232585	02282020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
02252020	P 0510	C 0498	218857	00066			062020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0498	2933									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00125	F	TM					C	F		XEROX DUPLICATING MACHINES
	E									

## Advice Transaction

### Caption Invalid

Publisher has issued an advice to remove “Snapper” from the caption, as internal procedures do not allow a Brand Name as part of the caption data.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	111167543890001000	04172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
0610		0300	342156	00066			062020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0300	7612									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00600	I							H		HARDWARD-RETAIL
00625	I						C	F		SNAPPER LAWN MOWERS
00650	I							C	01	AUTHORIZED SNAPPER DISTRIBUTOR
00675	I	TN						N		ACE HARDWARE
00725	I							A		16 NORTHFIELD PKWY
00750	I							T		248 234-8912
	E									

### Publisher Advice

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	456587898788778898	04252020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
04172020		0610	342156	00066			062020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0300	7612									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00650								C	01A	AUTHORIZED DISTRIBUTOR
	E									

### CMR Response

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	232565232233221121	04292020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
04252020		0610	342156	00066			062020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0300	7612									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00650	F							C	01	AUTHORIZED DISTRIBUTOR
	E									

**Caption Numbering is Invalid**

The order received has two captions with the same numeric identifier.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	456589850265032021	07172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
07172020			0333	546790	00012	KS KANSAS CITY	112020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0333	7900	A	HONEYWELL CONTROL SYSTEMS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		CONTROL SYSTEMS & REGULATORS
00125	I	TM						C	F	HONEYWELL CONTROL SYSTEMS
00130	I								CE	333678987656H1
00135	I							C	01	WHOLESALEERS
00200	I	TBL						N		HESTER-BRADLEY INC
00225	I							A		2835 WASHINGTON AVE
00250	I							T		414 371-3100
00500	I							C	02	AUTHORIZED DISTRIBUTORS
00524	I	TBL						N	SP	r e q CONTROLS
00550	I							A		1430 BAUER
00575	I							T		414 993-5810
00800	I							C	02	CONSULTANTS
00850	I	TBL						N		CONTROL CONSULTANTS & SUPPLY CO
00855	I							A		3410 HAMPTON
00875	I							T		414 647-3480
	E									

**Publisher Advice**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	565232501254021232	07192020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
07172020			0333	546790	00012		112020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0333	7900									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00800								C	03A	CONSULTANTS
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	12302325032532032	07212020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
07192020			0333	546790	00012		112020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0333	7900									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00800	F							C	03	CONSULTANTS
	E									

## Advice Transaction

### Listed Name Change, Alpha Sequence Not Affected

The Publisher has a different listing name on their internal records. Since alphabetical sequencing is not affected, they will advise the CMR.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	232100000212325605	05122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0520	C 0198	104565				082020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0198	6512									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00700	I	TBL						N		FITZPATRICK & WALKER
00750	I							A		56478 WARREN
00800	I							T		432 567-9000
	E									

### Publisher Advice

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	231200000021565898	05152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05122020	C 0198	P 0520	104565				082020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0198	6512									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00700	I	TBL						N	A	FITZGERALD & WALKER
	E									

### CMR Response

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	4565879850265032023	05182020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05152020	C 0198	P 0520	104565				082020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0198	6512									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00700	F	TBL						N		FITZGERALD & WALKER
	E									



**Heading Change, Alpha Sequence Not Affected**

The Publisher does not offer the heading of Copying Machines & Supplies, but they offer Copying Equipment. Since alphabetical sequencing is not affected, they will advise the CMR.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000
C	V0002	789808546505465212	08302020	
REF DATE	TO	FROM	DIR #	DIR VER
	P	0911	C	0401
			345612	00056
			STATE	DIRECTORY NAME
CMR#	CLIENT #	NAT	CLIENT NAME	PUB DATE
0401	2314			012021
				NAT CLIENT ID #
LINE #	ACT	ITEM	CLR	CAT
				PR/SF
				SP BUYS
				BAS
				DAT
				SPINS
				ADVERTISING DATA
00800	I			
				H
				COPYING MACHINES & SUPPLIES
00825	I	BL		
				N
				PITNEY BOWES
00850	I			
				A
				3123 METCALF
00876	I			
				T
				414 325-8909
	E			

**Publisher Advice**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000
A	V0002	789808546505465212	09032020	
REF DATE	TO	FROM	DIR #	DIR VER
08302020	C	0401	P	0911
			345612	00056
			STATE	DIRECTORY NAME
CMR#	CLIENT #	NAT	CLIENT NAME	PUB DATE
0401	2314			012021
				NAT CLIENT ID #
LINE #	ACT	ITEM	CLR	CAT
				PR/SF
				SP BUYS
				BAS
				DAT
				SPINS
				ADVERTISING DATA
00800				
				H
				A
				COPYING EQUIPMENT
	E			

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000
C	V0002	789806505050632020	09072020	
REF DATE	TO	FROM	DIR #	DIR VER
09032020	P	0911	C	0401
			345612	00056
			STATE	DIRECTORY NAME
CMR#	CLIENT #	NAT	CLIENT NAME	PUB DATE
0401	2314			012021
				NAT CLIENT ID #
LINE #	ACT	ITEM	CLR	CAT
				PR/SF
				SP BUYS
				BAS
				DAT
				SPINS
				ADVERTISING DATA
00800	F			
				H
				COPYING EQUIPMENT
	E			

# Advice Transaction

## Area Code Missing

Area codes are required on the national order, even though it is the Publisher's prerogative whether to print the area code in the directory. The Publisher would advise the CMR to add the missing area code. (This would be a query situation if artwork was involved.)

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	568985458708540540	08172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
08172020	P 0789	C 0039	345678	00056	MI	LANSING	122020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0039	6741	A	MERCURY PAINTS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		PAINT RETAIL
00125	I	4HS						N		MERCURY PAINTS
00150	I							CP		03978675645321
00175	I							A		2345 MAIN ST
00200	I							T		456-7812
	E									

## Publisher Advice

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	123021320232021212	08252020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
08172020	C 0039	P 0789	345678	00056			122020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0039	6741									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00200								T	A	617 456-7812
	E									

## CMR Response

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	456051250212325456	08302020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
08252020	P 0789	C 0039	345678	00056			122020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0039	6741									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00200	F							T		617 456-7812
	E									

**Area Code Split or Change**

If an area code splits or needs changing, the Publisher would advise the national order, in addition to sending out an ELINC.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			10172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
0142	0521	0142	163546	00078	MS	BILOXI	032021			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0142	7812	A	SEA RAY MARINE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		WHITE PAGES
00140		WBLN						N		SEA RAY MARINE
00150								A		8769 OCEAN VIEW
00160								T		228 456-9812
00800								H		BOATS RETAIL
00850		6HS						N		SEA RAY MARINE
00900								CP		14276876565432
00950								A		8769 OCEAN VIEW
01000								T		228 456-9812

**Publisher Advice**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			10202020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10172020	0142	0521	163546	00077	MS	BILOXI	032021			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0142	7812	A	SEA RAY MARINE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00160								T	A	432 456-9812
00000								A		AREA CODE SPLIT
01000								T	A	432 456-9812
00000								A		AREA CODE SPLIT

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			10262020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10202020	0521	0142	163546	00077			032021			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0142	7812									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00160	F							T		432 456-9812
01000	F							T		432 456-9812

# Advice Transaction

## Telephone Number on AWT Does Not Match Order

If the telephone number on the national order, graphic file, or disk match, but the Artwork Transmittal does not match, the order would be advised.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	878956548780212325	02072020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0724	C 0331	035076	00077	MI	FLINT AREA	052020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0331	4625	A	AVIS RENT-A-CAR							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AUTOMOBILES
00150	I	BL						N		AVIS RENT-A-CAR
00200	I							A		1516 DORT HWY
00800	I							T		517 234-9791
00850	I							H		AUTOMOBILE RENTING & LEASING
00855	I	DQC						N		AVIS RENT-A-CAR
00900	I							CE		331786596543AV
01000	I							A		1516 DORT HWY
01050	I							T		517 234-9791
01100	I	ABL						N		AVIS RENT-A-CAR
01150	I							A		1516 DORT HWY
01200	I							T		517 234-9791
	E									

### Artwork Transmittal file

HD1AV0001331786596543AV P0724C0331035076 FLINT AREA05202003302020503314625  
 HD2AVIS RENT-A-CAR 517 678-9012  
 AUTOMOBILE-USED CAR SALES AVIS RENT-A-CAR  
 HD3DQC 24.2515.25H  
 NYNNELLEN BARON 212 345-9802  
 E

**Publisher Advice**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	545623215213250100	02152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
02072020	C	0331 P 0724	035076	00077			052020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0331	4625									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
01000								T		517 234-9791
00000								A		AWT TELEPHONE NUMBER DOES NOT MATCH ORDER
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	789854565202102012	02172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
02152020	P	0724 C 0331	035076	00077			052020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0331	4625									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000								A		NEW AWT SENT 02172020
01000	F							T		517 234-9791
	E									

# Advice Transaction

## *YAL Cannot Be Honored By Publisher*

If the Publisher cannot honor the CMRs request to print the listings differently than established with the business office, they will advise the CMR indicating how the listing will print.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	545213250120121254	09072020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0911	C 0401	035077	00078	VA	RICHMOND	012021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0401	2314	A	AMERICAN FAMILY INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00700	I							H		INSURANCE
00725	I	TM					C	F		AMERICAN FAMILY INSURANCE
00750	I							CE		401676547543AF
00790	I							C	01	AGENTS
00850	I	TBLN						N		AMERICAN FAMILY INSURANCE COMPANIES
00875	I							A		41 BURBANK
00890	I							T		323 353-3360
01000	I	TRL						N	Y	WILLIAM'S INSURANCE
01050	I							A		1516 WEBSTER
01075	I							T		323 670-8901
01100	I	TRL						N	Y	YOUNG INSURANCE AGENCY
01150	I							A		59 LAKESIDE BLVD
01200	I							T		412 678-5462
	E									

**Publisher Advice**

The Publisher will advise the CMR that the listings will be printed in accordance with business office records.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
A	V0002	123254650560502320				09202020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
09072020	C	0401	P	0911	035077	00078		012021		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0401	2314									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
01000		TRL						N	A	WILLIAM'S AMERICAN FAMILY INSURANCE AGCY
00000									A	YAL CANNOT BE HONORED ON LINE 01000
01100		TRL						A	A	YOUNG'S AMERICAN FAMILY INSURANCE AGCY
00000									A	YAL CANNOT BE HONORED ON LINE 01100
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
C	V0002	789545658789854565				09282020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
09202020	P	0911	C	0401	035077	00078		012021		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0401	2314									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
01000	F	TRL						N		WILLIAM'S AMERICAN FAMILY INSURANCE AGCY
01100	F	TRL						N		YOUNG'S AMERICAN FAMILY INSURANCE AGCY
	E									

## Advice Transaction

### *YAL Advice, Listing Not Changed*

A Publisher may choose to advise on a “Y” listing, without changing the listing. If they choose to do this, then:

- a five zero advice line “FYI-YAL Condition” (for your information only) is entered on the advice line.
- the publisher **will not update** their records to agree with the advice. The advice is alerting the CMR that the publisher is aware of a change to the information submitted; however, the advertising will print as originally sent. If the CMR wants the information to agree with the publisher’s advice, they must send a change order to affect the publisher’s records.

The publisher will continue to print the advertising with the telephone number 212 783-7120. They are alerting the CMR that publishing records indicate this is a disconnected telephone number.

**Note: Publishers will be responsible if they remove or change information on the “Y” listing to agree with the FYI advice.**

### Publisher Response

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	666546789876543000	05092020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05072020	C	0100	P	0520	098898	00045	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0100	5678									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10250								T	A	212 783-7120
00000									A	FYI YAL CONDITION TELEPHONE # DISCONNECT
	E									

### CMR Response

The CMR will respond to confirm the advice in ELITE.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	789854565456523200	05122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05092020	P	0520	C	0100	098898	00045	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0100	5678									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10250	F							T		212 783-7120
	E									



***Incorrect Pub Date On Order***

An advice would be sent to the CMR if the pub date on the order is incorrect.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
I	V0002	123210212520212021		08152020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0724	C 0412	123412	00089	AR LITTLE ROCK	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0412	5468	A	AMERICAN STANDARD							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		FURNACES-HEATING
00200	I	TM					C	F		AMERICAN STANDARD FURNACES
00300	I							CE		41258798546545
00400	I							C	01	DISTRIBUTORS
00500	I	TBLN						N		ALLEN & WEBSTER
00600	I							A		2600 CLAYTON
00700	I							T		248 375-2898
	E									

**Publisher Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
A	V0002	545658789854521230		08242020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
08152020	C	0412	P 0724	123412	00089		112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0412	5468									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	HDR CHANGE PUB DATE CORRECTED TO 112020
	E									

**CMR Responsibilities**

After receiving the above advice, the CMR only updates their internal system. A response is not required to update LSA ELITE™ as it is updated via the LSA Rates & Data™ upload, and an advice flag is **NOT** set on the header.

# Advice Transaction

## Item Code Invalid

If an item code is changed, or no longer offered, the Publisher could advise the CMR if:

1. The new item code is listed in LSA Rates & Data™ and
2. The Publisher is changing the item to the minimum, or least expensive, item now available.

**Note: A Publisher may choose to query and not advise this situation.**

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
I	V0002	123254560100002012		11172020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0815	C	0100	043561	00023 OH	DAYTON	052021		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0100	6712	A	DELL CORP							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		COMPTUERS-DEALERS
00150	I	CTM					C	F		DELL COMPUTERS
00155	I								CE	10076565434212
00160	I	TRL						N		AB ELECTRONICS
00175	I							A		24618 WESTERN AV
00200	I							T		937 344-8111
00800	I	TRL						N		MIDDLETON ELECTRONICS
00825	I							A		3331 KETTERING
00850	I							T		937 344-6713
	E									

*Item Code Invalid, Cont'd*

**Publisher Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
A	V0002	456213212320000120	11192020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
11172020	C	0100	P 0815	043561	00023		052021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0100	6712									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00160		TSL						N	BA	AB ELECTRONICS
00800		TSL						N	BA	MIDDLETON ELECTRONICS
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	123201232012001210	12152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
11192020	P	0815	C 0100	043561	00023		052021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0100	6712									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00160	F	TSL						N		AB ELECTRONICS
00800	F	TSL						N		MIDDLETON ELECTRONICS
	E									

## Advice Transaction

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### ***Change Transaction “C”***

#### Section 09.0

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## Change Orders

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## Change Orders

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NOTES



## Change Transaction “C”

### *Definition*

A Change Order is sent to the Publisher whenever information on a standing order needs to be modified. This may consist of additions, deletions or any combination. **If the entire order is being cancelled, it would be a “Delete” transaction, not a change order.**

### *Time Frames*

Change orders must arrive at the Publisher’s location by the directory close date shown in Rates & Data, unless the Publisher provides late order approval.

Orders being sent through LSA ELITE™ must be date and time stamped by 11:59 p.m. (Eastern Time) on the directory close date. Orders being sent in any other manner must arrive at the Publisher’s location by their office closing time, on the directory close date shown in Rates & Data.

**Once a national order has been established, it remains in affect until the advertiser requests a change or until the Publisher requests a change.** This is different from local advertising where a new contract is signed yearly.

### *LSA ELITE™*

When the Change Order passes through LSA ELITE™, the standing order is updated in the database to reflect the information on the Change Order.

### *CMR Instructions*

Before preparing a Change Order, the CMR should verify:

- Directory and Publisher code numbers, close dates, pub dates and directory version numbers
- Availability of the advertising items
- Correct item code
- Any special conditions, i.e., discounts
- Available headings
- Accuracy of all listings. This may require the establishment of the listing with the business office.

Once the preceding items have been verified a “C” transaction is created and sent to the Publisher applying the following rules:

- Only new, replaced or deleted advertising lines are transmitted. Information that is not changing is never resent.
- Action codes of “I” (insert), “O” (omit), and “R” (replace) are only valid codes. The “R” code is only used to replace information using the same line number.
- Standing information is not entered on a line, when the “O” (omit) action code is used.

## Change Orders

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### *CMR Instructions, Cont'd*

- The Trans ID and Pub Date are the only header fields that can change from the standing order.
- If artwork is affected, the art identification number must be changed and new copy received by the Publisher by the 7th day after directory close.
- For open or combination based trade item changes, a new GPI would be sent via e-mail, fax or mail. GPI's cannot be transmitted through LSA ELITE™.

**NOTE:** If “O” and “I” action codes are used to replace the same line number, the “O” action code must always precede the “I” action code. **However, if a heading is changed, only the action code of “R” is acceptable. Action codes of “O” & “I” cannot be used to change a Heading because of the link to the Art Work Transmittal.**

### *Publisher Instructions*

When the change order is received, the Publisher should verify all information against the standing order, which includes:

- all information in the header of the order
- all advice lines for acceptance
- all headings
- verification of item codes and discounts
- verification that all previously queried lines are resolved
- receipt of artwork, if applicable
- verify local records, if internal procedures dictate

If no discrepancies are found, the standing order will be updated to reflect the changes. The Publisher, CMR and LSA ELITE™ standing order files will all match.

If the Publisher finds any discrepancies, they must advise or query the CMR in sufficient time to allow for the appropriate action to be taken prior to directory close.

**Change Transaction - Form Preparation**

*Standing Order*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			02252020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0611	C 0301	041341	00089	CA	SAN DIEGO	112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0301	4010	A	NEW YORK LIFE INSURANCE COMPANY							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00050								H		WHITE PAGES
00075		WBLN						N		NEW YORK LIFE INSURANCE CO
00100								A		44321 MISSION VALLEY RD
00125								T		203 446-5600
05000								H		INSURANCE
05050		TM					C	F		NEW YORK LIFE INSURANCE CO
05055								CE		30154565250007
05100								C	01	AGENTS
05200		TBL						N		BROWN AGENCY
05225								A		1513 THORN AVE
05275								T		203 457-8120
05500		TBL						N		DANNER'S INSURANCE AGENCY
05525								A		4562 WHARTON
05550								T		214 650-9876
06000								C	02	CLAIMS
06025		TBL						N		ANDREW LLOYD AGENCY
06050								A		45342 KEMPER
06075								T		214 431-7800
	E									

# Change Orders

## Form Preparation - Header

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS C	TRANS VER V0002	TRANS ID 456587895652532121	DATE 08302020	NA-2000	
REF DATE	TO P 0611	FROM C 0301	DIR # 041341	DIR VER 00089	STATE
CMR # 0301	CLIENT # 4010	NAT	CLIENT NAME		DIRECTORY NAME
LINE #	ACT	ITEM	CLR	CAT	PR/SF
				SP BUYS	BAS
				DAT	SPINS
					ADVERTISING DATA
					PUB DATE 112020
					NAT CLIENT ID #

<i>Field</i>	<i>Action</i>
TRANS	Enter C.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Leave blank unless the change order is in response to a query or advcie. If responding to query or advice, enter the date Q or A was sent.
TO	Box 1: Enter P for Publisher. Box 2: Enter 4-digit Publisher code number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter the 6-digit directory number shown in Rates & Data.
DIR VER	Enter the directory version number shown in Rates & Data.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter the MMYYYY the directory will publish.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter a 4-digit number unique to the client.
NAT	Leave blank.
CLIENT NAME	Leave blank.
NAT CLIENT ID #	Leave blank. For future use.

**Form Preparation - Body**

Using the standing order as the template, enter any new, deleted, or changed information. Do not reenter lines without changes unless responding to an advice.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS C	TRANS VER V0002	TRANS ID 456587895652532121	DATE 08302020	NA-2000						
REF DATE	TO P 0611	FROM C 0301	DIR # 041341	DIR VER 00089	STATE	DIRECTORY NAME	PUB DATE 112020			
CMR# 0301	CLIENT # 4010	NAT	CLIENT NAME			NAT CLIENT ID #				
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
05125	I	TBL						N		ANDREW'S INSURANCE AGENCY
05130	I							A		2040 WASHINGTON ST
05135	I							T		203 889-7812
05200	O									} <b>New lines</b>
05225	O									
05275	O									
06000	R							C	02	GROUP CLAIMS
06075	R							T		800 456-9000
	E									} <b>Replacing info on same line #</b>

<i>Field</i>	<i>Action</i>
LINE #	Enter only the line numbers being added, deleted or replaced.
ACT	Enter "O" for omit, "I" insert, "R" replace.
ITEM	Enter any new or changed item code, if applicable. Leave blank if information is being deleted.
CLR,CAT,PR/SF. SP BUYS	Leave blank. For future use.
BAS	If a trade program is involved, enter the new or changed basis code. Leave blank, if information is being deleted.
DAT	If applicable, enter the one character code representing the advertising data being added or replaced. Leave blank, if information is being deleted.
SP INS	If applicable, enter one, two or three character code representing the special instructions. Leave blank, if information is being deleted.
ADVERTISING DATA	Enter the data being inserted or replaced. Leave blank, if information is being deleted.

# Change Orders

## Change Transaction - Exhibits

### “R” Action Code

The recommended method of changing information is to use the “R” (replace) action code, whenever possible.

### Standing Order

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			10252020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0738	C 0119	084661	00089	WY	CASPER	012021		
CMR#	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #				
0119	4877	A	FORD RENT-A-CAR							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		WHITE PAGES
00110		WBL						N		FORD RENT-A-CAR
00120								A		1272 TIMBERLINE
00125								T		303 373-7800
00500								H		AUTOMOBILE RENTING & LEASING
00550		DQC						N		FORD RENT-A-CAR
00555								CD		11954562515600
00560								A		1272 TIMBERLINE
00580								T		303 373-7800
00600		ABL						N		FORD RENT-A-CAR
00626								A		1272 TIMBERLINE
00675								T		303 373-7800
	E									

### Change Order

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			11022020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0738	C 0119	084661	00089			012021		
CMR#	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #				
0119	4877									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00550	R	DQC						N		FORD RENTALS
00555	R							CE		11921232545854
00600	R	ABL						N		FORD RENTALS
	E									

**New Standing Order**

After the changes have been made and transmitted, the Publisher, CMR and LSA ELITE™ standing order will mirror this order.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
0119		0738	C	0119	084661	00089	WY CASPER	012021		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0119	4877	A	FORD RENTALS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		WHITE PAGES
00110		WBL						N		FORD RENTALS
00120								A		1272 TIMBERLINE
00125								T		303 373-7800
00500								H		AUTOMOBILE RENTING & LEASING
00550		DQC						N		FORD RENTALS
00555									CD	11954565232500
00560								A		1272 TIMBERLINE
00580								T		303 373-7800
00600		ABL						N		FORD RENTALS
00626								A		1272 TIMBERLINE
00675								T		303 373-7800
	E									

## Change Orders

### Deleting Information

The open trademark under the heading of "Hardware-Retail" is being cancelled. Since an additional open Trademark remains, a GPI would also be sent to update the Publisher's local records. (See GPI Section for complete details.)

### Standing Order

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
			08302020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0650	C 0115	054321	00056	NE	LINCOLN	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0115	6515	A	SNAPPER LAWNMOWERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00600								H		HARDWARE-RENTAL
00610		TM						O	F	SNAPPER LAWNMOWERS
00650									CD	115787656787V2
00900								H		LAWNMOWERS
00950		TM						O	F	SNAPPER LAWNMOWERS
00980									CD	11578765256545
	E									

Cancel

### Change Order

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
C	V0002	123254565875465232	10032020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0650	C 0115	054321	00056			122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0115	6515									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00600	O									
00610	O									
00650	O									
	E									



**New Standing Order**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			10032020							
REFDATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0650	C	0115	054321	00056	LINCOLN	122020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0115	6515	A	SNAPPER LAWNMOWERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00900								H		LAWNMOWERS
00950		TM					O	F		SNAPPER LAWNMOWERS
00980									CV	115787656787V5
	E									

**Standing GPI**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
G			05152020							
REFDATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0650	C	0115	054321	00056	LINCOLN	122020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0115	6515	A	SNAPPER LAWNMOWERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		HARDWARE-RETAIL
00150		TM					C	F		SNAPPER LAWNMOWERS
00200									CV	115787656787V2
00300								A		CONTACT WILLIAM RIDER FOR DEALERS 247 456-6712
00900								H		LAWNMOWERS
00925		TM					C	F		SNAPPER LAWNMOWERS
00950									CV	115787656787V3
00975								A		CONTACT JIM SMITH FOR AUTHORIZED DEALERS AT 247
00976								L	A	789-5645
	E									

# Change Orders

## Change GPI

A new GPI would be sent to update the Publisher's local records. Since LSA ELITE™ does not support GPI transmissions, data would be sent to the Publisher via mail, fax or email.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
G			10152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0650	C 0115	054321	00056	NE	LINCOLN	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0115	6515	A	SNAPPER LAWNMOWERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	O									
00150	O									
00200	O									
00300	O									
	E									

**Heading Change, Alpha Sequence Not Affected**

The advertising is changing headings; however, alphabetical sequence is not affected. Only the changed lines are sent to the Publisher to update the standing order and LSA ELITE™.

**Standing Order**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			08032020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0700	C 0123	145638	00077	AZ	TUCSON	112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0123	6515	A	UNITED AIRLINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		AIRLINE RESERVATIONS
00110		TM					C	F		UNITED AIRLINES
00130								CE		12345658458456
00139								C	01	TICKET OFFICES
00200		TBL						N		UNITED AIRLINES
00225								A		WRIGHT FIELD
00250								T		520 867-2200
	E									

**Change Order**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			09032020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0700	C 0123	145638	00077			112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0123	6515									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	R							H		AIRLINE COMPANIES
	E									

# Change Orders

## New Standing Order

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
REF DATE	P	TO	09032020							
CMR#	CLIENT #	NAT	DIR #	DIR VER						
0123	6515	A	145638	00077						
			STATE	DIRECTORY NAME						
			AZ	TUCSON						
				PUB DATE						
				112020						
				NAT CLIENT ID #						
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		AIRLINE COMPANIES
00110		TM					C	F		UNITED AIRLINES
00130									CE	12345658458456
00139								C	01	TICKET OFFICES
00200		TBL						N		UNITED AIRLINES
00225								A		WRIGHT FIELD
00250								T		520 867-2200
	E									

**Heading Change, Alpha Sequence is Affected**

The Publisher is replacing Electric Appliances-Household with Appliances-Household. Because the alphabetical sequencing is affected, the CMR will have to change the order, deleting and adding lines.

**Standing Order**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			03172020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0729	0250	091250	00088	CT	HARTFORD	112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0250	2115	A	GENERAL ELECTRIC							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		DISHWASHING MACHINES-DEALERS
00125							C	F		GENERAL ELECTRIC
00150								C	01	AUTHORIZED DISTRIBUTOR
00175		TN						N		BUILDERS WHOLESALE INC
00200								A		1034 LA FONDA AVE
00225								T		203 645-9315
00500								H		ELECTRIC APPLIANCES-HOUSEHOLD
00525							C	F		GENERAL ELECTRIC
00550		TN						N		APPLIANCE DISTRIBUTION CENTER
00600								A		91 SOUTH 10TH
00610								T		203 333-6501
	E									

# Change Orders

## Change Order

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS C	TRANS VER V0002	TRANS ID 555567875432111000				DATE 03292020	NA-2000			
REF DATE	P	TO 0729	FROM C 0250	DIR # 091250	DIR VER 00088	STATE	DIRECTORY NAME	PUB DATE 112020		
CMR# 0250	CLIENT # 2115	NAT	CLIENT NAME				NAT CLIENT ID #			
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00025	I							H		APPLIANCES-HOUSEHOLD
00030	I						C	F		GENERAL ELECTRIC
00040	I	TN						N		APPLIANCE DISTRIBUTION CENTER
00045	I							A		91 SOUTH 10TH
00050	I							T		203 333-6501
00500	O									
00525	O									
00550	O									
00600	O									
00610	O									
	E									

**New Standing Order**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
0250		0729	C 0250	091250	00088	CT	HARTFORD	112020		
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0250	2115	A	GENERAL ELECTRIC							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00025								H		APPLIANCES-HOUSEHOLD
00030							C	F		GENERAL ELECTRIC
00040		TN						N		APPLIANCE DISTRIBUTION CENTER
00045								A		91 SOUTH 10TH
00050								T		203 333-6501
00100								H		DISHWASHING MACHINES-DEALERS
00125							C	F		GENERAL ELECTRIC
00150								C	01	AUTHORIZED DISTRIBUTOR
00175		TN						N		BUILDERS WHOLESALE INC
00200								A		1034 LA FONDA AVE
00225								T		203 645-9315
	E									

# Change Orders

## Adding New Listings

Alphabetical and numeric sequencing must be maintained when adding new information. If numeric sequencing cannot be maintained, a renumbering transaction needs to be submitted before sending the change order. (See Renumber Section)

## Standing Order

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			07032020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0815	C	0315	056617	00078	OH CLEVELAND	012021		
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
0315	2179	A	MERCURY ENGINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		ENGINES-DIESEL
00110		TM					C	F		MERCURY ENGINES
00130								CE		31588765678745
00300		TBLN						N		GENERAL MACHINE PART CO
00310								A		3913 FULTON AVE
00320								T		312 299-6781
00600		TBLN						N		KOHLER COMPANY
00610								A		271 ROCHESTER RD
00620								T		312 253-4300
00900		TBLN						N		TATUM BROTHERS
00910								A		4300 STEEL
00930								T		312 293-1500
	E									



**Change Order**

The address for General Machine Parts is changing and a new listing is being added under the Trademark.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
C	V0002	545687898546584587				09152020				
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE	
		0815	C 0315	056617	00078				012021	
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
0315	2179									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00310	R							A		9432 WILLIAMSON
00700	I	TBLN						N		STANDARD MACHINES
00710	I							A		4300 MAIN
00720	I							T		312 298-7800
	E									

# Change Orders

## New Standing Order

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			09152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0815	C 0315	056617	00078	OH	CLEVELAND	012021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0315	2179	A	MERCURY ENGINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		ENGINES-DIESEL
00110		TM					C	F		MERCURY ENGINES
00130									CE	31588765678745
00300		TBLN						N		GENERAL MACHINES PART CO
00310								A		9432 WILLIAMSON
00320								T		312 299-6781
00600		TBLN						N		KOHLER COMPANY
00610								A		271 ROCHESTER RD
00620								T		312 253-4300
00700		TBLN						N		STANDARD MACHINES
00710								A		4300 MAIN
00720								T		312 298-7800
00900		TBLN						N		TATUM BROTHERS
00910								A		4300 STEEL
00930								T		312 293-1500
	E									

**Art Identification Number Change**

Whenever a change is made to artwork, the order must also be updated with a new art identification number. The CMR would also send new artwork and a new artwork transmittal.

**Standing Order**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	787887654523112000	06172020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0611	C 0301	041341	00066	UT	SALT LAKE CITY	112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0301	4010	A	NEW YORK LIFE INSURANCE CO							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		ADJUSTERS
00150		DQC						N		NEW YORK LIFE INSURANCE CO
00200								CE		30188765678789
00250								A		64 EASTERN BLVD
00300								T		406 780-8900
00350		ABLN						N		NEW YORK LIFE INSURANCE CO
00400								A		64 EASTERN BLVD
00450								T		406 780-8900
	E									

**Change Order**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	787887654523112000	06172020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0611	C 0301	041341	00066			112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0301	4010									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00200	R							CE		30178789098765
	E									

# Change Orders

## New Standing Order

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME			
		0611	C	0301	041341	00066				
CMR#	CLIENT #	NAT	CLIENT NAME				PUB DATE			
0301	4010	A	NEW YORK LIFE INSURANCE CO				112020			
							NAT CLIENT ID #			
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		ADJUSTERS
00150		DQC						N		NEW YORK LIFE INSURANCE CO
00200								CE		30178789098765
00250								A		64 EASTERN BLVD
00300								T		406 780-8900
00350		ABLN						N		NEW YORK LIFE INSURANCE CO
00400								A		64 EASTERN BLVD
00450								T		406 780-8900
	E									

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Delete “D” Transaction*

#### Section 10.0

Click on the bookmark icon, on the upper left-hand side of Adobe Reader, to expand a list of bookmarks. If you have difficulties in viewing this document, please make sure you have the latest version of Adobe Reader software. Software can be downloaded by going to [www.adobe.com](http://www.adobe.com).

## Delete Transaction

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## Delete Transaction

---

### Delete Orders

#### *Definition*

A delete order cancels all national advertising in a directory. An individual delete transaction must be issued for each directory involved.

If an open or combination Trademark program is part of the deleted order a deleted GPI is not required, as the Publisher will automatically delete GPI's based on the deleted order.

#### *Time Frames*

All deleted orders must arrive at the Publisher's location by the directory close date shown in Rates & Data unless the CMR and Publisher negotiate and agree to receive a late order delete.

Orders being sent through LSA ELITE™ must be date and time stamped by 11:59 p.m. (Eastern Time) on the directory close date. Orders being sent in any other manner must arrive at the Publisher's location by their office closing time, on the directory close date shown in Rates & Data.

#### *LSA ELITE™*

When the Delete Order passes through LSA ELITE™, the standing order for the specified directory will be deleted and moved to the history file along with any associated Artwork Transmittals.

#### **Deleted Directory from Rates & Data:**

When an **entire directory** is deleted from Rates & Data, LSA ELITE™ will automatically delete all standing orders in the database on the day the Rates & Data feed is applied to LSA ELITE™. CMRs should delete all orders from their internal systems upon receipt of the Rates & Data information. Delete transactions should never be sent to the Publisher.

#### **Terminated Publisher:**

When a Publisher is terminated from the Association, LSA ELITE™ will delete all standing orders for any directories printed by that Publisher on the date the Rates & Data feed is applied to LSA ELITE™. CMRs should delete all orders from their internal systems upon receipt of the Rates & Data information. Delete transactions should never be sent to the Publisher.



***CMR Instructions***

1. Determine the publication the transaction will affect by verifying the directory close date in Rates & Data.
2. Prepare the “D” Transaction.
3. Internally delete all associated records, including any Artwork Transmittals and GPIs as internal procedures dictate.

***Publisher Instructions***

1. Upon receipt of the “D” transaction:
2. Verify all header information for accuracy and ensure that a standing order is on file.
3. Review any advice lines appearing, e.g., late order acceptance, etc.
4. Advise the CMR if the delete transaction cannot be processed for any reason.
5. Internally delete all associated records, including any Artwork Transmittals and GPIs, as internal procedures dictate.

## Delete Transaction

---

### Delete Orders - Form Preparation

<i>Field</i>	<i>Action</i>
TRANS	Enter D
TRANS VER	Enter the version number of the LSA ELITE™ software being used. (Defined in Technical Specs.) For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Leave blank.
TO	Box 1: Enter P for Publisher. Box 2: Enter 4-digit publisher code number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter the 6-digit directory number as shown in Rates & Data.
DIR VER	Enter the directory version number as shown in Rates & Data. The order will be deleted for this version number.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter the MMYYYY the directory will publish.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter the 4-digit number unique to the client.
NAT	Leave blank.
CLIENT NAME	Leave blank.
NAT CLIENT ID #	Leave blank. For future use.
ACT	Enter E.

**Form Preparation**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS D	TRANS VER V0002	TRANS ID 111232545658789856	DATE 09192020	NA-2000						
REF DATE	P	TO 0800	FROM C 0150	DIR # 029431	DIR VER 00076	STATE	DIRECTORY NAME	PUB DATE 122021		
CMR# 0150	CLIENT # 9000	NAT	CLIENT NAME					NAT CLIENT ID #		
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
	E									

**Late Order Approval**

If a Publisher has given approval to send a Delete order after the directory close date, an advice line must be entered as the first line on the delete order.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS D	TRANS VER V0002	TRANS ID 789854556655212325	DATE 03152020	NA-2000						
REF DATE	P	TO 0904	FROM C 0345	DIR # 064821	DIR VER 00078	STATE	DIRECTORY NAME	PUB DATE 052020		
CMR# 0345	CLIENT # 6122	NAT	CLIENT NAME					NAT CLIENT ID #		
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000	E								A	APRVD SUSAN KAYE 03152020 DUE BY 03162020

## Delete Transaction

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### ***Forward Transaction “F”***

#### Section 11.0

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## Forward Transaction

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## Forward Transaction

---

NOTES



## Forward Transaction (“F” Transaction)

### *Definition*

The “F” Transaction, (forward), is used to send a group of transactions through the LSA ELITE™ system without updating the database. The LSA ELITE™ Technical Specifications should be referenced before using this transaction.

### *Use*

This transaction can be used for multiple purposes. For example, in a CMR transfer it would provide the new CMR with standing orders prior to the effective transfer date and for Publisher transfers the standing orders can be grouped and sent with a “F” transaction.

Both the sender and receiver must be LSA ELITE™ users to utilize this transaction.

### *Limitations*

The “F” Transaction has certain limitations. It must be sent in a batch separate from all other transactions because it does not:

- provide send or receipt acknowledgements
- provide up-front edits
- provide line validation
- terminate at the end-of-batch transaction records like other transactions

## Forward Transaction

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### NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Header “H” Transaction* Section 12.0

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## Header Transaction

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## Header Transaction

---

### Header Transaction “H”

#### *Definition*

An “H” (Header) Transaction is sent by the CMR to the Publisher to change either/or the:

- Client account number
- National account designation
- Client name

**NOTE: An “H” can only be used when the CMR number remains the same. If the CMR number needs changing, a CMR transfer is performed. (See CMR Transfer Section)**

#### *Reasons for the “H” Transaction*

The “H” Transaction can be used to:

1. Change the header information for all publishers in all directories.
2. Change the NAT code or client number in all directories owned by a specific publisher.
3. Change the client number in a specific directory.

A new client number must be established to merge accounts into an existing account number and **duplicate advertising cannot exist in any directory.**

Only the values changing are reflected on the “H” transaction. For example, if only the client number is changing, the only entry in the Advertising Data field would be the new client number.

#### *Time Frames*

The date of the “H” Transaction is the effective date of the header change.

#### *LSA ELITE™*

Upon receipt of the “H” Transaction, the LSA ELITE™ system will update the appropriate fields on the affected standing orders. LSA ELITE™ creates an expanded “H”, appending all affected directory and directory version numbers, the date, time and sequence number. The expanded “H” is generated for each impacted publisher and a copy is returned back to the CMR.

#### *CMR Transfers*

If the client name needs changing in a CMR transfer, an “H” Transaction would be sent after the effective transfer date. To ensure that records have been transferred correctly, the CMRs should wait 30 days after the effective transfer date to transmit an “H” transaction.

***CMR Instructions (ELITE Users)***

1. Determine if the change is being made for all directories and all publishers, for a specific pub code or for a specific directory code.
2. Prepare the appropriate “H” transaction.
3. Send the “H” transaction to LSA ELITE™.
4. Upon receipt, review the expanded H for agreement. The expanded “H” serves as a receipt acknowledgment.

<i><b>If:</b></i>	<i><b>Then:</b></i>
Internal records agree.	Update all standing records.
Discrepancies exist between the expanded “H” and internal records.	Run a report from LSA ELITE™ and either: 1. Change internal records or 2. Send delete or new orders to LSA ELITE™ to update the central database and Publishers records.

**NOTE: If a CMR is a non-ELITE user, or sending to a non-ELITE Publisher, it is the CMR’s responsibility to create an “expanded H” transaction and send via mail or fax to each affected Publisher.**

***Publisher Instructions (LSA ELITE™ Users)***

Verify the directory numbers on the “H” Transaction to ensure internal records are in agreement.

<i><b>If:</b></i>	<i><b>Then:</b></i>
Internal records agree.	Update all standing records.
Standing orders exist in the publisher’s internal system that are not listed on the “H” transaction.	Contact the CMR to determine how to resolve the discrepancies.
Standing orders are listed on the “H” transaction, that do not exist in the publisher’s internal system.	Contact the CMR to determine how to resolve the discrepancies.

**NOTE: If a Publisher were a non-ELITE user, or receiving an “H” Transaction from a non-ELITE CMR, they would have to manually process the transaction from the CMR.**

## Header Transaction

### Header Transaction - Form Preparation

*Global "H" (Change All Directories, All Publishers)*

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
H	V0002	123123213212325452								
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	Y 9999	C 0100	000000	00000						
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0100	1234	A	HOME DEPOT							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	NEW_CLIENT_NUMBER=5678
00000									A	NEW_CLIENT_NAME=HOME DEPOT NORTHERN REGION
	E									

### Expanded "H" Transaction

When LSA ELITE™ receives the "H" Transaction from the CMR, the system will append the impacted directories and forward a copy to all affected publishers, returning a copy to the sending CMR. LSA ELITE™ also enters the send date of the transaction, the hour, minute and seconds sent and a system generated sequence number.

ELITE will add the Publisher code affected.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

Data appended by ELITE.

TRANS	TRANS VER	TRANS ID		SEND DATE		SEND TIME		SEQ #		NA-2000	
H	V0002	123123213212325450		11152020		102438		000034			
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE			
	P 0890	Y 9999	000000	00000							
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #				
0100	1234	A	HOME DEPOT								
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA	
00000									A	NEW_CLIENT_NUMBER=5678	
00000									A	NEW_CLIENT_NAME=HOME DEPOT NORTHERN REGION	
00000										CMR_CODE=0100	
00000										PUBLISHER_CODE=0890	
00000										DIRECTORIES IMPACTED:	
00000										023898 00008	
00000										036760 00010	
00000										END_DIRECTORIES_IMPACTED	
	E										

ELITE will add the directory code and directory version numbers affected.



*Field Descriptions*

<i>Field</i>	<i>Action</i>
TRANS	Enter H.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the “H” is sent.
REF DATE	Leave blank.
TO	Box 1: Enter Y for LSA ELITE™. Box 2: Enter 9999 ELITE number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter six zeros. Indicates applicable to all directories.
DIR VER	Enter five zeros. Indicates applicable to multiple directories.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Leave blank.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter the existing client number.
NAT	Enter the existing national code.
CLIENT NAME	Enter the existing client name.
NAT CLIENT ID #	Leave blank. For future use.
LINE #	Enter five zeros.
ACT, ITEM, CLR, CAT, PR/SF, SP BUYS, BAS, DAT	Leave blank.
SP INS	Enter A.
ADVERTISING DATA	Enter the new information; creating one line for each value that is changing. <b>(Do not enter data that is not changing.)</b> Information is left-justified in the advertising data field.  NEW_CLIENT_NUMBER=enter new client number NEW_NAT=enter new national code NEW_CLIENT_NAME=enter new client name

## Header Transaction

### *Partial "H" (Change All Directories, One Publisher Only)*

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
H	V0002	123123213212325333								
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
	P 0724	C 0210	000000	00000						
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0210	1234	E	EXPO DESIGN CENTER							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	NEW_NAT=A
	E									

### *Expanded "H" Transaction*

When LSA ELITE™ receives the "H" Transaction, the system will append the impacted directories and forward a copy to the affected Publisher, returning a copy to the sending CMR.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				SEND DATE	SEND TIME	SEQ #	NA-2000	
H	V0002	123123213212325323				08152020	112345	000145		
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
	P 0724	C 0210	000000	00000						
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0210	1234	E	EXPO DESIGN CENTER							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	NEW_NAT=A
00000										CMR_CODE=0210
00000										PUBLISHER_CODE=0724
00000										DIRECTORIES_IMPACTED:
00000										023898 00008
00000										036760 00010
00000										036789 00010
00000										056789 00010
00000										067588 00011
00000										END_DIRECTORIES_IMPACTED
	E									

*Field Descriptions*

<i>Field</i>	<i>Action</i>
TRANS	Enter H.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Leave blank.
TO	Box 1: Enter P for Publisher. Box 2: Enter the 4-digit publisher number affected by the change.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter six zeros. Indicates applicable to all directories for the specified publisher number.
DIR VER	Enter five zeros. Indicates applicable to multiple directories.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Leave blank.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter the existing client number.
NAT	Enter the existing national code.
CLIENT NAME	Enter the existing client name.
NAT CLIENT ID #	Leave blank. For future use.
LINE #	Enter five zeros.
ACT, ITEM, CLR, CAT, PR/SF, SP BUYS, BAS, DAT	Leave blank.
SP INS	Enter A.
ADVERTISING DATA	Enter the new information; creating one line for each value that is changing. <b>(Do not enter data that is not changing.)</b> Information is left-justified in the advertising data field.  NEW_CLIENT_NUMBER=enter new client number NEW_NAT=enter new national code NEW_CLIENT_NAME=enter new client name

## Header Transaction

*Partial "H" (Change for a Specific Directory Only)*

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
H	V0002	545621232151211222								
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0842	C	0345	065659	00055				
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0345	9988	E	SUNRISE ASSISTED LIVING CENTERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	NEW_CLIENT_NUMBER=1543
	E									

*Expanded "H" Transaction*

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID		SEND DATE	SEND TIME	SEQ #	NA-2000			
H	V0002	545621321233223321		10152020	113453	000345				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0842	C	0345	065659	00055				
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0345	9988	E	SUNRISE ASSISTED LIVING CENTERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	NEW_CLIENT_NUMBER=1543
00000										CMR_CODE=0345
00000										PUBLISHER_CODE=0842
00000										DIRECTORIES_IMPACTED:
00000										065659 00055
00000										END_DIRECTORIES_IMPACTED
	E									

*Field Descriptions*

<i>Field</i>	<i>Action</i>
TRANS	Enter H.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Leave blank.
TO	Box 1: Enter P for Publisher. Box 2: Enter the 4-digit publisher number affected by the change.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter the six-digit affected directory code number.
DIR VER	Enter the five-digit impacted directory version number.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Leave blank.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter the four-digit unique client number assigned to the client.
NAT	Enter the existing national code.
CLIENT NAME	Enter the existing client name.
NAT CLIENT ID #	Leave blank. For future use.
LINE #	Enter five zeros.
ACT, ITEM, CLR, CAT, PR/SF, SP BUYS, BAS, DAT	Leave blank.
SP INS	Enter A.
ADVERTISING DATA	Enter the new information; creating one line for each value that is changing. <b>(Do not enter data that is not changing.)</b> Information is left-justified in the advertising data field.  NEW_CLIENT_NUMBER=enter new client number NEW_NAT=enter new national code NEW_CLIENT_NAME=enter new client name

## Header Transaction

### Combining Accounts into One Account Number

If the accounts being combined have advertising placed in the same directories, the advertising must be combined before the "H" Transaction can be issued. ("D's" must always precede "I" or "C" transactions.) In the following example, Jackson, MS is the only directory with shared advertising so the advertising must be merged prior to combining the entire account.

### Standing Orders

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
			08182020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0892	C 0421	039436	00045	MS	JACKSON	122020			
CMR#	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #				
0421	1000	A	EASTMAN KODAK							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		WHITE PAGES
00150		WBLN						N		EASTMAN KODAK COMPANY
00200								A		180 E CONGRESS
00300								T		232 352-7766
	E									

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
			04152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0892	C 0421	039436	00045	MS	JACKSON	122020			
CMR#	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #				
0421	3212	A	EASTMAN KODAK							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		COPYING MACHINES & SUPPLIES
00150		DHC						N		EASTMAN KODAK COMPANY
00200								CE		42132325458658
00300								A		180 E CONGRESS
00400								T		232 352-7766
00500		ABL						N		EASTMAN KODAK COMPANY
00600								A		180 E CONGRESS
00700								T		232 352-7766
	E									

**Combining Items**

The Publisher will move the White Pages advertising to account number 3212. Account 1000, for directory 039436 will be deleted in LSA ELITE™ database.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
D	V0002	545623212545658658	05152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME				
	P 0892	C 0421	039436	00045		PUB DATE 122020				
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	1000									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER ITEMS TO 3212
	E									

Advertising will be added to account number 3212 for directory 039436.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	545213251232512522	05182020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME				
	P 0892	C 0421	039436	00045		PUB DATE 122020				
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	3212									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER ITEMS FROM 1000
00050	I							H		WHITE PAGES
00060	I	WBLN						N		EASTMAN KODAK COMPANY
00070	I							A		180 E CONGRESS
00080	I							T		232 352-7766
	E									

## Header Transaction

### “H” Transaction

After the shared advertising has been merged, the “H” Transaction can be sent to combine the entire account into a new account number. All impacted Publishers will receive an expanded “H”.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
H	V0002	545213251214511111	05202020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	Y	9999	C 0421	000000	00000					
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0421	3212	A	EASTMAN KODAK							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	NEW_CLIENT_NUMBER=3434
00000									A	NEW_CLIENT_NAME=EASTMAN KODAK COPIERS
	E									

### Expanded “H”

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
H	V0002	465874565132122222	10152020	102234	000456					
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0892	Y 9999	000000	00000					
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0421	3212									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	NEW_CLIENT_NUMBER=3434
00000									A	NEW_CLIENT_NAME=EASTMAN KODAK COPIERS
00000										CMR_NUMBER=0421
00000										PUBLISHER_NUMBER=0892
00000										DIRECTORIES_IMPACTED:
00000										056578 00008
00000										078789 00012
00000										END_DIRECTORIES_IMPACTED
	E									



**Client Name Change, Line Overflow**

If a client name change creates a line overflow, an additional 5 zero line is needed with a DAT code of "L".

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
H	V0002	456545658585698565								
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	Y 9999	C 0100	000000	00000						
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0100	6789	A	AMERICAN FAMILY INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	NEW_CLIENT_NAME=AMERICAN FAMILY PREMIERE LIFE & A
00000								L	A	UTO INSURANCE AGENCY
	E									

**Expanded "H" Transaction**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
H	V0002	789854565845845855	11152020	102438	000034					
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0890	Y 9999	000000	00000						
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0100	6789	A	AMERICAN FAMILY INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	NEW_CLIENT_NAME=AMERICAN FAMILY PREMIERE LIFE & A
00000								L	A	UTO INSURANCE AGENCY
00000										PUBLISHER_CODE=0890
00000										DIRECTORIES_IMPACTED:
00000										025671 00009
00000										034678 00010
00000										END_DIRECTORIES_IMPACTED
	E									

## Header Transaction

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Item Transfers*

#### Section 12.1

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## Item Transfers

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NOTES

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## Item Transfers

---

NOTES

## Item Level Transfer - One Account Number to Another (Internal Transfer)

### *General*

At times it may be necessary to transfer advertising items from one account number to another for billing purposes. This type of transfer is used when:

- the CMR number remains the same.
- items **transferring** from one account number to an **existing account number**. (See page 12.1.6)
- items are being split between two or more account numbers. (See page 12.1.10)
- items on two or more account numbers are being combined into one account number. (See page 12.1.14)

Only the items being moved may be processed with this type of transaction, new or changed advertising cannot be included.

**Note: All items transferring into a new account number would be handled as an “H” Transaction.**

### *CMR Instructions*

1. Prepare necessary change or delete orders and include advice lines indicating if items are being transferred to or from which account number.
2. Send transactions to affected Publishers.
3. Change all associated artwork and related material to reflect the new account numbers.
4. If changed artwork or other change activity is required, send transactions after initial items have been transferred.

### *Publisher Instructions*

1. Internally update orders to reflect the transferred items.
2. Change all associated artwork and related materials to reflect the new account numbers.

## Item Transfers

### Item Level Transfer - Some Items are Transferring to an Existing Account Number

#### Standing Order 1

The following standing orders are under two different client numbers for internal billing purposes.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
REF DATE	P	TO 0777	C FROM 0490	DIR # 060635						
			DIR VER 00021	STATE OK						
			TULSA COUNTY							
CMR# 0490	CLIENT # 0868	NAT A	CLIENT NAME CARRIER	PUB DATE 102020						
				NAT CLIENT ID #						
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		AIR CONDITIONING EQUIPMENT & SYSTEMS
00200		4HS						N		CARRIER AIR CONDITIONING
00300								CE		49098712343234
00350								A		3457 ICEBERG RD
00400								T		248 456-8912
00800								H		FURNACES-HEATING
00850		4HS						N		CARRIER WINTER WEATHERMAKERS
00900								CE		49078654321234
00950								A		67 LOCUST PLACE
00975								T		248 555-6781
	E									

#### Standing Order 2

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
REF DATE	P	TO 0777	C FROM 0490	DIR # 060635						
			DIR VER 00021	STATE OK						
			TULSA COUNTY							
CMR# 0490	CLIENT # 0869	NAT A	CLIENT NAME CARRIER	PUB DATE 102020						
				NAT CLIENT ID #						
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		WHITE PAGES
00200		WBL						N		CARRIER WEATHERMAKERS INC
00300								A		67 LOCUST PLACE
00350								T		248 555-6781
	E									



**Change Order 1**

The CMR sends a Change Order to remove the 4HS under Furnaces-Heating (Lines 00800-00975). An advice line is entered on the first line to indicate the account to which the item is transferring. No other activity can be shown.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	878789856545655555	03022020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0777	C 0490	060635	00021			102020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0490	0868									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANS ITEMS TO 0869
00800	O									
00850	O									
00900	O									
00950	O									
00975	O									

**Change Order 2**

A second Change Order is sent to insert the transferring Space Listing. The advice line indicates the account from which the item is transferring. No other activity can be shown.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	565456789876565000	03122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0777	C 0490	060635	00021			102020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0490	0869									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANS ITEMS FROM 0868
00650	I							H		FURNACES-HEATING
00700	I	4HS						N		CARRIER WINTER WEATHERMAKERS
00750	I							CE		49078654432134
00800	I							A		67 LOCUST PLACE
00850	I							T		248 555-6781
	E									

## Item Transfers

### Transfer of All Advertising to an Existing Account Number

#### Standing Order 1

For internal billing purposes, White Pages advertising is under a different account number than the Yellow Pages.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
REF DATE	P	0738	03122020							
CMR#	CLIENT #	NAT	DIR #	DIR VER						
0133	4589	A	008208	00044						
STATE	DIRECTORY NAME	PUB DATE								
CO	COLORADO SPRINGS	102020								
CLIENT NAME	NAT CLIENT ID #									
KUH N KABINET-WPS										
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		WHITE PAGES
00200		WBLN						N		KUH N KABINET CO
00300								A		232 BROADWAY NEW YORK CITY
00350								T		212 964-1200
	E									

#### Standing Order 2

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
REF DATE	P	0738	03122020							
CMR#	CLIENT #	NAT	DIR #	DIR VER						
0133	4588	A	008208	00044						
STATE	DIRECTORY NAME	PUB DATE								
CO	COLORADO SPRINGS	102020								
CLIENT NAME	NAT CLIENT ID #									
KUH N KABINET-WPS										
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		CABINET MAKERS EQUIP & SUPPLIES
00200		TM					C	F		KUH N KABINET KITS
00300									CE	133657839209AG
00350								C	01	DISTRIBUTORS
00400		TBLN						N		FREDDIES LUMBER & SUPPLY CO
00500								A		27 OAKMONT DR
00600								T		810 284-6771
	E									

**Delete Order**

The CMR sends a Delete Order because all items are transferring for account #4589. The advice line indicates the account to which the items are transferring.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
D	V0002	780870805045205450	03022020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0738	C 0133	008208	00044			102020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0133	4589									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANS ITEMS TO 4588
00000									A	MAINTAIN SENIORITY PLACEMENT
	E									

**Change Order**

A Change Order is sent to insert the transferring item. The advice line indicates the account number from which the item is transferring. No other activity can be shown.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	656523202650000000	03012020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0738	C 0133	008208	00044			102020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0133	4588									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANS ITEMS FROM 4589
00010	I							H		WHITE PAGES
00040	I	WBLN						N		KUHN KABINET CO
00045	I							A		232 BROADWAY NEW YORK CITY
00050	I							T		212 964-1200
	E									

# Item Transfers

## Item Level Transfer - One Account Number is Being Split Between Two or More Account Numbers

### Standing Order

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE				
0137	P	0815	C	0137	056786	00088	OH	DAYTON	102020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #			
0137	3211	A	WOLFF ELECTRONIC CORP								
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP	BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00050									H		WHITE PAGES
00100		WBL							N		WOLFF ELECTRONICS CORP
00200									A		563 WHIPP RD
00300									T		734 434-6811
00400									H		RADIO DEALERS - RETAIL
00500		DQC							N		WOLFF ELECTRONICS CORP
00550									CE		1379856584562G
00600									A		563 WHIPP RD
00700									T		734 434-6811
00800		ABL							N		WOLFF ELECTRONICS CORP
00900									A		563 WHIPP RD
01000									T		734 434-6811
01100									H		TELEVISION DEALERS-RETAIL
01200		QC							N		WOLFF ELECTRONICS CORP
01250									CE		13765674323211
01300									A		563 WHIPP RD
01400									T		734 434-6811
01500		ABL							N		WOLFF ELECTRONICS CORP
01600									A		563 WHIPP RD
01700									T		734 434-6811
	E										

**Change Order**

A Change Order is sent to cancel the Double Quarter Column which is transferring to account #3215, and the Quarter Column which is transferring to account #3216. The advice line indicates the account numbers to which the items are transferring. No other activity can be shown.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	878985465256532656	03012020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0815	C 0137	056786	00088			102020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0137	3211									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANS ITEMS TO 3215 AND 3216
00400	O									
00500	O									
00550	O									
00600	O									
00700	O									
00800	O									
00900	O									
01000	O									
01100	O									
01200	O									
01250	O									
01300	O									
01400	O									
01500	O									
01600	O									
01700	O									
	E									

## Item Transfers

### New Order 1

The CMR send an order to insert the Double Quarter Column transferring to account #3215 and another order to insert the Quarter Column transferring to account #3216. Insert New Order "I" transactions are required because there are no existing orders for #3215 or #3216.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS I	TRANS VER V0002	TRANS ID 789789789789000	DATE 03012020	NA-2000						
REF DATE	TO P	FROM C	DIR # 0137	DIR VER 056786	STATE OH	DIRECTORY NAME DAYTON	PUB DATE 102020			
CMR# 0137	CLIENT # 3215	NAT A	CLIENT NAME WOLFF ELECTRONIC CORP-RADIO	NAT CLIENT ID #						
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANS ITEMS FROM 3211
00100	I								H	RADIO DEALERS-RETAIL
00200	I	DQC							N	WOLFF ELECTRONICS CORP
00250	I								CE	1379856584562G
00300	I								A	563 WHIPP RD
00400	I								T	734 434-6811
00500	I	ABL							N	WOLFF ELECTRONICS CORP
00600	I								A	563 WHIPP RD
00700	I								T	734 434-6811
	E									

### New Order 2

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS I	TRANS VER V0002	TRANS ID 005056053232022232	DATE 03012020	NA-2000						
REF DATE	TO P	FROM C	DIR # 0137	DIR VER 056786	STATE OH	DIRECTORY NAME DAYTON	PUB DATE 102020			
CMR# 0137	CLIENT # 3216	NAT A	CLIENT NAME WOLFF ELECTRONIC CORP-RADIO	NAT CLIENT ID #						
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANS ITEMS FROM 3211
00100	I								H	TELEVISION DEALERS-RETAIL
00200	I	QC							N	WOLFF ELECTRONICS CORP
00250	I								CE	13765674323211
00300	I								A	563 WHIPP RD
00400	I								T	734 434-6811
00500	I	ABL							N	WOLFF ELECTRONICS CORP
00600	I								A	563 WHIPP RD
00700	I								T	734 434-6811
	E									

**Delete Order**

A Delete Order “D” transaction is issued because the client chose to cancel the standing WBL. The activity to cancel the WBL cannot be processed on the same transaction as the transfer of items (See page 12.1.11). A separate transaction is required.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
D	V0002	789856505050563233				03012020				
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0815	C 0137	056786	00088			102020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0137	3211									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
	E									

## Item Transfers

### Item Level Transfer - Two or More Existing Account Numbers into Another Existing Account Number

#### Standing Order 1

Advertising for client 1001 and 1002 are transferring to client 1000.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0892	C	0421	039436	00044	MS JACKSON	062021		
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	1000	A	EASTMAN KODAK COMPANY							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		AIR CONDITIONING EQUIPMENT & SYSTEMS
00200		DHC						N		EASTMAN KODAK COMPANY
00210								CE		42121897545632
00300								A		180 E CONGRESS
00400								T		562 352-7766
00500		ABL						N		EASTMAN KODAK COMPANY
00600								A		180 E CONGRESS
00700								T		562 352-7766
	E									

#### Standing Order 2

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0892	C	0421	039436	00044	MS JACKSON	062021		
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	1001	A	EASTMAN KODAK COMPANY							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		WHITE PAGES
00200		WBL						N		EASTMAN KODAK COMPANY
00300								A	L	
00400								T		734 353-2132
	E									



*Standing Order 3*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0892	C 0421	039436	00044	MS	JACKSON	062021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	1002	A	EASTMAN KODAK COMPANY							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		MICROFILMING SERVICE EQPT & SUPPLIES
00200							C	F		KODAK MICROFILM PRODUCTS
00300								C	01	AUTHORIZED DEALERS
00400		TN						N		MICROFILM SUPPLY INC
00500								A		301 DESOTO MONROE LA
00600								T		318 387-9811
	E									

*Delete Order 1*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0892	C 0421	039436	00044			062021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	1001									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANS ITEMS TO 1000
	E									

*Delete Order 2*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0892	C 0421	039436	00044			062021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	1002									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANS ITEMS TO 1000
	E									

# Item Transfers

## Change Order

A Change Order is sent to insert the items transferring from accounts 1001 and 1002. (See page 12.1.15) The advice line entered on the first line of the order indicates the account numbers from which the items are transferring. No other activity can be shown.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS C	TRANS VER V0002	TRANS ID 456587856545655533	DATE 03212021	NA-2000
REF DATE	TO P 0892	FROM C 0421	DIR # 039436	DIR VER 00044
CMR# 0421	CLIENT # 1000	NAT	CLIENT NAME	PUB DATE 062021
LINE #	ACT	ITEM	CLR	CAT
00000				
00010	I			
00015	I	WBL		
00020	I			
00030	I			
00800	I			
00900	I			
01000	I			
01100	I	TN		
01200	I			
01300	I			
	E			

SP	BUYS	BAS	DAT	SPINS	ADVERTISING DATA
				A	TRANS ITEMS FROM 1001 AND 1002
				H	WHITE PAGES
				N	EASTMAN KODAK COMPANY
				A L	
				T	810 353-2132
				H	MICROFILMING SERVICE EQPT & SUPPLIES
		C		F	KODAK MICROFILM PRODUCTS
				C 01	AUTHORIZED DEALERS
				N	MICROFILM SUPPLY INC
				A	301 DESOTO MONROE LA
				T	318 387-9811

***New Standing Order***

LSA ELITE™ and the publisher have a copy of this standing order after all of the transactions have been transmitted.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			03212021							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0892	C	0421	039463	00044	062021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	1000									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANS ITEMS FROM 1001 AND 1002
00010									H	WHITE PAGES
00015									N	EASTMAN KODAK COMPANY
00020									A L	
00030									T	810 353-2132
00100									H	AIR CONDITIONING EQUIPMENT & SYSTEMS
00200									N	EASTMAN KODAK COMPANY
00210									CE	42121897545632
00300									A	180 E CONGRESS
00400									T	562 352-7766
00500									N	EASTMAN KODAK COMPANY
00600									A	180 E CONGRESS
00700									T	562 352-7766
00800									H	MICROFILMING SERVICE EQPT & SUPPLIES
00900									C F	KODAK MICROFILM PRODUCTS
01000									C 01	AUTHORIZED DEALERS
01100									N	MICROFILM SUPPLY INC
01200									A	301 DESOTO MONROE LA
01300									T	318 387-9811
	E									

## Item Transfers

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Compare Transaction “K”* Section 13.0

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## Compare Transaction

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## Compare Transaction

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NOTES



## Compare Transaction (“K” Transaction)

### *Definition*

The “K” Transaction is used to compare your internal orders to the standing orders in the LSA ELITE™ system.

### *Use*

This transaction identifies any differences from your in-house order records to the LSA ELITE™ standing orders. The transaction will identify any outstanding query flags, advice flags, outstanding artwork (for LSA ELITE™ Graphic users). It also reports any “rollover locks” due to a failed “L” (renumber) transaction, or outstanding query or advice flags at the time of rollover.

Detail line discrepancies are identified including notations of missing lines from either LSA ELITE™ or your internal system. The order header information is also compared to the LSA ELITE™ standing order and mismatches are noted.

**NOTE: The LSA ELITE™ Technical Specifications should be referenced before using the “K” Transaction.**

## Compare Transaction

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Renumber "L" Transaction*

#### Section 14.0

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## Renumbering Transaction

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### NOTES

## Renumbering Transaction

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## Renumbering Transaction

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### NOTES

## Renumbering Transaction

---

### Renumbering Transaction “L”

#### *Definition*

A Renumber Transaction (L) is used to assign new line numbers on a standing order. This is necessary whenever there is insufficient numeric spacing for the addition of new line numbers, while maintaining alphabetical sequencing.

It is advised that this transaction not be used frequently. Initial sequencing of line numbers will greatly reduce the need for renumber transactions.

#### *General Rules*

Since line numbers are solely controlled by the CMR, only the CMR can assign new line numbers to a standing order. Publishers cannot add or delete line numbers on a standing order.

When renumbering an order, only the exact number of lines on the standing order may be renumbered. For example, if the standing order has 45 lines, only 45 lines can be renumbered on the “L” transaction. Five zero (00000) advice lines are not included in this count. If the exact number of lines are not transmitted, ELITE will generate a failed renumber error message back to the sender. (See page 14.0.6)

No activity can be processed on an “L” Transaction with the exception of a late order approval line. If a late order approval line is necessary, it must be the first line of the renumber transaction.

#### *Standing Order Advice Lines*

Any existing five zero (00000) lines on the standing order will be retained in their same position until the directory rolls over to the next issue. At directory roll over, all five zero (00000) advice lines will be dropped from the standing order file and only retained in the history file.

#### *CMR Instructions*

1. Assign new line numbers to the current standing order. Ensure that the number of lines renumbered is the same number of lines on the standing order.
2. Do not include ACT codes, item codes, basis codes, data codes, special instruction information or advertising data field information.
3. Send the “L” transaction to the appropriate Publisher.
4. Send any subsequent change orders.

**NOTE: For internal CMR and Publisher processing it is recommended the “L” Transaction and “C” Transaction not be sent on the same day.**

## Renumbering Transaction

---

### ***LSA ELITE***

When an “L” transaction passes through ELITE, it will compare the number of lines on the standing order to the “L” transaction.

<i><b>If:</b></i>	<i><b>Then:</b></i>
The line number count agrees	ELITE will update the standing order in the database and forward the transaction to the Publisher.
The line number count does not agree	ELITE will reject the transaction back to the sending CMR and “lock” the standing order from future changes until another “L” or “V” transaction is sent. (The “V” transaction requires the first line to be an approval line and only previously transmitted data should be sent).

### ***Publisher Instructions***

Upon receipt of the renumber transaction:

1. Verify all header information for accuracy and ensure that a standing order is on file.
2. Check the total number of renumbered lines against the total number of lines on the standing order.

<i><b>If:</b></i>	<i><b>Then:</b></i>
The line number count agrees	<ul style="list-style-type: none"> <li>• Update the line numbers on the standing order with the new line numbers.</li> <li>• Internally update any outstanding queried lines to reflect the new line numbers.</li> </ul>
The line number count does not agree	<ul style="list-style-type: none"> <li>• View the standing order in the ELITE database by running an Order Copy Report or by sending a “X” Transaction to ELITE.</li> <li>• Manage the resolution per internal processing.</li> </ul>



# Renumbering Transaction

## Renumbering Transaction - Form Preparation

### Standing Order

The CMR wants to add an additional heading to the standing order below and does not have enough space between line numbers to maintain alphabetical sequencing.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0900	C 0200	034892	00089	TX	DALLAS	022021			
CMR#	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #				
0200	9000	A	EXPO DESIGN CENTER							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00005	I							H		INTERIOR DECORATORS & DESIGNERS
00000	I							A		WP-3235 SENT 09122020
00010	I	QC						N		EXPO DESIGN CENTER
00015	I							CE		20045652120006
00020	I							A		3456 IRVING PKWY
00025	I							T		972 345-1200
00030	I	ABLN						N		EXPO DESIGN CENTER
00035	I							A		3456 IRVING PKWY
00040	I							T		972 345-1200
	E									

## Renumbering Transaction

<i>Field</i>	<i>Action</i>
TRANS	Enter L.
TRANS VER	Enter the version number of the ELITE software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by ELITE. For manual operations, enter the date the order is sent.
REF DATE	Leave blank unless responding to a query or advice. If in response to a query or advice, enter the date the query or advice was sent.
TO	Box 1: Enter P for Publisher. Box 2: Enter 4-digit Publisher code number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter the 6-digit directory number as shown in Rates & Data.
DIR VER	Enter the directory version number as shown in Rates & Data.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter the MMYYYY the directory will publish.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter a 4-digit number unique to the client.
NAT	Leave blank.
CLIENT NAME	Leave blank.
NAT CLIENT ID #	Leave blank. For future use.
LINE #	Enter the new line numbers leaving all other data fields blank.
ACT	Enter E to end the transaction.

# Renumbering Transaction

## Renumber Transaction

An "L" transaction is sent to renumber the standing line numbers for increasing numerical spacing.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
L	V0002	111112234567891000				11202020				
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE	
		0900	C 0200	034892	00089				022021	
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
0200	9000									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
01000										
01100										
01200										
01300										
01400										
01500										
01600										
01700										
	E									

# Renumbering Transaction

## New Standing Order

After the "L" Transaction has been processed, the CMR, Publisher and the ELITE standing order will mirror the following exhibit.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			11202020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0900	C 0200	034892	00089			022021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0200	9000									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
01000								H		INTERIOR DECORATORS & DESIGNERS
00000								A		WP-3235 SENT 09122020
01100		QC						N		EXPO DESIGN CENTER
01200								CE		20012343215676
01300								A		3456 IRVING PKWY
01400								T		972 345-1200
01500		ABLN						N		EXPO DESIGN CENTER
01600								A		3456 IRVING PKWY
01700								T		972 345-1200
	E									

# Renumbering Transaction

## Change Order

The CMR sends a change order, after the "L", to add the additional heading.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
C	V0002	143787678987650000				11222020				
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE	
		0900	C 0200	034892	00089				022021	
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
0200	9000									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		ARCHITECTS SUPLS
00110	I	HP						N		EXPO DESIGN CENTER
00113	I							CE		20065452132545
00150	I							A		3456 IRVING PKWY
00175	I							T		972 345-1200
00225	I	ABL						N		EXPO DESIGN CENTER
00250	I							A		3456 IRVING PKWY
00275	I							T		972 345-1200
	E									

# Renumbering Transaction

## Standing Order After Changes

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
			11222020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0900	C	0200	034892	00089		022021		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0200	9000									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		ARCHITECTS SUPLS
00110		HP						N		EXPO DESIGN CENTER
00113								CE		20065452132545
00150								A		3456 IRVING PKWY
00175								T		972 345-1200
00225		ABL						N		EXPO DESIGN CENTER
00250								A		3456 IRVING PKWY
00275								T		972 345-1200
01000								H		INTERIOR DECORATORS & DESIGNERS
00000								A		WP-3235 SENT 09122020
01100		QC						N		EXPO DESIGN CENTER
01200								CE		20012343215676
01300								A		3456 IRVING PKWY
01400								T		972 345-1200
01500		ABLN						N		EXPO DESIGN CENTER
01600								A		3456 IRVING PKWY
01700								T		972 345-1200

## Renumbering Transaction

### *Renumber After Directory Close*

If late order approval has been obtained for a renumber transaction, the first line must be a five zero (00000) advice line.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
L	V0002	456545213254584565		08132020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0800	C 0150	029431	00089			102020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0150	9000									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	APRVD LOA PAUL HAROLD 08132020 DUE BY 08162020
03000										
03300										
03400										
03500										
03600										
03700										
03800										
	E									

## Renumbering Transaction

---

NOTES



# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Query “Q” Transaction* Section 15.0

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## Query Transaction

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## Query Transaction

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NOTES

## Query Transaction “Q”

### *Definition*

A query is issued whenever conditions exist on transactions that prevent the Publisher from processing the advertising for the current issue, without a decision from the CMR.

Unlike advice situations, where the Publisher has changed the order and the advertising will print per the change, for query situations, the advertising will not print unless the CMR responds to the query.

**NOTE: If a query and advice condition exists on the same order, the query condition takes precedence and the TRANS code is “Q”.**

### *LSA ELITE™*

Every query is flagged in the database at the line level. When the CMR responds to a queried line, the “query flag” is removed from the line number in LSA ELITE™, and the standing order is updated with the new or changed information.

**When a directory “rolls over” to the next issue, query flags will roll; however, CMRs cannot make any changes for next issue until all queries have been responded to and the “flags” removed.** Once a directory has rolled to the next issue, the new version number must be used to clear the “query flags.”

### *Publisher Time Frames for Issuing Queries*

Queries should be issued as soon as a query condition is identified, if possible, but no later than the directory close date reflected in Rates & Data.

Queries can only be issued using the version number of the current issue. If a directory has passed the Future Order Start Date for the next issue, queries must be issued using the new version number.

### *CMR Time Frames for Responding to Queries*

CMRs must respond to queries immediately, whenever possible, but no later than the directory close date with the exception of:

- if a query is issued within 7 calendar days of the directory close date, or after the directory close date, the CMR has 7 calendar days to respond.

### *Unanswered Queries*

If a query is not responded to within the above time frames, the Publisher may choose to:

- print last year’s standing advertising
- or
- drop the item(s) of advertising and not print anything for the current issue

The Publisher may issue a second query or advice, advising the CMR of the disposition of the advertising, if one of the above options is chosen.

## Query Transaction

---

### *Telephone Queries*

On occasion a Publisher or CMR may call to discuss the disposition of a query over the telephone. This is acceptable; however, any decisions reached on the phone **MUST** be followed up with a mechanical query and/or query response.

Under no circumstances can CMR and/or Publisher internal records be changed without issuing a query through the LSA ELITE™ system. The LSA ELITE™ database is the definitive source for any/all adjustment situations. If internal records are changed, without updating LSA ELITE™, both CMRs and Publishers will have negotiation problems if errors occur.

### *Complete Order Reject by Publisher System*

If an order passes all of the LSA ELITE™ edits, but does not pass the Publisher's up-front system edits, a query line with an error code of 999 will be returned to the CMR. Each line number on the CMR's transaction will have a "Q" ACT code and the order will be "frozen" from future activity until the CMR clears the query status.

For a query code of 999, the only acceptable response is for the CMR to issue a "V" Transaction.

**NOTE: The 999 error code must be left justified in the Advertising Data field.**

### *Delete Order Rejection*

When a delete order is sent to the publisher that is too late to process, the publisher will enter a five zero advice line with 998 in the first position of the advertising data field with the verbiage "DELETE NOT ACCEPTED." The 998 allows the transaction to pass through LSA ELITE™ to the CMR even though there is no standing order. The publisher will work the delete for the next directory issue and the CMR will be billed for the current issue.

The 998 is the only transaction accepted for a current directory version after an order has been deleted. The 998 transaction appears in the order history and is displayed on appropriate reports, after the "D", to indicate that the order was printed for the current directory version. The order remains deleted and **will not** roll to the next directory version. (See page 15.0.52)

### *Discount Lines*

CMRs should be using permanent advice lines for discounts. If a multi-year discount plan has expired, it is the CMRs responsibility to remove/update the permanent advice lines on the standing order. The Publisher should query the CMR to notify them to remove the lines.



***Publisher Instructions***

1. Issue a query for any/all situations that hinders processing.
2. Enter the line number of every line being queried with a “Q” in the ACT fields and leave the remaining fields blank.
3. Enter a 5 zero line following each queried line to explain why the preceding line was queried.
4. On the 5 zero line enter “A” in the SP INS field. If other characters are needed in the SP INS field, an “A” is the last character. If billing is impacted, also enter “B” to alert the CMR that billing will be affected.
5. On the 5 zero line in the Advertising Data field enter the 4-digit, numeric code for the query, if applicable. Enter the explanation following the numeric identifier.
6. Mark all internal records, waiting for the CMR’s response.

**NOTE: If a line has both a query and an advice condition, the ACT field is “Q,” the SP INS field is “A,” and the remaining fields are populated. The Advertising Data field will reflect the changed information. The CMR must respond with either an “R” or “O” ACT code; the ACT code of “F” is not allowed.**

***CMR Instructions***

Every query must be responded to following these steps:

1. Review all queries immediately to determine the appropriate action.
2. Send a “C”, “D” or “V” Transaction to the Publisher.
3. Enter the date of the Publisher query in the REF DATE field.
4. Enter every line number queried with “O” (omit), “R” (replace), “I” (insert) or “Q”, if only the query status needs to be removed from the line and the line is not being omitted or replaced.
5. Enter all additional information when using replacement lines.
6. Enter any additional lines needed to comply with the query using “I” (insert) lines.
7. Transmit order to Publisher.
8. Update all internal records to agree with the changes.

**NOTE: CMR’s are advised to print an LSA ELITE™ Order Status report with outstanding queries and advices immediately prior to the close date of each directory.**

***Query Response After Directory Close Date***

Late order approval is not required to respond to a query as the LSA ELITE™ database has flagged each line per the Publisher’s query. The system will process the response if:

- the REF DATE field is populated
- any lines transmitted with ACT codes of “Q”, “O”, “I” or “R” have a “query flag” on the standing order

## Query Transaction

### *Query Identifiers*

The most frequent query conditions have been assigned a 3-digit numeric identifier. If one of the following query conditions occurs, the first three characters in the Advertising Data field on the query line **must** be the numeric identifier followed by an explanation.

Query Condition	Numeric Identifier	Query Condition	Numeric Identifier
Address Not Established As Shown	001	Item Code Cancelled	030
Address Line is Missing	002	Item Code Invalid	031
Address on Artwork and Order Differs	003	Item Code Does Not Match AWT	032
Alphabetical Sequence Not Maintained	004	Item Code on Order and Artwork Different	033
Anchor Missing	005	Item Code Missing	034
Area Code Missing in Artwork	006	Late Order Not Approved	035
Art Identification Line Missing	007	Late Order Not Approved for All Lines	036
Art ID # on Order Does Not Match Artwork Transmittal	008	Listing Discontinued - New CLEC Must Establish	037
Art ID # for CX & Artwork Not Received	009	Listing Out of Alpha Sequence	038
Art ID Line Does Not Follow Name Line	010	Lines Garbled	039
Artwork in Ad Does Not Pertain to Heading	011	Listing is Established as Non-Pub	040
Artwork Not Received	012	Listing Not Established per Tel Co records	041
Artwork Out of Spec	013	Multiple Firm Name Violation	042
Artwork Required - New Area Code	014	Name Line is Missing	043
Artwork Required - Poor Quality	015	Reuse Artwork - Cannot Find File Resend	044
Artwork Required - Do Not Accept Reuse	016	Set as Shown Cannot be Honored	045
Artwork Spelling Error - Resend	017	Set in Sequence Cannot be Honored	046
CMR #/Client # Already Exists for New Order	018	Service Order Affects Artwork	047
Caption Line Missing	019	Service Order Change	048
Color Separation Violation	020	Telephone Number Disconnected	049
Discount Not Applicable	021	Telephone Number Line is Missing	050
Extra Line Text Overrun	022	Telephone Number not Entitled to SRL	051
Finding Line is Missing	023	Telephone Number on Artwork and Order differs	052
Heading Alpha Seq Not Maintained	024	Telephone Number is Non-Pub	053
Heading Invalid	025	V Trans Not Authorized	054
Heading on AWT Does Not Match Order	026	White Pages Item Invalid for YP Dir	055
Heading Line is Missing	027	Vanity Telephone Number Not Accepted	056
Heading Split	028	998 Delete Not Accepted - Rec After Close Date	998
Indent Line Missing	029	999 Publisher System Reject	999

Query Transaction - Form Preparation

*Order Received From CMR*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS I	TRANS VER V0002	TRANS ID 111156789065434000	DATE 11222020	NA-2000						
REF DATE	TO P 0836	FROM C 0035	DIR # 128767	DIR VER 00068	STATE VT	DIRECTORY NAME BURLINGTON	PUB DATE 032021			
CMR# 0035	CLIENT # 6712	NAT A	CLIENT NAME TRANE		NAT CLIENT ID #					
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AIR CONDITIONING & HEATING
00125	I	DQC						N		TRANE AIR CONDITIONING & HEATING
00150	I							CE		03578654321098
00200	I							A		4567 HOWARD AVE
00250	I							T		761 789-9000
	E									

**Publisher Query**

Publisher will query and indicate the headings available.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS Q	TRANS VER V0002	TRANS ID 789854565212325456	DATE 11252020	NA-2000						
REF DATE 11222020	TO C 0035	FROM P 0836	DIR # 128767	DIR VER 00068	STATE	DIRECTORY NAME	PUB DATE 032021			
CMR# 0035	CLIENT # 6712	NAT	CLIENT NAME		NAT CLIENT ID #					
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	Q									
00000								A		025 HEADING INVALID AIR CONDITIONING & HEATING
00000								L	A	CONTRACTORS VALID HEADING
00250	Q									
00000								A		005 ANCHOR MISSING
	E									

## Query Transaction

<i>Field</i>	<i>Action</i>
TRANS	Enter Q
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Enter the date of the order being advised.
TO	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
FROM	Box 1: Enter P for Publisher. Box 2: Enter 4-digit publisher code number.
DIR #	Enter the 6-digit directory number for this issue as shown in Rates & Data.
DIR VER	Enter the directory version number for this issue as shown in Rates & Data.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter the MMYYYY the directory will publish.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter a 4-digit number unique to the client.
NAT	Leave blank.
CLIENT NAME	Leave blank.
NAT CLIENT ID #	Leave blank. For future use.
LINE #	Enter any/all line numbers being advised or any five zero advice lines.
ACT	Leave blank.
ITEM	If advising on item code enter code, otherwise leave blank.
CLR, CAT, PR/SF, SP BUYS	Leave blank. For future use.
BAS	If applicable, enter basis code, otherwise leave blank.
DAT	Enter any applicable data code.
SP INS	Enter A for advice.
ADVERTISING DATA	Enter the changed information.

*CMR Response*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	111156789065434000	11302020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
11252020	P 0836	C 0035	128767	00068			032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0035	6712									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	R							H		AIR CONDITIONING & HEATING CONTRACTORS
00250	Q									
00260	I	ABLN						N		TRANE AIR CONDITIONING & HEATING
00270	I							A		4567 HOWARD AVE
00280	I							T		761 789-9000
	E									

## Query Transaction

<i>Field</i>	<i>Action</i>
TRANS	Enter C
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Enter the date of the query being responded to.
TO	Box 1: Enter P for Publisher. Box 2: Enter 4-digit publisher code number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter the 6-digit directory number for this issue.
DIR VER	Enter the directory version number for this issue.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter the MMYYYY the directory will publish.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter a 4-digit number unique to the client.
NAT	Leave blank.
CLIENT NAME	Leave blank.
NAT CLIENT ID #	Leave blank. For future use.
LINE #	Enter any/all line numbers being advised or any five zero advice lines.
ACT	Enter “R” (replace), “O” (omit), “I” (insert) or “Q” if only clearing the query from the line number.
ITEM	Enter any applicable item codes.
CLR, CAT, PR/SF, SP BUYS	Leave blank. For future use.
BAS	If applicable, enter basis code, otherwise leave blank.
DAT	Enter any applicable data codes.
SP INS	Enter any applicable SP INS codes.
ADVERTISING DATA	Enter the applicable advertising data information.

**Query Transaction - Exhibits**

*Art Identification Line Missing*

A query would be issued any time an order requiring artwork is received without an art identification line. Because there is no line number to query, the preceding line is used as a reference point.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	111156789065434000	11302020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
0035	P 0836	C 0035	528767	00068	IL	EVANSTON	032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0035	9870	A	SEA RAY BOATS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		BOAT DEALERS
00250	I	HP						N		MC MILLIAN SEA RAY BOATS
00260	I							A		3456 LAKE SHORE DR
00270	I							T		763 456-2341
00280	I	ABL						N		MC MILLIAN SEA RAY BOATS
00290	I							A		3456 LAKE SHORE DR
00300	I							T		763 456-2341
	E									

**Publisher Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	654540232021202325	12032020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
11302020	C 0035	P 0836	528767	00068			032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0035	9870									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00250	Q									
00000								A		007 ART IDENTIFICATION LINE MISSING
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	789545652123200000	12052020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
12032020	P 0836	C 0035	528767	00068			032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0035	9870									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00250	Q									
00255	I							CE		03567654389765
	E									

## Query Transaction

### Artwork Out of Spec

The artwork received is not the size reflected in the LSA Rates & Data or Ad Specifications Manual.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	456001200232020300	01152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
01152020	C	0431	028767	00068			032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0431	1122									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00800	I	QC						N		FRAMES & FRAMING
00810	I							CE		43176876890980
00850	I							A		8790 WASHINGTON AVE
00900	I							T		760 456-2314
01000	I	ABLN						N		FRAMES & FRAMING
01050	I							A		8790 WASHINGTON AVE
01075	I							T		760 456-2314
	E									

### Publisher Query

The query issued will provide the CMR with the correct artwork size.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	456232560500020000	01202020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
01152020	C	0431	028767	00068			032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0431	1122									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00810	Q									
00000								A		013 SIZE INCORRECT DQC SHOULD BE 24.5 X 12.5
	E									

### CMR Response

The CMR must provide new artwork conforming to the Publisher specs.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	123000000002000000	01202020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
01202020	P	0555	0431	028767	00068		032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0431	1122									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00810	R							CE		43178967854345
	E									



**Artwork Not Received**

The Publisher will issue a query if artwork has not been received by directory close.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	4562123202020320	06262020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
04152020	C 0312	P 0724	012354	00068			082020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0312	9980									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10000	Q									
00000								A		012 ARTWORK NOT RECEIVED NEED BY 06282020 OR D
00000							L	A		QC WILL NOT PRINT
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	123002120232020000	06272020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
06262020	P 0724	C 0312	012354	00068			082020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0312	9980									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10000	Q									
00000								A		ARTWORK SENT 06262020
	E									

# Query Transaction

## Artwork ID on Order & Graphic File Do Not Match

If the Artwork ID on the laser proof or disc does not match the order, the Publisher would issue a query on the order. (For manual environment only. If artwork is sent thru LSA ELITE™, a system error message is generated.)

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	789850250602056050	05102020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0924	C 0112	324123	00078			082020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0112	2134									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
11000	I							H		TRAVEL AGENCIES
11075	I	HP						N		AAA TRAVEL AGENCY
11100	I							CV		11276789876565
11125	I							A		4567 WYOMING
11150	I							T		606 341-4512
11200	I	ABL						N		AAA TRAVEL AGENCY
11225	I							A		4567 WYOMING
11250	I							T		606 341-4512
	E									

### Publisher Query

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	543216543211119000	05152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05102020	C 0112	P 0924	324123	00078			082020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0112	2134									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
11100	Q									
00000								A		008 ARTWORK ID # DOES NOT MATCH AWT
	E									

*CMR Response if AWT is Incorrect*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	898568975652302000	05182020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05152020	P 0924	C 0112	324123	00078			082020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0112	2134									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
11100	Q									
00000								A		NEW AWT AND GRAPHIC FILE SENT 05182020
	E									

*CMR Response if Order is Incorrect*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	898568975652302000	05182020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05152020	P 0924	C 0112	324123	00078			082020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0112	2134									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
11100	R								CV	11276898767897
	E									

## Query Transaction

### *Artwork Reuse, Cannot Find Artwork*

If electronic artwork is to be reused and, the Publisher cannot find the artwork, they will query the CMR to resend the graphic file and AWT.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	561111543211118000	10172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10172020	P 0824	C 0212	524123	00089			032021			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0212	5555									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00800	I							H		TIRE DEALERS
00850	I	HP						N		B F GOODRICH
00875	I							CR		21267656765BF2
00900	I							A		246 CRESTVIEW
00925	I							T		706 341-4519
00950	I	ABL						N		B F GOODRICH
00975	I							A		246 CRESTVIEW
00980	I							T		706 341-4519
	E									

### Publisher Query

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	789545652122232222	10302020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10172020	C 0212	P 0824	524123	00089			032021			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0212	5555									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00875	Q									
00000								A		044 REUSE ARTWORK-CANNOT FIND-RESEND
	E									

### CMR Response

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	636523252021202154	10302020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10302020	P 0824	C 0212	524123	00089			032021			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0212	5555									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00875	R							CE		21267656765BF2
00000								A		ARTWORK GRAPHIC FILE AND AWT RESENT ON 10302020
	E									

**Art Identification Line Out of Order**

The Art Identification line must follow the name line on the national order. If it is out of this sequence, the Publisher will query the CMR.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	14320000000021200	02162020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
02162020	P 0800	C 0242	145289	00078			042020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0242	1112									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00500	I							H		TRAVEL INSURANCE
00510	I	TM					C	F		STATE FARM INSURANCE
00525	I							C	01	TRAVEL DIVISION
00535	I							CE		24278678654345
00540	I	TRL						N		STATE FARM INSURANCE
00550	I							A		5678 STREAMWOOD
00575	I							T		502 345-9807
	E									

**Publisher Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	456523212000200032	02172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
02162020	C 0242	P 0800	145289	00078			042020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0242	1112									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00535	Q									
00000								A		010 ART ID LINE MUST FOLLOW NAME LINE
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	321232023200012023	02192020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
02172020	P 0800	C 0242	145289	00078			042020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0242	1112									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00525	R								CE	24278678654345
00535	R							C	01	TRAVEL DIVISION
	E									

## Query Transaction

### Area Code Missing on AWT

If the area code is not included in the artwork, the Publisher would query the CMR for new artwork.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	363625251425859685	01122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0501	C 0440	767812	00096	WS	MADISON	032020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0440	6712	A	UPRIGHT ELEVATORS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00200	I							H		ELEVATORS-SALES & SERVICE
00225	I	QC						N		UPRIGHT ELEVATORS
00250	I							CE		44087678912321
00275	I							A		78 FRANKLIN RD
00300	I							T		404 213-9900
00400	I	ABL N						N		UPRIGHT ELEVATORS
00425	I							A		78 FRANKLIN RD
00450	I							T		404 213-9900
	E									

### Publisher Query

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	789568598547854562	01122020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
01122020	C 0440	P 0501	767812	00096			032020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0440	6712									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00250	Q									
00000								A		006 AREA CODE MISSING IN ARTWORK-REQUIRED
	E									

### CMR Response

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	155554332678767000	01192020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
01122020	P 0501	C 0440	767812	00096			032020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0440	6712									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00250	R							CE		44056765432345
00000								A		NEW ARTWORK SENT 01192020
	E									

***CX in SP INS, Artwork Not Received***

If a CX line is used and, artwork is not sent by the 7th day after directory close, the Publisher will query the CMR. The CMR will have 7 calendar days to respond by sending artwork and a Change Order with an Art Identification number. If the CMR does not respond within this time frame, the Publisher will either print last year's ad or print nothing.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	878542125458785421	04172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE					
04172020	P 0912	C 0442	675432	00056						
CMR#	CLIENT #	NAT	CLIENT NAME	DIRECTORY NAME	PUB DATE					
0442	8891				072020					
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00125	I	WBLN						N		BROWN'S PHILLIPS 66
00130	I							A		433 OVAL CIRCLE
00135	I							T		612 561-8800
09000	I							H		SERVICE STATIONS
09050	I	TM					C	F		PHILLIPS 66
09055	I									CX
09125	I	TBL						N		BROWN'S PHILLIPS 66
09140	I							A		433 OVAL CIRCLE
09150	I							T		612 561-8800

**Publisher Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	565898565855662233	05052020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE					
04172020	C 0442	P 0912	675432	00056						
CMR#	CLIENT #	NAT	CLIENT NAME	DIRECTORY NAME	PUB DATE					
0442	8891				072020					
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
09055	Q									
00000								A		009 ARTWORK # AND ARTWORK ON CX LINE NOT REC

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	879654232154658975	05082020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE					
05052020	P 0912	C 0442	675432	00056						
CMR#	CLIENT #	NAT	CLIENT NAME	DIRECTORY NAME	PUB DATE					
0442	8891				072020					
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
09055	R							CE		44278678987654
00000								A		GRAPHIC FILE AND AWT SENT 05052020

## Query Transaction

### Heading Does Not Match AWT

If the heading on the Artwork Transmittal does not match the order, the Publisher will query the order. The CMR may choose to change either the Heading on the order or on the Artwork Transmittal.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	123654987456321456	12212020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0972	C 0342	034878	00078	WI	MADISON	032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0342	1596	A	ARCHITECTURAL SERVICES INC							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS
00150	I	5HS						N		ARCHITECTURAL SERVICES INC
00200	I							CD		34276870700000
00250	I							A		2381 MACON DR SE
00300	I							T		517 627-9007
	E									

### Publisher Query

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	565489875658565000	12222020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
12212020	C 0342	P 0972	034878	00078			032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0342	1596									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	Q									
00000								A		026 HEADING ON AWT DOES NOT MATCH ORDER
	E									

### CMR Response

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	321232123212321222	12232020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
12222020	P 0972	C 0342	034878	00078			032021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0342	1596									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	Q									
00000								A		NEW AWT SENT ON 12212020
	E									



**Heading Split**

The Publisher has split the heading of Electric Appliances. The CMR must let the Publisher know which heading to place the advertising under.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	565423123254565213	01232020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
0242	P 0800	C 0242	145289	00045	MI	DETROIT	042020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0242	1112	A	TRU VALUE HARDWARE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		ELECTRIC APPLIANCES
00110	I	TM					C	F		TRU VALUE HARDWARE
00112	I							CE		24289787656780
00135	I	TRL						N		BRADLEY'S TRU VALUE HARDWARE
00150	I							A		2148 MOUND
00175	I							T		313 678-3451
00400	I	TRL						N		RYAN'S TRU VALUE HARDWARE
00419	I							A		879 PARKER
00435	I							T		313 780-1256

**Publisher Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	123212587898546523	02152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
01232020	C 0242	P 0800	145289	00045			042020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0242	1112									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	Q									
00000								A		028 HEADING SPLIT ELECTRIC APPLIANCES-MAJOR OR
00000								L A		ELECTRIC APPLIANCES-SMALL AVAILABLE

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	587895658956005005	02162020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
02152020	P 0800	C 0242	145289	00045			042020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0242	1112									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	R							H		ELECTRIC APPLIANCES-SMALL
	E									

## Query Transaction

### Heading Invalid

The Publisher does not offer the heading Electric Appliances-Household. The only applicable headings will affect the alphabetical sequencing of the order.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	789545652321254525	11202020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0712	C	0142	145289	00032	042020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0142	8891	A	KITCHENAID							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00400	I							H		DISHWASHING MACHINES-DEALERS
00410	I	4HS						N		KITCHENAID
00420	I							CP		14267867896543
00450	I							A		4567 WAREHOUSE DR
00480	I							T		617 780-1434
00800	I							H		ELECTRIC APPLIANCES-HOUSEHOLD
00825	I	4HS						N		KITCHENAID
00830	I							CP		14289787656789
00840	I							A		671 WASHINGTON
00850	I							T		617 561-8800
	E									

### Publisher Query

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	666892178987678000	11212020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
11202020	C	0142	P	0712	145289	00032	042020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0142	8891									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00800	Q									
00000								A		025 HEADING INVALID AVAILABLE APPLIANCES HOUSE
00000								L	A	HOLD OR APPLIANCES INDUSTRIAL
	E									

*Heading Invalid, Cont'd*

CMR Response

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE	NA-2000			
C	V0002	878954562123256589				11232020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
11212020	P	0712	C 0142	145289	00032		042020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0142	8891									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		APPLIANCES HOUSEHOLD
00110	I	4HS						N		KITCHENAID
00112	I							CP		14289787656789
00135	I							A		671 WASHINGTON
00150	I							T		617 561-8800
00800	O									
00825	O									
00830	O									
00840	O									
00850	O									

## Query Transaction

### *Item Code Missing, Invalid or Changed*

If an item code is missing from the order, or invalid for the receiving Publisher, a query will be issued.

If the item is:	Then the SP INS should read:	And Advertising Data should read:
Missing	BA (billing, advice)	034 Item code missing refer to Rates & Data
Invalid	BA (billing, advice)	031 Item code invalid refer to Rates & Data

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	545652325456587898	06172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0900	C 0341	087678	00045	OR	PORTLAND (Y)	102020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0341	1119	A	IBM COMPUTERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00010	I							H		WHITE PAGES
00020	I	WBL						N		IBM COMPUTERS
00030	I							A		36 MONROE
00040	I							T		712 634-8100
00500	I							H		COMPUTERS
00525	I	BLN						N		IBM COMPUTERS
00575	I							A		36 MONROE
00600	I							T		712 634-8100
	E									

*Item Code Missing, Invalid or Changed, Cont'd*

**Publisher Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE	NA-2000			
Q	V0002	789854565232125658				07152020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME				
06172020	C	0341	P	0900	087678	00045				
CMR#	CLIENT #	NAT	CLIENT NAME				PUB DATE	NAT CLIENT ID #		
0341	1119						102020			
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00010	Q									
00020	Q									
00030	Q									
00040	Q									
00000								BA		055 WHITE PAGE ITEMS INVALID FOR YP DIRECTORY
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE	NA-2000			
C	V0002	545652323200010000				07252020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME				
07152020	P	0900	C	0341	087678	00045				
CMR#	CLIENT #	NAT	CLIENT NAME				PUB DATE	NAT CLIENT ID #		
0341	1119						102020			
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00010	O									
00020	O									
00030	O									
00040	O									
	E									

# Query Transaction

## Item Code Discount Not Available

If a discounted item is not available, ordered incorrectly, or ordered using the wrong item code a query will be issued.

In the following exhibit, a discount was available for advertisers placing a TM & Display under the same heading. The advertising was placed under two different headings; therefore, the discount was not applicable.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	999012321234321000	08302020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0910	C 0041	128976	00078	TX	EL PASO	102020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0041	1198	A	REAL ESTATE ONE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		REAL ESTATE
00125	I	DQCNG						N		REAL ESTATE ONE
00135	I							CE		041767876565RO
00140	I							A		1500 WALTON
00150	I							T		244 656-2100
00200	I	ABL N						N		REAL ESTATE ONE
00250	I							A		1500 WALTON
00275	I							T		244 656-2100
00500	I							H		REAL ESTATE CONSULTANTS
00524	I	TMNG					C	F		REAL ESTATE ONE
00534	I							CE		04176787654ROT
00535	I	TBLN						N		REAL ESTATE ONE
00555	I							A		1500 WALTON
00575	I							T		244 656-2100
00600	I	TRL						A		3456 ROCHESTER
00625	I							T		244 656-7878
	E									

*Item Code Discount, Not Available, Cont'd*

**Publisher Query**

Publisher will query lines 00125 & 00524 indicating the item codes are invalid and that billing will be affected.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
Q	V0002	546523212321232565				09012020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
08302020	C	0041	P	0910	128976	00078		102020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0041	1198									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00125	Q									
00000								BA		021 ITEM COCE DQCNG NOT VALID DISCOUNT ADV MUST
00000								L	A	APPEAR UNDER SAME HEADING
00524	Q									
00000								BA		021 ITEM CODE TMNG NOT VALID DISCOUNT
	E									

**CMR Response**

The CMR will respond by removing the heading line of Real Estate Consultants, placing all advertising under the same heading. The advertiser now qualifies for the discount. The CMR would also have to resend the AWT and graphic file for the TM since the heading changed.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
C	V0002	789887788665232123				09022020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
09012020	P	0910	C	0041	128976	00078		102020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0041	1198									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00125	Q									
00500	O									
00524	Q									
	E									

## Query Transaction

### *Item Code Does Not Match AWT or Artwork*

If the item code on the order does not match the AWT and/or artwork sent, the order will be queried for new artwork.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	456523212320212021	08032020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE					
P	0700	C	0123	145638	00088					
CMR#	CLIENT #	NAT	CLIENT NAME	DIRECTORY NAME	PUB DATE					
0123	6515				112020					
					NAT CLIENT ID #					
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100								H		AIRLINE RESERVATIONS
00110		TM					C	F		UNITED AIRLINES
00130									CE	12378765678745
00139								C	01	TICKET OFFICES
00200		TBL						N		UNITED AIRLINES
00225								A		WRIGHT FIELD
00250								T		520 867-2200
	E									



*Item Code Does Not Match AWT or Artwork*

**Publisher Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
Q	V0002	565232223332222222				09052020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
08032020	C	0123	P 0700	145638	00088			112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0123	6515									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00130	Q									
00000								A		032 ITEM CODE ON ORDER TM ARTWORK SENT CTM
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
C	V0002	123212322112023202				09062020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
09052020	P	0700	C 0123	145638	00088			112020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0123	6515									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00110	R	CTM					C	F		UNITED AIRLINES
00130	Q									
	E									

## Query Transaction

### *Late Order Not Approved*

If a CMR includes additional items on a late order without obtaining approval, the Publisher will query and drop the unapproved lines.

In the following exhibit, late order was given for only the TBL.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	456521325125001000	05132020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0724	C 0111	435678	00069			072020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0111	4321									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000								A		APRVD MARY STEWARD 05132020 DUE ON 05162020
00700	I	TBL						N		WILLIAM'S PAINTS
00710	I							A		5671 WAYNE
00720	I							T		501 212-9087
10000	I							H		PAINTING CONTRACTORS
10100	I	3HS						N		SHERWIN WILLIAM'S PAINTS
10150	I							CP		11187967545432
10160	I							A		2321 STATE
10170	I							T		501 879-3211
	E									

*Late Order Not Approved, Cont'd*

**Publisher Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE	NA-2000			
Q	V0002	1111676543212320000				05142020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
05132020	C	0724	435678	00069				072020		
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0111	4321									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10000	Q									
10100	Q									
10150	Q									
10160	Q									
10170	Q									
00000								A		036 LATE ORDER NOT APRVD FOR 3HS REMOVE LINES
	E									

**CMR Response**

The CMR will remove the lines and resubmit the 3HS after the directory rolls over to next issue.  
(Late order approval line not required when responding to a query).

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE	NA-2000			
C	V0002	545432567890000000				05152020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
05142020	P	0724	435678	00069				072020		
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0111	4321									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10000	O									
10100	O									
10150	O									
10160	O									
10170	O									
	E									

## Query Transaction

### Line Overflow

Service Order activity reflects a different name than on the national order and the name change will create a line overflow.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	00000076543212321	05152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0924	C 0421	135678	00078			092020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0421	5521									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10000	I							H		RECORDING SERVICE-SOUND & VIDEO
10100	I	TM					C	F		MOTOWN RECORDING
10150	I							CE		42176789876543
10160	I	TBLN						N		STEVIE WONDER PROMOTIONS
10170	I							A		450 SECOND AVE
10180	I							T		313 456-9089
	E									

### Publisher Query

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	764530076543212321	05192020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05152020	C 0421	P 0924	135678	00078			092020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0421	5521									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10160	Q	TBL						N	A	STEVIE WONDER LTD PROMOTIONS & RECORDING STUDI
00000								L	A	OS
00000								A		048 SERVICE ORDER NAME CREATES LINE OVERFLOW
	E									

*Line Overflow, Cont'd*

**CMR Response, Agreeing with Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	546501232021201210	05252020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05192020	P 0924	C 0421	135678	00078			092020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	5521									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10160	R	TBL						N	A	STEVIE WONDER LTD PROMOTIONS & RECORDING STUDIO
10161	I							L	S	
	E									

**CMR Response, Disagreeing with Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	213202012021232020	05252020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05192020	P 0924	C 0421	135678	00078			092020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	5521									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10160	R	TBL						N		STEVIE WONDER PROMOTIONS
00000								A		WP-3235 SENT 05252020 TO CHANGE LISTING NAME
	E									

## Query Transaction

### Listing Out of Alpha Sequence

All listings on the order must be in alphabetical sequence, as they would appear in the directory. Queries will be issued if alphabetical sequence is not maintained.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	98980765456765432	11292020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0505	C 0333	034212	00077	MI	ROCHESTER AREA	022021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0333	6654	A	MILLER FLUID POWER							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		CYLINDERS-AIR & HYDRAULIC
00150	I						C	F		MILLER CYLINDERS & POWER PRODUCTS
00175	I	TN						N		MILLER FLUID POWER CORPORATION
00180	I							A		2205 NORTH AVE
00200	I							T		713 342-0190
00500	I	TN						N		MILLER CYLINDERS
00525	I							A		8912 SQUIRREL
00550	I							T		713 341-7890
	E									

### Publisher Query

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	789565452120210212	12012020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
11292020	C 0333	P 0505	034212	00077			022021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0333	6654									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00175	Q									
00000								A		038 LISTING OUT OF ALPHA SEQUENCE
00500	Q									
00000								A		038 LISTING OUT OF ALPHA SEQUENCE
	E									

*Listing Out of Alpha Sequence, Cont'd*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE	NA-2000			
C	V0002	065005452123250412				12052020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	PUB DATE				
12012020	P	0505	C 0333	034212	00077	022021				
CMR#	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #				
0333	6654									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00175	R	TN						N		MILLER CYLINDERS
00180	R							A		8912 SQUIRREL
00200	R							T		713 341-7890
00500	R	TN						N		MILLER FLUID POWER CORPORATION
00525	R							A		2205 NORTH AVE
00550	R							T		713 342-0190
	E									

## Query Transaction

### Line Missing

Whenever a required line, telephone number, name, address, etc. is missing, the line preceding the missing line will be queried.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	565550000562320232	10152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10152020	C 0800	0101	878901	00078			022021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0101	7656									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00900	I	TRL						N		ABC EYECARE
00940	I							A		2343 UNIVERSITY
00950	I	TRL						N		BENTLEY EYECARE
00960	I							A		8908 LIVERNOIS
00970	I							T		243-456-1290
E										

### Publisher Query

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	789545654000020000	11152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10152020	C 0101	P 0800	878901	00078			022021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0101	7656									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00940	Q									
00000								A		050 TELEPHONE NUMBER LINE MISSING
E										

### CMR Response

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	789854565200020000	11292020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
11152020	P 0800	C 0101	878901	00078			022021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0101	7656									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00940	Q									
00945	I							T		313 456-7890
E										



**Query & Advice on the Same Line**

If a query and advice condition exist on the same line, the ACT code will be “Q” and the SP INS field will be “A”. The TRANS code is always “Q”. All additional fields will be populated and the Advertising Data field will reflect the changed, or advised, information.

**Publisher Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
Q	V0002	764530076543212321		05192020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05152020	C	0421	P 0924	135678	00077		092020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	5521									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10160	Q	TBL						N	A	STEVIE WONDER LTD PROMOTIONS & RECORDING STUDI
00000								L	A	OS
00000								A		047 SERVICE ORDER NAME CREATES LINE OVERFLOW
10550								T	A	713 234-7890

**CMR Response**

The response replaces 10160 and adds an additional line number for the line overflow. Line 10550 is responded to with an “F” ACT code, since the CMR agrees with the Publisher advice. The database will be updated, but line 10550 will not be forwarded to Publisher.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
C	V0002	545658789546512111		05252020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05192020	P	0924	C 0421	135678	00077		092020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0421	5521									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10160	R	TBL						N		STEVIE WONDER LTD PROMOTIONS & RECORDING STUDI
10161	I							L		OS
10550	F							T		713 234-7890

# Query Transaction

## Service Order Activity Affects Artwork

If artwork was affected due to a Service Order Change, the Publisher would query for new artwork.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	456521320000120120	09052020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
09052020	P	0605	C 0233	054345	00055		032021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0233	7878									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00600	I	QC						N		MACARONI GRILL
00610	I								CE	23354567898780
00630	I							A		7843 TIENKEN
00640	I							T		248 244-0987
00650	I	ABLN						N		MACARONI GRILL
00675	I							A		7843 TIENKEN
00700	I							T		248 244-0987

### Publisher Query

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	456587865890002000	10012020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
09052020	C	0233	P 0605	054345	00055		032021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0233	7878									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00600	Q	QC						N	A	ROMANO'S MACARONI GRILL
00000										048 SERVICE ORDER CHANGE
00610	Q									
00000									A	047 SERVICE ORDER CHANGE AFFECTS ARTWORK
00650	Q	ABLN						N	A	ROMANO'S MACARONI GRILL
00000									A	048 SERVICE ORDER CHANGE

### CMR Response

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	545658798500505050	10102020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
10012020	P	0605	C 0233	054345	00055		032021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0233	7878									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00600	R	QC						N		ROMANO'S MACARONI GRILL
00610	R								CE	23345432156766
00650	R	ABLN						N		ROMANO'S MACARONI GRILL

**Indent Missing**

Publisher records indicate that an indent has been established with the business office that is not included on the national order. The Publisher will query the preceding line where the indent should appear. This provides the CMR with the correct sequencing of data.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
I	V0002	000546501232021258		07152020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
0311	P 0994	C 0311	876545	00078	WI	MADISON	112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0311	7676	A	SINGER SEWING MACHINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		SEWING MACHINES-HOUSEHOLD-DEALERS
00150	I						C	F		SINGER SEWING MACHINES
00200	I	TN						N		MICHAEL'S
00225	I							A		ANTIOCH SHOPPING CENTER
00250	I							T		312 454-3000
00300	I	TNRL						A		284 METRO N MALL
00325	I							T		312 436-9593
00350	I	TNRL						A		BANNISTER MALL
00375	I							T		322 761-3412

**Publisher Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
Q	V0002	545652325620210232		07182020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
07182020	C 0311	P 0994	876545	00078			112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0311	7676									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00200	Q									
00000								I	A	SEWING MACHINE DEPT
00000									A	029 INDENT WILL PRINT FOLLOWING LINE 00200

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
C	V0002	888232345656785000		07222020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
07182020	P 0994	C 0311	876545	00078			112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0311	7676									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00200	Q									
00205	I							I	2	SEWING MACHINE DEPT
	E									

# Query Transaction

## Set in Sequence Cannot Be Honored

If the Publisher cannot honor "Set In Sequence" at the directory level, they would query each line that is out of the standard sequence.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	546587985465212321	05092020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0815	C 0123	123145	00077	OH	DAYTON	112020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0123	4567	A	STATE FARM INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000										
00100	I							H		INSURANCE
00125	I	TM					C	F		STATE FARM
00175	I							CE		123787656765SF
00190	I	TBL						N		ROUSH'S STATE FARM AGENCY
00200	I							A		2040 CLEARWOOD
00250	I							T		937 653-9078
00425	I	TBL						N		BRADLEY'S STATE FARM AGENCY
00550	I							A		3456 KETTERING
00600	I							T		937 781-9000
00625	I	TBL						N		ROHN'S STATE FARM AGENCY
00650	I							A		76 WATERS
00700	I							T		937 341-7654
	E									

*Set as Shown Cannot Be Honored, Cont'd*  
**Publisher Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	000002325456521232	05132020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05092020	C 0123	P 0815	123145	00077			112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0123	4567									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00190	Q									
00200	Q									
00250	Q									
00425	Q									
00550	Q									
00600	Q									
00625	Q									
00650	Q									
00700	Q									
00000									A	046 SET IN SEQ AT DIRECTORY LEVEL CANNOT BE HON
00000								L	A	ORED

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	000545658785456585	06172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05132020	P 0815	C 0123	123145	00056			112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0123	4567									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00190	R	TBL							N	BRADLEY'S STATE FARM AGENCY
00200	R								A	3456 KETTERING
00250	R								T	937 781-9000
00425	R	TBL							N	ROHN'S STATE FARM
00550	R								A	76 WATERS
00600	R								T	937 341-7654
00625	R	TBL							N	ROUSH'S STATE FARM AGENCY
00650	R								A	2040 CLEARWOOD
00700	R								T	937 653-9078
	E									

# Query Transaction

## Line Inserted by Publisher

Publishers cannot add line numbers to CMR orders; therefore, a query is sent when additional lines exist on their internal records. The Publisher will insert the new information with 5-zero advice lines.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	878985456523002500	09072020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0911	C	0401	345612	00078	VA	RICHMOND	012021	
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0401	2314	A	AMERICAN FAMILY INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00700	I							H		INSURANCE
00725	I	TM					C	F		AMERICAN FAMILY INSURANCE
00750	I							CE		401676547543AF
00790	I							C	01	AGENTS
00850	I	TBLN						N		AMERICAN FAMILY INSURNACE COMPANIES
00875	I							A		41 BURBANK
00890	I							T		323 353-3360
01000	I	TRL						A		16 SPRINGFIELD
01050	I							T		323 670-8901
01075	I	TRL						A		4070 BERKLEY
01100	I							T		412 993-5810
01150	I	TRL						A		59 LAKESIDE BLVD
01200	I							T		412 678-5462
	E									

## Publisher Query

The Publisher will include the line preceding the query condition, so the CMR knows where the inserted line will appear in the advertising.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	00000565487898070	09202020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	C	0401	P	0911	345612	00078	VA	RICHMOND	012021	
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0401	2314	A	AMERICAN FAMILY INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00890	Q									
00000								A		029 INDENT MISSING
00000								I	A	NORTH OFFICE
01050	Q									
00000								A		029 INDENT MISSING
00000								I	A	SOUTH OFFICE
01100	Q									
00000								A		029 INDENT MISSING
00000								I	A	CENTRAL WEST END

**Line Inserted by Publisher, Cont'd**

**CMR Response, Agrees with Changes**

CMR will respond by assigning a line number to the indents and, since the item codes must appear on the indent line, they will also revise the address lines.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
C	V0002	878985456500020000		09282020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
09202020	P	0911	C 2314	345612	00078		012021			
CMR#	CLIENT #	NAT	CLIENT NAME		NAT CLIENT ID #					
0401	2314									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00890	Q									
00899	I	TRL						I		NORTH OFFICE
01000	R							A		16 SPRINGFIELD
01050	Q									
01070	I	TRL						I		SOUTH OFFICE
01075	R							A		4070 BERKLEY
01100	Q									
01148	I	TRL						I		CENTRAL WEST END
01150	R							A		59 LAKESIDE BLVD
	E									

**CMR Response, Disagrees with Changes**

The advertiser does not want the indents to appear so the CMR will change the records at the Business Office and advise the Publisher that they have done so.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
C	V0002	878985456500020000		09282020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
09202020	P	0911	C 2314	345612	00078		012021			
CMR#	CLIENT #	NAT	CLIENT NAME		NAT CLIENT ID #					
0401	2314									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00890	Q									
01050	Q									
01100	Q									
00000								A		WP-3235 SENT ON 09272020 TO REMOVE INDENTS FOL
00000								L A		LOWING LINES 00890, 01050, 01100
	E									

# Query Transaction

## Item Code Invalid, Billing Affected

If an item code is changed, or no longer offered, the Publisher would query the CMR notifying them that billing will be affected.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	456587895544002321	11172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0888	C 0298	546789	00045	KY	LEXINGTON	042021			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0298	4327	A	SONY CORPORATION							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00125	I	WBL						N		SONY CORP
00150	I							A		3456 WOODWARD AVE
00200	I							T		412 789-3120
00750	I							H		ELECTRONIC EQUIP & SUPPLS-DEALERS
00800	I	TM					C	F		SONY CORP
00810	I							CE		298676546546SC
00820	I	TRL						N		BARON ELECTRONICS
00830	I							A		61 ADAMS BLVD
00840	I							T		412 768-4321
00900	I	TRL						N		LYCEM COMPUTERS
00910	I							A		6784 PIERCE
00930	I							T		412 678-3211
02000	I	TRL						N		ROUSH'S ELECTRONICS INC
02010	I							A		2040 DEQUINDRE
02020	I							T		412 652-9802
	E									



*Item Code Invalid, Billing Affected, Cont'd*

**Publisher Query**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
Q	V0002	00000000232545878	11252020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
11172020	C 0298	P 0888	546789	00045			042021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0298	4327									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00820	Q									
00000									BA	031 ITEM CODE INVALID
00900	Q									
00000									BA	031 ITEM CODE INVALID
02000	Q									
00000									BA	031 ITEM CODE INVALID
	E									

**CMR Response**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	000213201548785458	11282020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
11252020	P 0888	C 0298	546789	00045			042021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0298	4327									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00820	R	TSL							N	BARON ELECTRONICS
00900	R	TSL							N	LYCEM COMPUTERS
20000	R	TSL							N	ROUSH'S ELECTRONICS INC
	E									

## Query Transaction

### Complete Order Reject by the Publisher

If an entire order (**with the exception of delete orders**) passes the ELITE edits, but does not pass the Publisher's up-front system edits, it will be returned to the CMR with a query. The error code will be 999. Each line number on the CMR's transaction will have a "Q" ACT code and the order will be "frozen" from future activity until the CMR clears the query status by sending a "V" Transaction. (See page 15.0.52 for delete order rules.)

**NOTE: This condition is only applicable for entire order rejects; it does not apply if the Publisher works any portion of the order.**

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
I	V0002	000000002325898756				05152020				
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0815	C 0298	167564	00088	MI	PETOSKEY	072020		
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0290	7612	A	ARCTIC CAT SNOWMOBILES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	APRVD MARY STEWART 05142020
01000	I								H	SNOWMOBILES
01100	I	6HS							N	ARCTIC CAT SNOWMOBILES
01105	I								CE	290878765432AC
01200	I								A	8769 BEAUFORD
01300	I								T	517 453-8912

*Complete Order Reject by the Publisher, Cont'd*

**Publisher Query**

The Publisher did not give approval for the 6HS and the order was rejected by the Publisher's internal system. The 999-advice line must be the first line on the order and left justified, not indented 2 spaces.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
Q	V0002	000545875421100121	05162020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
05152020	C	0290	P	0815	167564	00088		072020		
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0290	7612									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	999 ORDER REJECTED LATE ORDER NOT APPROVED
01000	Q								H	SNOWMOBILES
01100	Q	6HS							N	ARCTIC CAT SNOWMOBILES
01105	Q								CE	290878765432AC
01200	Q								A	8769 BEAUFORD
01300	Q								T	517 453-8912

**CMR Response**

The CMR must respond by sending a "V" Transaction. The approval line will indicate the V is in response to a 999 query. The REF Date is not populated because the Publisher did not work the order.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
V	V0002	898080808080253652	07302020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0815	C	0290	167564	00089	MI	PETOSKEY		072021
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0290	7612	A	ARCTIC CAT SNOWMOBILES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	APRVD 999 QUERY RESPONSE
01000									H	SNOWMOBILES
01100		6HS							N	ARCTIC CAT SNOWMOBILES
01105									CV	290878765432AC
01200									A	8769 BEAUFORD
01300									T	517 453-8912

## Query Transaction

### *Complete Reject of a Delete Order After Directory Close*

When a delete order is received by the Publisher that is too late to process for the current issue, they will send a 998 query to the CMR. The 998 allows the transaction to pass through LSA ELITE™ even though there is no standing order.

The delete will be worked for the next directory issue.

This query condition is the only transaction accepted for the current directory version after an order has been deleted. It will be added to order history and displayed on appropriate reports after the “D” to indicate the order was printed for the current directory version. The order remains deleted and will not roll to the next directory version.

**Note: The 998 must start in the first position in the Advertising Data Field.**

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS Q	TRANS VER V0002	TRANS ID 789808080546521548				DATE 12102020	NA-2000	
REF DATE 12092020	C	TO 0230	FROM P	0500	DIR # 123456	DIR VER 00032	STATE	DIRECTORY NAME
CMR# 0230	CLIENT # 7612	NAT	CLIENT NAME				PUB DATE 012021	NAT CLIENT ID #
LINE # 00000	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT
	E							SPINS A
ADVERTISING DATA 998 DELETE NOT ACCEPTED								

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *CMR Transfers* *“N” and “T” Transactions* Section 16.0

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## CMR Transfers

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## CMR Transfers

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## CMR Transfers

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### NOTES

## CMR Transfers

### *General*

The objective of the CMR transfer process is to support and accommodate the advertiser in maintaining the integrity of their advertising and advertising dollars. In no instance should the client's advertising be placed in jeopardy because of this process.

### **There are two types of CMR transfers:**

1. Transfer between CMRs that gives the new CMR the ability to **access the standing orders** on the effective transfer date -- "T" transaction
2. Transfer between CMRs that **restricts** the new CMR from **access** to the standing orders on the effective transfer date -- "N" transaction

Regardless of the transfer situation, both the former and the new CMR share in the responsibility of affecting a trouble-free account transfer, which includes LSA ELITE™ and non-ELITE CMRs and Publishers.

**NOTE: The client name must remain the same in a CMR transfer. If the client name changes, an "H" Transaction would be sent after the effective transfer date. To ensure that records have been transferred correctly, the CMRs should wait 30 days after the effective transfer date to transmit an "H" transaction. Additionally, accounts cannot be transferred to an existing CMR/client number.**

### *Definition*

When a client/advertiser changes their CMR representative, or the CMR assigns the account a new CMR number internally, it is considered a CMR transfer.

A "T" Transaction may be used to transfer:

- an entire account to a new CMR
- part of an account to a new CMR
- purchased records from the former CMR
- non-purchased records from the former CMR

**NOTE: A "T" transaction allows the new CMR access to the standing orders in LSA ELITE™ on the date of the effective transfer.**

A "N" Transaction may be used to transfer:

- an entire account to a new CMR
- non-purchased records from the former CMR

**NOTE: A "N" transaction never allows the new CMR access to the standing orders in LSA ELITE™.**

## CMR Transfers

---

### *Time Frames (“T” and “N”)*

- A “T”, or “N” Transaction must be sent to LSA ELITE™ by both the former and the new CMR a minimum of **30 calendar days prior** to the effective transfer date, and within 10 days of each “T”, or “N”.
- The “T” or “N” must be matched in LSA ELITE™ no less than 10 days before the effective transfer date.
- If the former CMR has a cancellation clause in their contract with the advertiser, these dates must be taken into consideration before determining the effective transfer date.
- The new CMR cannot issue orders prior to the effective date of the transfer.

### *LSA ELITE™*

If both the former and new CMR issue “**T**” transactions, the new CMR **can** view and print copies of the standing order(s) in LSA ELITE™ on/after the effective transfer date.

If both the former and new CMR issue “**N**” Transactions, the new CMR **cannot** view or print copies of the standing order(s) in LSA ELITE™ on/after the effective transfer date.

### *Pay-Per-Call (PPC) Transfers*

Pay-Per-Call is a separate contract with a separate client number. It is up to the CMRs whether or not PPC will be part of the transfer process.

## CMR Transfers - "T" Transaction Process

### ***"T" Transactions***

The issuing of "T" Transactions is dependent on agreement between the former and new CMR.

If records are purchased, "T" Transactions are **always** sent by both the former and new CMR. The only time a delete can be sent, after the "T" Transactions have been generated, is when the former CMR will be billed for a directory closing prior to the effective transfer date and, the advertiser has decided to remove their appearance from the specific directory.

### **Benefits of the "T" Transaction are:**

- reduces risk of lost advertising and possible legal consequences
- protects integrity of advertiser's program
- ad positioning is maintained
- creates a smooth transition
- clear transfer date, no confusion on responsibilities and time frames
- client retains national client status; i.e., will not be contacted by local
- no delay of order re-insertion due to Future Order Start Date
- directory extension invoicing will be sent to the new CMR
- eliminates need to issue new directory orders and artwork, requiring fewer CMR resources to re-key
- access to client's standing orders in LSA ELITE™, with any outstanding query/advice

### ***Internal CMR Company Transfer***

If a CMR is transferring an account to a different CMR number within their own organization, it is handled as a normal "T" Transaction. The CMR code must change, but the client number and CMR address may or may not change.

### ***Combining Two or More Accounts into a Single Account Number***

If two or more accounts are transferring, and they are to be combined into one account number, it may be accomplished in one of two ways.

1. The former CMR sends "H" Transactions to combine the accounts into one account number prior to issuing the "T" Transaction.
2. Separate "T" Transactions sent for each account number. Once all accounts are transferred, the new CMR would issue "H" Transactions to combine the accounts.

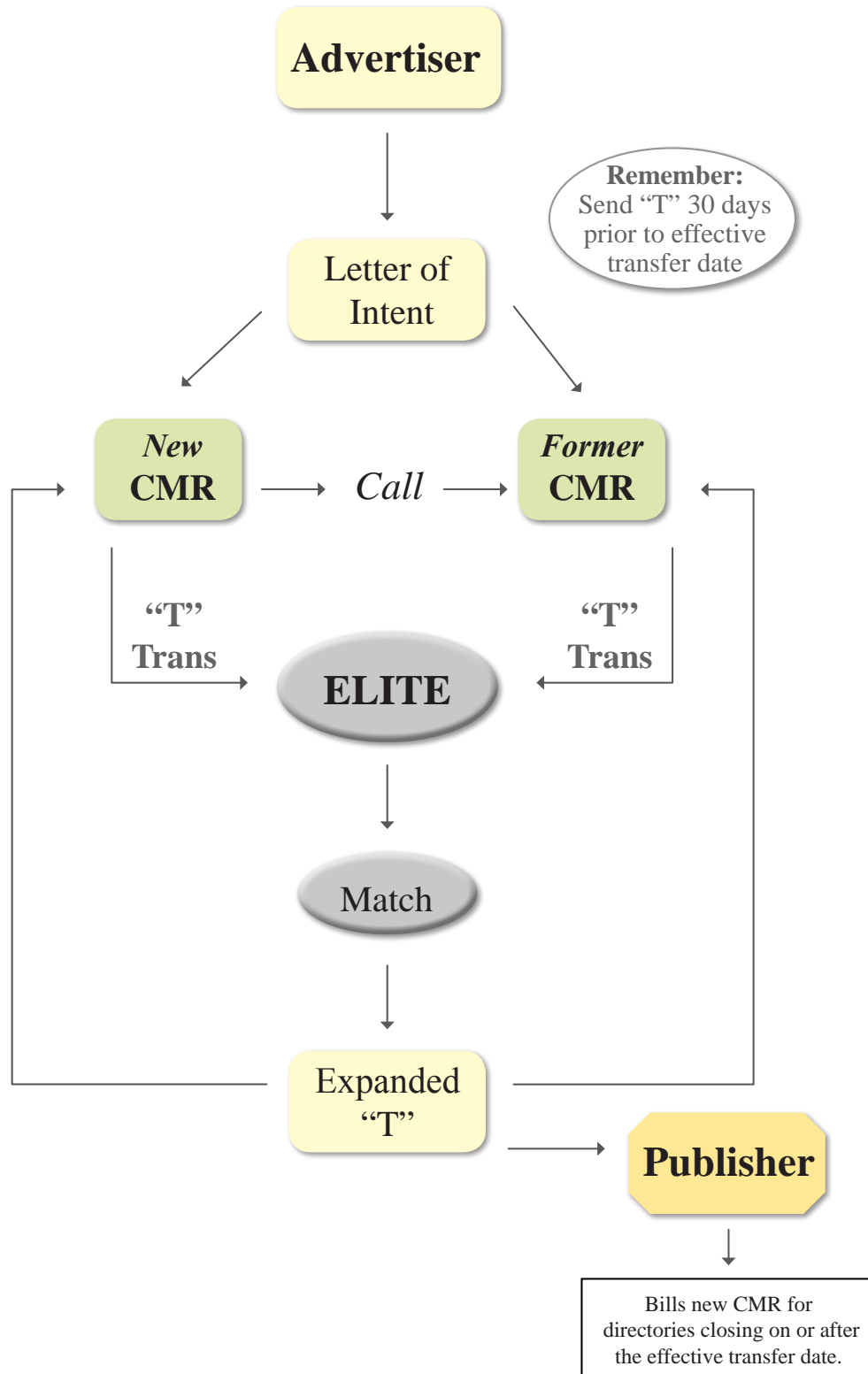
**NOTE: The client name must remain the same in a CMR transfer. If the client name changes, an "H" Transaction would be sent after the effective transfer date. To ensure that records have been transferred correctly, the CMRs should wait 30 days after the effective transfer date to transmit an "H" transaction. Additionally, accounts cannot be transferred to an existing CMR/client number.**

## CMR Transfers

### CMR Transfers - Overview of LSA ELITE™ “T” Transaction

<i>Step</i>	<i>Action</i>										
1	A letter of intent to transfer is sent to the former & new CMR from the advertiser. The letter should detail time frames.										
2	New CMR contacts former CMR and, at a minimum, discusses: <ul style="list-style-type: none"> <li>• Effective date of the transfer</li> <li>• What records are being purchased and any fees involved</li> <li>• New CMR number, client number, existing client name (client name must remain the same) and old CMR number, client number</li> <li>• If any preexisting contractual agreements exist between the former CMR and the client</li> </ul>										
3	Both new and former CMR send a “T” Transaction to LSA ELITE™ a minimum of 30 calendar days prior to the effective transfer date. (“T’s” must be sent within 10 days of one another and must match a minimum of 10 days prior to the effective transfer date.)										
4	Once ELITE receives the first “T” the system will wait 10 days for the second “T”. As soon as both “T’s” are received, LSA ELITE™ will compare the information. <table border="1" style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="text-align: center;"><i>If:</i></th> <th style="text-align: center;"><i>Then:</i></th> </tr> </thead> <tbody> <tr> <td>The information on the “T’s” match</td> <td>ELITE will immediately send an Expanded “T” Transaction to the Publisher(s) and both CMRs. Orders inserted by the current CMR after the initial Expanded “T s” are delivered and before the transfer date will also generate an Expanded “T” if the Publisher of the directory did not previously receive an Expanded “T” announcing the transfer. (Expanded “T” list all directories the client has advertising in for the specified Publisher.) On the effective transfer date, the standing orders in the ELITE database will be updated with the new CMR information.</td> </tr> <tr> <td>The information on the “T” transactions do not match</td> <td> <ul style="list-style-type: none"> <li>• LSA ELITE™ will reject both “T’s”, sending each CMR a rejection message.</li> <li>• New “T” transactions will have to be immediately reissued so that the original time frames are not jeopardized.</li> </ul> </td> </tr> <tr> <td>LSA ELITE™ receives only one “T” transaction (either former or new CMR did not send)</td> <td> <ul style="list-style-type: none"> <li>• Both CMRs and LSA will receive notification from LSA ELITE™ after five days indicating a matching “T” was not received.</li> <li>• The non-complying CMR must send “T” transaction immediately.</li> </ul> </td> </tr> <tr> <td>Matching “T’s” are not received within 10 days by LSA ELITE™</td> <td> <ul style="list-style-type: none"> <li>• Both CMRs and LSA receive a cancellation transaction from LSA ELITE™ and transfer process must start over.</li> </ul> </td> </tr> </tbody> </table>	<i>If:</i>	<i>Then:</i>	The information on the “T’s” match	ELITE will immediately send an Expanded “T” Transaction to the Publisher(s) and both CMRs. Orders inserted by the current CMR after the initial Expanded “T s” are delivered and before the transfer date will also generate an Expanded “T” if the Publisher of the directory did not previously receive an Expanded “T” announcing the transfer. (Expanded “T” list all directories the client has advertising in for the specified Publisher.) On the effective transfer date, the standing orders in the ELITE database will be updated with the new CMR information.	The information on the “T” transactions do not match	<ul style="list-style-type: none"> <li>• LSA ELITE™ will reject both “T’s”, sending each CMR a rejection message.</li> <li>• New “T” transactions will have to be immediately reissued so that the original time frames are not jeopardized.</li> </ul>	LSA ELITE™ receives only one “T” transaction (either former or new CMR did not send)	<ul style="list-style-type: none"> <li>• Both CMRs and LSA will receive notification from LSA ELITE™ after five days indicating a matching “T” was not received.</li> <li>• The non-complying CMR must send “T” transaction immediately.</li> </ul>	Matching “T’s” are not received within 10 days by LSA ELITE™	<ul style="list-style-type: none"> <li>• Both CMRs and LSA receive a cancellation transaction from LSA ELITE™ and transfer process must start over.</li> </ul>
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5	On the effective transfer date, Publishers and the new CMR should run an Order Copy Report to verify information in database to internal records.										

*Overview of "T" Transaction Process*



## CMR Transfers

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### CMR Transfers - Prior to Issuing "T" Transaction

#### *New CMR & Advertiser Instructions*

The following steps must be discussed/accomplished by the advertiser and new CMR prior to the "T's" being issued:

1. Detail for the client the time frames involved for the change of account responsibility.
  - a) Ensure they are aware of the 30 days' advance notice requirement.
  - b) Determine if there are any existing conditions in their current contract that must be met.
  - c) If necessary, allow sufficient time to arrange for the verification of the client's records.
2. Advise the client to send letter of intent to the former CMR detailing the change in account responsibility. A copy of this letter is sent to the new CMR.
3. Once the letter of intent has been sent, the new CMR contacts the former CMR to discuss the transfer.

#### *New & Former CMR Instructions*

Prior to issuing the "T" Transaction, both CMRs need to determine:

1. The effective date of the transfer. This is the date the new CMR will be responsible for all calls, queries and billing on the account.
2. What records the former CMR will provide. For example, orders in advance of the effective transfer date, invoices, artwork, solicitation records, hard copies of orders for mail publishers, etc. These records must be reflective of the latest version of directory advertising standing with the Publisher or approved placements to date.
3. If advance, or non-ELITE orders are to be provided to the new CMR prior to the effective transfer date. Will they be provided on CD (it is best to obtain a copy of the format in advance to ensure it is usable in the new CMR's system, it should be in LSA ELITE™ format) or through LSA ELITE™ (See "F" Transaction section for requirements on sending through LSA ELITE™.)
4. When the "T" Transaction will be sent to LSA ELITE™ or through the mail.
5. What records are being purchased and any fees involved.
6. What date the records will be sent to the new CMR and by what method, LSA ELITE™, regular mail, express mail, etc.
7. The new CMR number and the new client/account number. To avoid confusion with client records, the same CMR/client number cannot be reassigned to another client for a minimum of 4 years.

**NOTE: Accounts cannot be transferred to an existing CMR/client number. In addition, all queries and advices, regardless of close dates, are handled by the CMR responsible for the account.**



***Billing***

The date the new CMR will be responsible for billing is determined during the original negotiations between CMRs.

- The effective billing date is always shown in the advertising data field on the “T” Transaction and must be the same as the effective transfer date.
- The new CMR will be billed for all directories closing on or after the effective billing date.
- If a directory has a change in a close date after the “T” has been issued, the change **will** affect the billing responsibility. For example:

<b>Effective Transfer Date:</b>	<b>Original Close Date:</b>	<b>New Close Date:</b>	<b>Directory Billing Responsibility:</b>
10-15-2020	10-1-2020	10-30-2020	New CMR
10-15-2020	10-30-2020	10-1-2020	Former CMR

- The new CMR will always receive billing for cutbacks or extensions. For example:

<b>Directory Close Date:</b>	<b>Effective Transfer Date:</b>	<b>Directory Billing Responsibility:</b>	<b>Extension/cutback Billing:</b>
09-28-2020	10-15-2020	Former CMR	New CMR

- If the new CMR receives late order approval to insert an “T” transaction after the effective transfer date, but prior to directory pub, the new CMR should use a new client number. After the directory rolls, submit an “H” transaction on the new client number to move this order to the transferred client number. If this is followed, the new CMR will receive the billing for the “T” orders that were placed after the effective transfer date.

<b>Directory Close Date:</b>	<b>Effective Transfer Date:</b>	<b>New CMR sends an “T” order</b>	<b>Directory Billing Responsibility for the “T” Order</b>
09-28-2020	10-15-2020	10-20-2020	New CMR

## CMR Transfers

### CMR Transfers - Issuing the "T" Transaction

#### *Current (former) CMR Instructions*

1. After all pre-transfer issues have been resolved, send a "T" Transaction to LSA ELITE™ a minimum of 30 calendar days prior to the effective transfer date.
2. Upon receipt of the expanded "T", review for agreement.

<i>If:</i>	<i>Then:</i>	
Internal records agree	On the effective transfer date, update all internal standing orders, if internal systems dictate.	
Discrepancies exist between the expanded "T" and internal records	Run an Order Copy report from LSA ELITE™ and compare the output:	
	<b>If:</b>	<b>Then:</b>
	Standing orders exist in internal systems that are not listed on the expanded "T"	Internally delete the orders. Do not send "D" transactions to LSA ELITE™ or Publisher.
Standing orders are listed on "T" that are not in the internal system	Resolve according to internal procedures.	

3. Handle all activity on the account, i.e., new, changed, late orders, queries, etc., until the effective date of the transfer.

**NOTE: For any directories closing prior to the effective transfer date, a copy of any changes will be placed within a Memo "M" in the former CMR's mailbox. This will alert the former CMR of changes made by the new CMR for which the former CMR will be billed.**

***New CMR Instructions (“T” Transaction)***

1. On the effective transfer date, run an Order Copy Report from LSA ELITE™ to view/download all standing orders. (Order history cannot be viewed.) Compare the report to the expanded “T’s” to identify if any changes were made.
2. Process orders as internal procedures dictate.
3. Handle all activity on the account, advices, queries and any advertising for directories where approval is given for late order changes.
4. Since the Publisher will update their records from the “T” Transaction, it is not necessary to send new or change activity on the account until changes occur.

**NOTE: If changes are made by the new CMR, for which the former CMR will be billed, a copy of the changes will be placed within a Memo “M” in the former CMR’s mailbox.**

***Publisher Instructions (“T” Transaction)***

1. Verify the directory number(s) on the “T” Transaction to ensure internal records are in agreement.

<i>If:</i>	<i>Then:</i>
Internal records agree	Update all internal records with the new CMR and client information on the effective transfer date, as prescribed by the expanded “T”.
Standing orders exist in the publisher’s internal system that are not listed on the “T” transaction	Contact the appropriate CMR, based on the effective transfer date, and determine how to resolve the discrepancies.
Standing orders are listed on the “T” transaction that do not exist in the Publishers internal system	Contact the appropriate CMR, based on the effective transfer date, and determine how to resolve the discrepancies.

2. On the effective transfer date, run an **Order Copy Report** to view information in the database.
3. On the effective transfer date, update all internal records, as applicable, to reflect the new CMR/ client number and ensure all billing is directed to the appropriate CMR.
4. **Ensure all advices, queries and any other correspondences are directed to the new CMR on or after the effective transfer date. The new CMR is responsible for answering any outstanding advices and queries after the effective transfer date.**

## CMR Transfers

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### *Canceling a “T” Transaction*

A “T” Transaction can be canceled by a CMR only if the “T”s have not matched in LSA ELITE™. The CMR desiring to cancel the transfer must contact the other party and advise them of their intent. Once the intent has been made known, the sender of the original “T” can send a cancel “T” Transaction. (See page 16.0.26) Once the “T”s are matched, only LSA can cancel the transfer, and only if it’s prior to the effective transfer date. If LSA cancels the “T”s, the affected Publishers will receive cancellation Expanded “T”s; however, to ensure the Publishers do not work the transfer, the old CMR **must** call and alert all Publishers involved.

To cancel a transfer where both CMRs have submitted their respective “T” Transaction and the effective transfer date has not arrived, both CMRs must send a joint email to the LSA ELITE Coordinator requesting the pending transfer be cancelled. The joint email must include the effective transfer date and the old and new CMR/Client numbers. The ELITE Coordinator will issue the appropriate cancellation transaction. Affected Publishers and CMRs will receive cancellation Expanded “T” Transactions.

***Overview of non-ELITE “T” Transfer Process***

<b><i>If:</i></b>	<b><i>Then:</i></b>
Former CMR is non-ELITE user & new CMR is LSA ELITE™ user	<ol style="list-style-type: none"> <li>1. Former CMR must manually create the expanded “T” Transaction and receive written verification, from the new CMR, prior to sending to Publisher.</li> <li>2. Once written notification is received, manually send the expanded “T” Transaction to all affected Publishers to ensure receipt a minimum of 30 calendar days prior to the effective transfer date.</li> <li>3. On the effective transfer date provide the new CMR with a copy of the most current standing order for each directory transferring.</li> <li>4. New CMR must populate LSA ELITE™ by sending “V” Transactions with a Trans Version of V0001.</li> <li>5. First line on each “V” must be “APRVD Transfer from old CMR/ client number and effective transfer date.”</li> </ol>
Former CMR is a LSA ELITE™ user & the new CMR is non-ELITE	<ol style="list-style-type: none"> <li>1. Former CMR must manually create the expanded “T” Transaction and receive written verification, from the new CMR, prior to sending to Publisher.</li> <li>2. Once written notification is received, manually send the expanded “T” Transaction to all affected Publishers to ensure receipt a minimum of 30 calendar days prior to the effective transfer date.</li> <li>3. On the effective transfer date provide the new CMR with a copy of the most current standing order for each directory transferring.</li> <li>4. On the effective transfer date provide the new CMR with an Order Copy Report detailing the standing orders for each directory transferring.</li> <li>5. Notify LSA, in writing, requesting the removal of all standing orders in LSA ELITE™ on the old CMR/client number.</li> </ol> <p><b>NOTE: Standing orders will be maintained in the old CMR’s history file for 3 years.</b></p>
Both CMRs are LSA ELITE™ users, Publisher is non-ELITE	<ol style="list-style-type: none"> <li>1. Former CMR must manually create an expanded “T” for the non-ELITE Publisher only and, receive written verification from the new CMR, prior to sending to Publisher.</li> <li>2. Once written notification is received, manually send the expanded “T” to the Publisher.</li> <li>3. On the effective transfer date the former CMR should provide the new CMR with hard copies of the standing orders.</li> <li>4. Publisher will update their internal system from the “T.”</li> </ol>



*Transfer all Directories all Publishers, New CMR*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	T	TRANS VER	V0002	TRANS ID	000054587440010202	DATE	09202020	NA-2000	
REF DATE		TO	9999	FROM	C 0489	DIR #	000000	DIR VER	00000
CMR#	0489	CLIENT #	7622	NAT	A	CLIENT NAME	OTIS ELEVATOR		
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS
00000									A
00000									A
00000									A
00000									A
00000									A
00000									A
00000									A
									E

ADVERTISING DATA

TRANSFER\_DATE=11152020

OLD\_CMN=0200

OLD\_CLIENT\_NUMBER=4567

NEW\_CMN=0489

NEW\_CLIENT\_NUMBER=7622

BILLING\_DATE=11152020

Billing date & effective transfer date must be the same.

<i>Field</i>	<i>Action</i>
TRANS	Enter T.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Leave blank.
TO	Box 1: Enter Y for LSA ELITE™. Box 2: Enter 9999 LSA ELITE™ system number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter five zeros to indicate global transfer.
DIR VER	Enter the 5 zeros.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter six zeros.
CMR #	Enter the sending CMRs 3-digit number with leading zero.
CLIENT #	Enter new CMR's client/account number.
NAT	Enter one letter account classification designation i.e., B,E,A,R.
CLIENT NAME	Enter name of client.
NAT CLIENT ID #	Leave blank.
LINE #	Enter five zeros. (Six 00000 lines are required)
SP INS	Enter A.

# CMR Transfers

## Expanded "T" Transaction

When LSA ELITE™ receives matching "T" Transactions from both CMRs, the system will append the impacted directories to the former CMR's "T" and forward a copy to all affected Publishers and both CMRs.

NATIONAL YELLOW PAGES														
ADVERTISING ORDER														
ELITE will add the Publisher codes affected.										Data appended by ELITE.				
TRANS	TRANS VER	TRANS ID			SEND DATE		SEND TIME		SEQ #		NA-2000			
T	V0002	000000000214725854			09292020		122342		000078					
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME				PUB DATE			
		0602	Y 9999	000000	00000						000000			
CMR#	CLIENT #	NAT	CLIENT NAME										NAT CLIENT ID #	
0200	4567	A	OTIS ELEVATOR											
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA				
00000									A	TRANSFER_DATE=11152020				
00000									A	OLD_CMR=0200				
00000									A	OLD_CLIENT_NUMBER=4567				
00000									A	NEW_CMR=0489				
00000									A	NEW_CLIENT_NUMBER=7622				
00000									A	BILLING_DATE=11152020				
00000										PUBLISHER_CODE=0602				
00000										DIRECTORIES_IMPACTED:				
00000										023412 00012				
00000										034567 00020				
00000										045235 00009				
00000										END_DIRECTORIES_IMPACTED				
										ELITE will add the directory code and directory version numbers affected.				
E														



*Transfer All Directories For One Publisher Code, Current CMR*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
T	V0002	654565456521232152		10252020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME				
	P 0987	C 0333	000000	00000						
CMR#	CLIENT #	NAT	CLIENT NAME		PUB DATE		NAT CLIENT ID #			
0333	3412	A	SHERWIN WILLIAMS PAINTS		000000					
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12152020
00000									A	OLD_CMR=0333
00000									A	OLD_CLIENT_NUMBER=3412
00000									A	NEW_CMR=0129
00000									A	NEW_CLIENT_NUMBER=7622
00000									A	BILLING_DATE=12152020

<i>Field</i>	<i>Action</i>
TRANS	Enter T.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Leave blank.
TO	Box 1: Enter P for Publisher. Box 2: Enter the 4-digit publisher number affected by the change.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter six zeros indicating global transfer for specific pub code number.
DIR VER	Enter five zeros.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter six zeros.
CMR #	Enter the sending CMRs 3-digit number with leading zero.
CLIENT #	Enter former client/account number.
NAT	Enter one letter account classification designation i.e., B,E,A,R.
CLIENT NAME	Enter name of client.
NAT CLIENT ID #	Leave blank.
LINE #	Enter five zeros. (Six 00000 lines are required)
SP INS	Enter A.
ADVERTISING DATA	Line 1: Enter TRANSFER_DATE=MMDDYYYY Line 2: Enter OLD_CMR=nnnn Line 3: Enter OLD_CLIENT_NUMBER=nnnn Line 4: Enter NEW_CMR=nnnn Line 5: Enter NEW_CLIENT_NUMBER=nnnn Line 6: Enter BILLING_DATE=MMDDYYYY



**Expanded "T" Transaction Sent to Publisher**

When LSA ELITE™ receives matching "T" Transactions from both CMRs the system will append the impacted directories to the former CMR's "T" and forward a copy to the affected Publisher and both CMRs.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
T	V0002	878954565551112122	10282020	93223	112220					
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0987	Y 9999	000000	00000			000000			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0333	3412	A	SHERWIN WILLIAMS PAINTS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12152020
00000									A	OLD_CMR=0333
00000									A	OLD_CLIENT_NUMBER=3412
00000									A	NEW_CMR=0129
00000									A	NEW_CLIENT_NUMBER=7622
00000									A	BILLING_DATE=12152020
00000										PUBLISHER_CODE=0987
00000										DIRECTORIES_IMPACTED:
00000										029878 00011
00000										039980 00020
00000										054678 00054
00000										067589 00011
00000										END_DIRECTORIES_IMPACTED
	E									

**CMR Transfers**

*Expanded "T" Transaction Sent to New CMR*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
T	V0002	789850002020145165	10282020	093224	111118					
REF DATE	TO	FROM	DIR #	DIR VER	STATE	PUB DATE				
	C	0129	Y	9999	000000	000000				
CMR#	CLIENT #	NAT	CLIENT NAME	DIRECTORIES IMPACTED:		NAT CLIENT ID #				
0129	7622	A	SHERWIN WILLIAMS PAINTS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12152020
00000									A	OLD_CMR=0333
00000									A	OLD_CLIENT_NUMBER=3412
00000									A	NEW_CMR=0129
00000									A	NEW_CLIENT_NUMBER=7622
00000									A	BILLING_DATE=12152020
00000										PUBLISHER_CODE=0987
00000										DIRECTORIES_IMPACTED:
00000										029878 00011
00000										039980 00020
00000										054678 00054
00000										067589 00011
00000										END_DIRECTORIES_IMPACTED
	E									

*Expanded "T" Transaction Sent to Former CMR*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
T	V0002	020212565878956523	10282020	093225	111119					
REF DATE	TO	FROM	DIR #	DIR VER	STATE	PUB DATE				
	C	0333	Y	9999	000000	000000				
CMR#	CLIENT #	NAT	CLIENT NAME	DIRECTORY NAME		NAT CLIENT ID #				
0333	3412	A	SHERWIN WILLIAMS PAINTS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12152020
00000									A	OLD_CMR=0333
00000									A	OLD_CLIENT_NUMBER=3412
00000									A	NEW_CMR=0129
00000									A	NEW_CLIENT_NUMBER=7622
00000									A	BILLING_DATE=12152020
00000										PUBLISHER_CODE=0987
00000										DIRECTORIES_IMPACTED:
00000										029878 00011
00000										039980 00020
00000										054678 00054
00000										067589 00011
00000										END_DIRECTORIES_IMPACTED
	E									

## CMR Transfers

### CMR Transfers - Canceling a "T" Transaction

#### Canceling

If both "T" Transactions have not been sent to LSA ELITE™, it is possible for the sending CMR to delete the unmatched "T". Before initiating this transaction, however, the sending CMR should verify with the other CMR that the second "T" has not been transmitted. If both "T"s" have been sent, the Cancel "T" Transaction will be rejected by LSA ELITE™.

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
T	V0002	966546789876543000	04092020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	Y	9999	C	0123	000000	00000	000000			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0123	4567	A	STATE FARM INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=CANCEL
00000									A	OLD_CMR=0123
00000									A	OLD_CLIENT_NUMBER=4567
00000									A	NEW_CMR=0869
00000									A	NEW_CLIENT_NUMBER=8712
00000									A	BILLING_DATE=05252020
	E									

**CMR Transfers - Loading LSA ELITE™ Orders After a Transfer,  
Non-ELITE to LSA ELITE™ User**

**General**

When a transfer occurs, and the former CMR is a non-ELITE user and the new CMR is an LSA ELITE™ user, the new CMR must send “V” Transactions to load the LSA ELITE™ database. The **TRANS Version number must be V0001**, and the first line on each transaction must be a five-zero advice line indicating “APRVD from old CMRclient number to new CMRclient number and the effective transfer date.”

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE	NA-2000			
V	V0001	456521111222123212				06172020				
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE	
		0714	C	0441	045345	00055	TN	NASHVILLE	112020	
CMR#	CLIENT #	NAT	CLIENT NAME							NAT CLIENT ID #
0441	6743	A	EASTMAN KODAK							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	APRVD FROM 1234567 TO 4416742 EFF 06152020
10000	I							H		PHOTOGRAPHIC EQUIPMENT & SUPPLIES
10100	I	TM					C	F		EASTMAN KODAK
10110	I								CE	44154356789011
10200	I	TBL						N		CHARLES STREET PHOTOGRAPHY
10300	I							A		4569 CHARLES ST
10310	I							T		810 456-8978
	E									

**NOTE: If new artwork is being sent, a new art identification number, beginning with the new CMR number, must be entered on the art id line. If artwork is not changing, the old art identification number, beginning with the former CMR number, will be entered on the art id line.**

## CMR Transfers

---

### Partial Account Transfers

#### *Definition*

A partial transfer is when the former and new CMR both determine that only part of an account is transferring to a new CMR. This is applicable when:

- only specific directories within an account are transferring
- or
- only specific items on an order are transferring

**NOTE: Accounts cannot be transferred into an existing CMR/client number.**

#### *Time Frames*

The same time frames for full account transfers are applicable for partial account transfers. A “T” Transaction must be sent to LSA ELITE™ by both the former and new CMR at a minimum of 30 calendar days prior to the effective transfer date.

If the former CMR has a cancellation clause in their contract with the advertiser, these dates must be taken into consideration before determining the effective transfer date.

The new CMR **cannot** issue orders prior to the effective date of the transfer.

#### *Partial Transfer at Directory Level*

When not all of the directories within an account are transferring:

- An individual “T” is sent for each transferring directory.
- The “To” field in the header is populated with a specific Publisher number.
- The Dir #, Dir Ver, State, Directory Name and Pub Date fields must be populated.



*Partial Transfer at Directory Level*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
T	V0002	4565212325452222	10172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0789	C 0400	034567	00077	MI	GRAND RAPIDS	032010			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0400	4311	A	ATLAS VAN LINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12122009
00000									A	OLD_CMR=0400
00000									A	OLD_CLIENT_NUMBER=4311
00000									A	NEW_CMR=0222
00000									A	NEW_CLIENT_NUMBER=8900
00000									A	BILLING_DATE=12122009
										E

Billing date & effective transfer date must be the same.

*Expanded "T" Transaction Sent to Publisher*

An expanded "T" Transaction, with information from LSA ELITE™ appended, is sent to the appropriate Publisher and both the former and new CMR.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
T	V0002	789854565000000000	10172009	113422	111112					
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0789	Y 9999	034567	00077			032010			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0400	4311	A	ATLAS VAN LINES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12122009
00000									A	OLD_CMR=0400
00000									A	OLD_CLIENT_NUMBER=4311
00000									A	NEW_CMR=0222
00000									A	NEW_CLIENT_NUMBER=8900
00000									A	BILLING_DATE=12122009
00000										PUBLISHER_CODE=0789
00000										DIRECTORIES_IMPACTED:
00000										034567 00077
00000										END_DIRECTORIES_IMPACTED
										E

Appended data from the ELITE system.

**CMR Transfers**

*Expanded "T" Transaction Sent to Former CMR*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

Former CMR #

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
T	V0002	789854565000000000	10172009	113422	111112					
REF DATE	C	TO	FROM	DIR #	DIR VER	STATE				
		0400	Y 9999	034567	00077					
CMR#	CLIENT #	NAT	CLIENT NAME			PUB DATE				
0400	4311	A	ATLAS VAN LINES			032010				
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12122009
00000									A	OLD_CMR=0400
00000									A	OLD_CLIENT_NUMBER=4311
00000									A	NEW_CMR=0222
00000									A	NEW_CLIENT_NUMBER=8900
00000									A	BILLING_DATE=12122009
00000										PUBLISHER_CODE=0789
00000										DIRECTORIES_IMPACTED:
00000										034567 00077
00000										END_DIRECTORIES_IMPACTED

*Expanded "T" Transaction Sent to New CMR*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

New CMR #

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
T	V0002	789854565000000000	10172009	113422	111112					
REF DATE	C	TO	FROM	DIR #	DIR VER	STATE				
		0222	Y 9999	034567	00077					
CMR#	CLIENT #	NAT	CLIENT NAME			PUB DATE				
0222	8900	A	ATLAS VAN LINES			032010				
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12122009
00000									A	OLD_CMR=0400
00000									A	OLD_CLIENT_NUMBER=4311
00000									A	NEW_CMR=0222
00000									A	NEW_CLIENT_NUMBER=8900
00000									A	BILLING_DATE=12122009
00000										PUBLISHER_CODE=0789
00000										DIRECTORIES_IMPACTED:
00000										034567 00077
00000										END_DIRECTORIES_IMPACTED

***Partial Account Transfer Between CMRs at Item Level***

If only specific items on an order are transferring to a new CMR, the following steps must be taken prior to any directory close dates.

1. The former CMR must delete the transferring items from the existing standing order.
2. The former CMR must insert the deleted items on a new account number by sending an "I" order to the Publisher with a leading five-zero advice line. (See page 16.0.32)
3. Former CMR send "T" Transaction to LSA ELITE™. (See page 16.0.33)
4. New CMR send "T" Transaction to LSA ELITE™. (See page 16.0.33)

**Standing Order**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE				NA-2000			
			03172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0714	C 0441	045345	00021	TN	NASHVILLE	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0441	6565	A	EASTMAN KODAK							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
10000								H		PHOTOGRAPHIC EQUIPMENT & SUPPLIES
10100		TM					C	F		EASTMAN KODAK
10150								CE		44178678967566
10175		TBLN						N		CHARLES STREET PHOTOGRAPHY
10200								A		4569 CHARLES STREET
10250								T		810 456-8978
10300								H		PHOTOGRAPHY
10325		DQC						N		EASTMAN KODAK
10375								CE		44176786543432
10400								A		1298 WILLIAMS STREET
10425								T		313 987-6789
10450		ABLN						N		EASTMAN KODAK
10550								A		1298 WILLIAMS STREET
10600								T		313 987-6789
	E									

**CMR Transfers**

*Step 1, Delete Items*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
C	V0002	789854565232125455		08122020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0714	C 0441	045345	00021			122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0441	6565									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER ITEMS TO 4000
10000	O									
10100	O									
10150	O									
10175	O									
10200	O									
10250	O									
	E									

*Step 2, Transfer Items to New Account Number*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
I	V0002	000545687895421000		08132020						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0714	C 0441	045345	00021	TN	NASHVILLE	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0443	4000	A	EASTMAN KODAK							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER ITEMS FROM 6565
10000	I							H		PHOTOGRAPHIC EQUIPMENT & SUPPLIES
10100	I	TM					C	F		EASTMAN KODAK
10150	I							CR		44178678967566
10175	I	TBLN						N		CHARLES STREET PHOTOGRAPHY
10200	I							A		4569 CHARLES STREET
10250	I							T		810 456-8978
	E									

*Step 3, Send Transfer Documents, Former CMR*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
T	V0002	878545587898554402				08152020				
REF DATE	Y	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		9999	C	0441	000000	00000		000000		
CMR#	CLIENT #	NAT	CLIENT NAME		NAT CLIENT ID #					
0441	4000	A	EASTMAN KODAK							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=09252020
00000									A	OLD_CMR=0441
00000									A	OLD_CLIENT_NUMBER=4000
00000									A	NEW_CMR=0321
00000									A	NEW_CLIENT_NUMBER=5434
00000									A	BILLING_DATE=09252020
	E									

*Step 4, Send Transfer Documents, New CMR*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
T	V0002	789545652123222222				08152020				
REF DATE	Y	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		9999	C	0321	000000	00000		000000		
CMR#	CLIENT #	NAT	CLIENT NAME		NAT CLIENT ID #					
0321	5434	A	EASTMAN KODAK							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=09252020
00000									A	OLD_CMR=0441
00000									A	OLD_CLIENT_NUMBER=4000
00000									A	NEW_CMR=0321
00000									A	NEW_CLIENT_NUMBER=5434
00000									A	BILLING_DATE=09252020
	E									

## CMR Transfers

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### CMR Transfers - "N" Transaction Process

#### ***"N" Transactions***

"N" Transactions are only sent when agreement on the disposition of records cannot be reached between the two CMRs. The new CMR will never have access to the existing LSA ELITE™ standing orders.

If "N" transactions are sent, both CMRs must be aware of the risks associated with this choice and, that technically this is no longer a client transfer.

#### **Risks to the Incumbent/Former CMR**

- Will be responsible for loss to the base revenue
- Will be billed for any directory extensions
- Will be responsible for queries/advices for orders closing prior to the effective transfer date

#### **Risks to the New CMR**

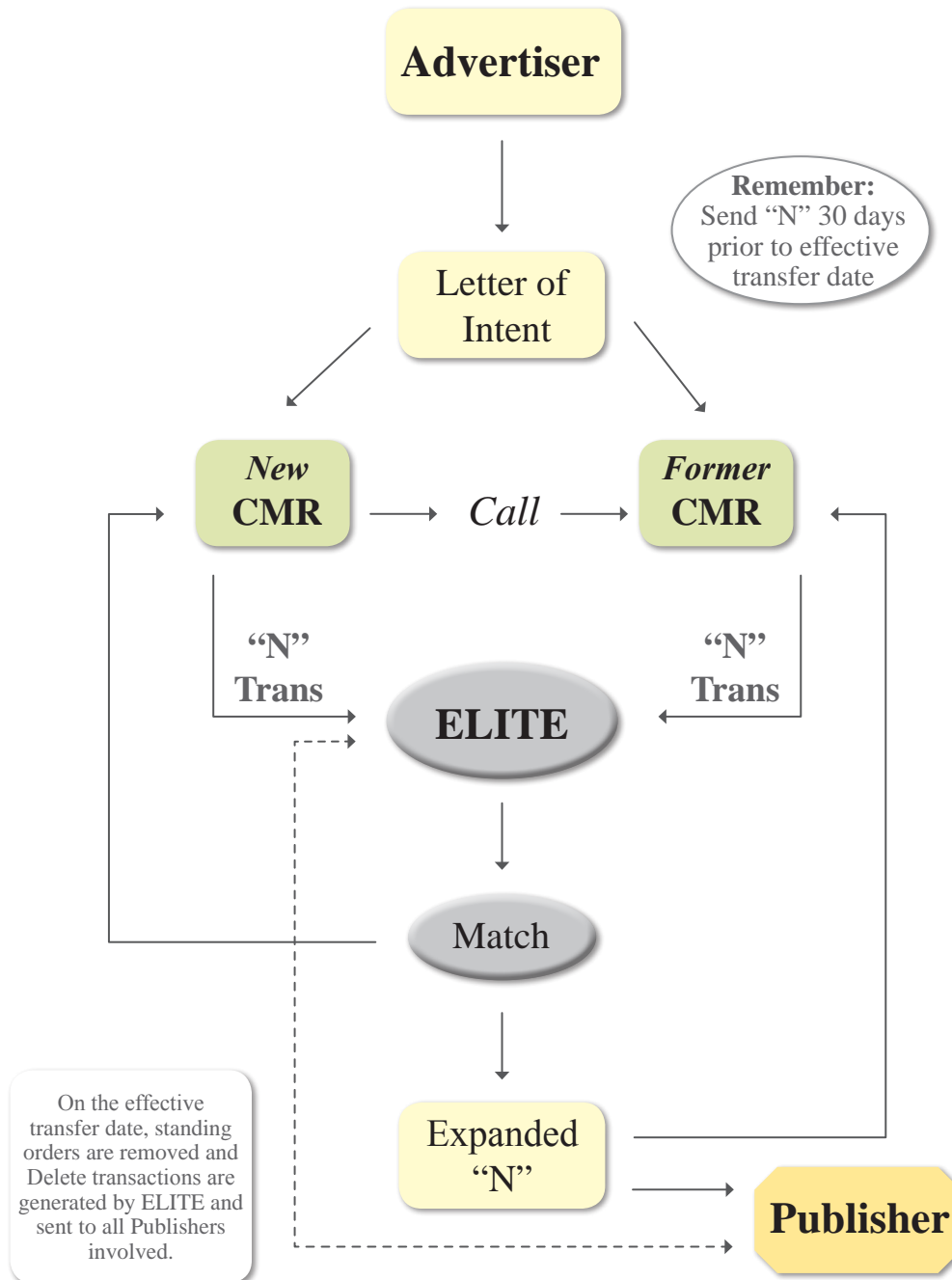
- Advice lines, ELINCS/emails requests pertaining to seniority placement may not be honored
- Clients advertising is placed at risk due to potential loss of seniority position
- Publisher may not adjust for claims resulting from deletes due to change in CMR responsibility
- Will be responsible for any claim adjustments
- New orders and new artwork, if applicable, must be provided
- Publisher may not honor claims resulting in seniority placement errors
- National client may be contacted by local
- Commission base may be adjusted by publisher
- Incomplete records may exist
- Loss of directory advertising or missed directory placement due to the timing of subsequent deletes or inserts, incomplete records may result
- No effective transfer date for the publisher
- Publishers may choose to charge a fee to provide standing orders
- No access to standing orders in the LSA ELITE™ database
- Future advertising may be jeopardized due to client dissatisfaction with the transfer process
- National/Yellow Page channel may be at risk, may move to local or other media

**“N” Transaction Process**

<i>Step</i>	<i>Action</i>										
1	A letter of intent to transfer is sent to the former & new CMR from the advertiser. The letter should detail time frames.										
2	New CMR contacts former CMR and, at a minimum must discuss: <ul style="list-style-type: none"> <li>• Effective date of the transfer</li> <li>• Whether to make standing orders available and/or to purchase records</li> <li>• New CMR/client #</li> </ul>										
3	If standing orders are not to be made available, both new and former CMR send an “N” Transaction to LSA ELITE™ a minimum of 30 calendar days prior to the effective transfer date. (“N’s” must be sent within 10 days of one another and must be matched a minimum of 10 days prior to the effective transfer date.)										
4	Once LSA ELITE™ receives the first “N”, the system will wait 10 days for the second “N”. As soon as both “N’s” are received, LSA ELITE™ will compare the information.										
	<table border="1"> <thead> <tr> <th><i>If:</i></th> <th><i>Then:</i></th> </tr> </thead> <tbody> <tr> <td>The information on the “N’s” match</td> <td>ELITE will immediately send an expanded “N” Transaction to the Publisher and former CMR. (Expanded “N” lists all directories the client has advertising in for a specific Publisher.) Orders inserted by the current CMR after the initial Expanded “N” s are delivered and before the transfer date will also generate an Expanded “N” if the Publisher of the directory did not previously receive an Expanded “N” announcing the transfer. An “N” Transaction without the expanded Publisher information will be returned to the new CMR; the last five-zero line will indicate the “N” Transaction matched. On the effective transfer date, ELITE will generate “D” Transactions with a five-zero advice line stating it was the result of a transfer. (Standing orders will be deleted in the ELITE database). <b>NOTE: LSA ELITE™ will hold all orders that closed prior to the effective transfer date but have not yet reached FOSD. Upon rollover, LSA ELITE™ will release “D” transactions containing a five-zero advice line stating “transfer from CMR/Client # to CMR/Client #” for any orders held, inserting the release date and time stamp.</b></td> </tr> <tr> <td>The information on the “N” Transactions do not match</td> <td> <ul style="list-style-type: none"> <li>• LSA ELITE™ will reject both “N’s”, sending each CMR a rejection message.</li> <li>• New “N” Transactions will have to be immediately reissued to not jeopardize the original time frames.</li> </ul> </td> </tr> <tr> <td>ELITE receives only one “N” Transaction (either former or new CMR did not send)</td> <td> <ul style="list-style-type: none"> <li>• Both CMRs and LSA will receive an error message from LSA ELITE™ after 5 days indicating a matching “N” was not received.</li> <li>• The non-complying CMR must resend the “N” Transaction immediately.</li> </ul> </td> </tr> <tr> <td>Matching “N’s” are not received within 10 days by LSA ELITE™</td> <td> <ul style="list-style-type: none"> <li>• Both CMRs and LSA receive a cancellation error message from LSA ELITE™ and transfer process must start over.</li> </ul> </td> </tr> </tbody> </table>	<i>If:</i>	<i>Then:</i>	The information on the “N’s” match	ELITE will immediately send an expanded “N” Transaction to the Publisher and former CMR. (Expanded “N” lists all directories the client has advertising in for a specific Publisher.) Orders inserted by the current CMR after the initial Expanded “N” s are delivered and before the transfer date will also generate an Expanded “N” if the Publisher of the directory did not previously receive an Expanded “N” announcing the transfer. An “N” Transaction without the expanded Publisher information will be returned to the new CMR; the last five-zero line will indicate the “N” Transaction matched. On the effective transfer date, ELITE will generate “D” Transactions with a five-zero advice line stating it was the result of a transfer. (Standing orders will be deleted in the ELITE database). <b>NOTE: LSA ELITE™ will hold all orders that closed prior to the effective transfer date but have not yet reached FOSD. Upon rollover, LSA ELITE™ will release “D” transactions containing a five-zero advice line stating “transfer from CMR/Client # to CMR/Client #” for any orders held, inserting the release date and time stamp.</b>	The information on the “N” Transactions do not match	<ul style="list-style-type: none"> <li>• LSA ELITE™ will reject both “N’s”, sending each CMR a rejection message.</li> <li>• New “N” Transactions will have to be immediately reissued to not jeopardize the original time frames.</li> </ul>	ELITE receives only one “N” Transaction (either former or new CMR did not send)	<ul style="list-style-type: none"> <li>• Both CMRs and LSA will receive an error message from LSA ELITE™ after 5 days indicating a matching “N” was not received.</li> <li>• The non-complying CMR must resend the “N” Transaction immediately.</li> </ul>	Matching “N’s” are not received within 10 days by LSA ELITE™	<ul style="list-style-type: none"> <li>• Both CMRs and LSA receive a cancellation error message from LSA ELITE™ and transfer process must start over.</li> </ul>
	<i>If:</i>	<i>Then:</i>									
	The information on the “N’s” match	ELITE will immediately send an expanded “N” Transaction to the Publisher and former CMR. (Expanded “N” lists all directories the client has advertising in for a specific Publisher.) Orders inserted by the current CMR after the initial Expanded “N” s are delivered and before the transfer date will also generate an Expanded “N” if the Publisher of the directory did not previously receive an Expanded “N” announcing the transfer. An “N” Transaction without the expanded Publisher information will be returned to the new CMR; the last five-zero line will indicate the “N” Transaction matched. On the effective transfer date, ELITE will generate “D” Transactions with a five-zero advice line stating it was the result of a transfer. (Standing orders will be deleted in the ELITE database). <b>NOTE: LSA ELITE™ will hold all orders that closed prior to the effective transfer date but have not yet reached FOSD. Upon rollover, LSA ELITE™ will release “D” transactions containing a five-zero advice line stating “transfer from CMR/Client # to CMR/Client #” for any orders held, inserting the release date and time stamp.</b>									
	The information on the “N” Transactions do not match	<ul style="list-style-type: none"> <li>• LSA ELITE™ will reject both “N’s”, sending each CMR a rejection message.</li> <li>• New “N” Transactions will have to be immediately reissued to not jeopardize the original time frames.</li> </ul>									
ELITE receives only one “N” Transaction (either former or new CMR did not send)	<ul style="list-style-type: none"> <li>• Both CMRs and LSA will receive an error message from LSA ELITE™ after 5 days indicating a matching “N” was not received.</li> <li>• The non-complying CMR must resend the “N” Transaction immediately.</li> </ul>										
Matching “N’s” are not received within 10 days by LSA ELITE™	<ul style="list-style-type: none"> <li>• Both CMRs and LSA receive a cancellation error message from LSA ELITE™ and transfer process must start over.</li> </ul>										
“D” transactions will be generated on the effective transfer date, for orders under the former CMR/client number. Any orders for directories that closed prior to the effective transfer date but have not rolled, will be held on LSA ELITE™ until the Future Order Start Date (FOSD) is reached. Upon rollover, ELITE will generate “D” transactions for all orders held inserting the release date and time stamp. <b>Note: “D” transactions will contain a five-zero advice line stating “N TRANSFER FROM CMRclient # TO CMRclient #.”</b>											
6	On the effective transfer date, Publishers and CMRs should run an Order Copy Report to verify information in database to internal records.										
7	As of the effective transfer date, the new CMR must send “I” transactions to insert advertising containing a five zero advice line indicating “N TRANSFER FROM CMRclient # TO CMRclient #” as the first line on the order. New copy is required where applicable. <b>A CMR/Client number cannot be reused for four years.</b>										

# CMR Transfers

## Overview of "N" Transaction Process





## CMR Transfers - Prior to Issuing an “N” Transaction

### *New CMR & Advertiser Instructions*

The following steps must be discussed/accomplished by the advertiser and new CMR prior to the “N’s” being issued:

1. Detail for the client, the time frames involved for the change of account responsibility.
  - a) Ensure they are aware of the 30 days’ advance notice requirement.
  - b) Determine if there are any existing conditions in their current contract that must be met.
  - c) If necessary, allow sufficient time to arrange for the verification of the client’s records.
2. Advise the client to send letter of intent to the former CMR detailing the change in account responsibility. A copy of this letter is sent to the new CMR.
3. Once the letter of intent has been sent, the new CMR contacts the former CMR to discuss the transfer.

### *New & Former CMR Instructions*

Prior to issuing the “N” Transaction, both CMRs need to determine:

1. The effective date of the transfer. This is the date the new CMR will be responsible for the advertiser and will be able to send “T” transactions to the Publisher.
2. Will the “N” Transaction be sent to LSA ELITE™ or manually through the mail.
3. When will the “N” Transaction be sent?
4. The new CMR number and the new client/account number. To avoid confusion with client records, the same CMR/client code cannot be reassigned to another client for a minimum of 4 years.

**NOTE: Accounts cannot be transferred to an existing CMR/client number.**

### *Billing*

The **former** CMR will be responsible for billing of any/all advertising standing on the directory close date under the old CMR/client number. The **former** CMR will always receive billing for cutbacks or extensions. Publishers will bill the new CMR for all advertising placed on the new CMR/client number combination.

**NOTE: LSA ELITE™ will hold all orders that closed prior to the effective transfer date but have not yet reached FOSD. Upon rollover, LSA ELITE™ will release “D” transactions containing a five-zero advice line stating “N transfer from CMRclient # to CMRclient #” for any orders held, inserting the release date and time stamp.**

## CMR Transfers

---

### ***“N” Transaction on the Effective Transfer Date***

On the effective transfer date, the following occurs:

<i>Step</i>	<i>Action</i>
1	LSA ELITE™ sends Delete (D) transactions to publishers for any current directory orders. The “D” will <b>contain a five-zero advice line indicating “N transfer from CMRclient # to CMRclient #.”</b>
2	LSA ELITE™ <u>holds</u> any orders for closed directories that have not rolled (FOSD) by the effective transfer date.
3	Upon directory rollover (FOSD), LSA ELITE™ generates “D” (delete) transactions for any held orders on that directory reflecting a date/time stamp of the release date and <b>containing a five-zero advice line stating “N transfer from CMRclient # to CMRclient #.”</b>
4	New CMR sends Insert (I) transactions on or after the agreed upon date to reestablish the advertising. <b>First line must be five zero advice line indicating “N transfer from CMRclient # to CMRclient #.” A CMR/Client number cannot be reused for four years.</b>

**CMR Transfers - Non-ELITE “N” Transfer Process**

<i><b>If:</b></i>	<i><b>Then:</b></i>
Former CMR is non-ELITE user & new CMR is LSA ELITE™ user	<ol style="list-style-type: none"> <li>1. Former CMR must manually create the “N” Transaction (See page 16.0.40) and receive written verification, from the new CMR, prior to sending to Publisher.</li> <li>2. Once written notification is received from new CMR, former CMR needs to manually send an expanded “N” Transaction (See page 16.0.42) to all affected Publishers to ensure receipt a minimum of 30 calendar days prior to the effective transfer date.</li> <li>3. Former CMR should delete all standing orders by the effective transfer date. Include five zero advice line indicating “N transfer from CMRclient # to CMRclient #.”</li> <li>4. New CMR must send publisher “I” transactions to re-establish advertising.</li> <li>5. First line on each “I” must be five zero advice line indicating “N transfer from CMRclient # to CMRclient #.”</li> </ol>
Former CMR is a LSA ELITE™ user & the new CMR is non-ELITE	<ol style="list-style-type: none"> <li>1. Former CMR must manually create the “N” Transaction (See page 16.0.40) and receive written verification, from the new CMR, prior to sending to Publisher.</li> <li>2. Once written notification is received, manually send the expanded “N” Transaction (See page 16.0.42) to all affected Publishers to ensure receipt a minimum of 30 calendar days prior to the effective transfer date.</li> <li>3. Former CMR should delete all standing orders on LSA ELITE™ by the effective transfer date. Include five zero advice line indicating “N transfer from CMRclient # to CMRclient #.”</li> <li>4. New CMR must send publisher “I” transactions to re-establish advertising.</li> <li>5. First line on each “I” must be five zero advice line indicating “N transfer from CMRclient # to CMRclient #.”</li> </ol>
Both CMRs are LSA ELITE™ users, Publisher is non-ELITE	<ol style="list-style-type: none"> <li>1. Former CMR must manually create an “N” for the non-ELITE Publisher only (See page 16.0.40), and receive written verification from the new CMR, prior to sending to Publisher.</li> <li>2. Once written notification is received, manually send the expanded “N” (See page 16.0.42) to the Publisher.</li> <li>3. Former CMR should manually delete standing order with publisher not on ELITE by the effective transfer date. Include five zero advice line indicating “N transfer from CMRclient # to CMRclient #.”</li> <li>4. New CMR must send publisher “I” transactions to re-establish advertising.</li> <li>5. First line on each “I” must be five zero advice line indicating “N transfer from CMRclient # to CMRclient #.”</li> </ol> <p><b>Note: CMRs would send “N” transactions on LSA ELITE™ for all LSA ELITE™ Publishers.</b></p>

# CMR Transfers

## CMR Transfers - Form Preparation for "N" Transaction

*"N" Transaction all Directories all Publishers, Former CMR*

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID		DATE		NA-2000	
N	V0002	780870850565000000		09292020			
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	
	Y	9999	C	0200	000000	00000	
CMR#	CLIENT #	NAT	CLIENT NAME		PUB DATE		
0200	4567	A	OTIS ELEVATOR		000000		
					NAT CLIENT ID #		
ADVERTISING DATA							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS
00000							
00000							
00000							
00000							
00000							
00000							
00000							
00000							
							SPINS
							A
							TRANSFER_DATE=11152020
							A
							OLD_CMR=0200
							A
							OLD_CLIENT_NUMBER=4567
							A
							NEW_CMR=0489
							A
							NEW_CLIENT_NUMBER=7622
							A
							BILLING_DATE=11152020
							A

Billing date & effective transfer date must be the same.

Field	Action
TRANS	Enter N.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Leave blank.
TO	Box 1: Enter Y for LSA ELITE™. Box 2: Enter 9999 LSA ELITE™ system number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter five zeros to indicate global transfer.
DIR VER	Enter five zeros.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter six zeros.
CMR #	Enter the sending CMRs 3-digit number with leading zero.
CLIENT #	Enter former client/account number.
NAT	Enter one letter accounts classification designation i.e., B,E,A,R.
CLIENT NAME	Enter name of client.
NAT CLIENT ID #	Leave blank.
LINE #	Enter five zeros. (Six 00000 lines are required)
SP INS	Enter A.

**“N” Transaction all Directories all Publishers, New CMR**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS N	TRANS VER V0002	TRANS ID 780870850565000000	DATE 09292020	NA-2000
REF DATE	TO Y 9999	FROM C 0489	DIR # 000000	DIR VER 00000
CMR # 0489	CLIENT # 7622	NAT A	CLIENT NAME OTIS ELEVATOR	PUB DATE 000000
LINE #	ACT	ITEM	CLR	CAT
00000				PR/SF
00000				SP BUYS
00000				BAS
00000				DAT
00000				SPINS
00000				A
00000				A
00000				A
00000				A
00000				A
00000				A
ADVERTISING DATA				
TRANSFER_DATE=11152020				
OLD_CMR=0200				
OLD_CLIENT_NUMBER=4567				
NEW_CMR=0489				
NEW_CLIENT_NUMBER=7622				
BILLING_DATE=11152020				

Billing date & effective transfer date must be the same.

<i>Field</i>	<i>Action</i>
TRANS	Enter N.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Leave blank.
TO	Box 1: Enter Y for LSA ELITE™. Box 2: Enter 9999 LSA ELITE™ system number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter five zeros to indicate global transfer.
DIR VER	Enter five zeros.
STATE	Leave blank.
DIRECTORY NAME	Leave blank.
PUB DATE	Enter six zeros.
CMR #	Enter the sending CMRs 3-digit number with leading zero.
CLIENT #	Enter new CMR's client/account number.
NAT	Enter one letter account classification designation i.e., B,E,A,R.
CLIENT NAME	Enter name of client.
NAT CLIENT ID #	Leave blank.
LINE #	Enter five zeros. (Six 00000 lines are required)
SP INS	Enter A.

# CMR Transfers

## Expanded "N" Transaction (Former CMR & Publisher)

When LSA ELITE receives matching "N" Transactions from both CMRs, the system will append the impacted directories to the former CMR's "N" and forward a copy to all affected Publishers and the former CMR.

NATIONAL YELLOW PAGES														
ADVERTISING ORDER														
Data appended by ELITE.														
TRANS N	TRANS VER V0002	TRANS ID 456505050002000000	SEND DATE 09292020	SEND TIME 122342	SEQ # 000078	NA-2000								
REF DATE	P	TO 0602	FROM Y	DIR # 9999	DIR VER 000000	STATE 00000	DIRECTORY NAME				PUB DATE 000000	NAT CLIENT ID #		
CMR# 0200	CLIENT # 4567	NAT A	CLIENT NAME OTIS ELEVATOR											
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA				
00000									A	TRANSFER_DATE=11152020				
00000									A	OLD_CMR=0200				
00000									A	OLD_CLIENT_NUMBER=4567				
00000									A	NEW_CMR=0489				
00000									A	NEW_CLIENT_NUMBER=7622				
00000									A	BILLING_DATE=11152020				
00000										PUBLISHER_CODE=0602				
00000										DIRECTORIES_IMPACTED:				
00000										023412 00012				
00000										034567 00020				
00000										045235 00009				
00000										END_DIRECTORIES_IMPACTED				

ELITE will add the Publisher codes affected.

Data appended by the ELITE system.

**Matched "N" Transaction (New CMR)**

When LSA ELITE™ receives matching "N" Transactions from both CMRs, the system will return a copy of the "N" transaction to the new CMR with a notation that the "N" transactions matched on LSA ELITE™.

NATIONAL YELLOW PAGES														
ADVERTISING ORDER										Data appended by ELITE.				
TRANS	TRANS VER	TRANS ID			SEND DATE		SEND TIME		SEQ #		NA-2000			
N	V0002	456505050002000000			09292020		122342		000078					
REF DATE	C	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME				PUB DATE			
		0489	Y	9999	000000	00000					000000			
CMR#	CLIENT #	NAT	CLIENT NAME									NAT CLIENT ID #		
0489	7622	A	OTIS ELEVATOR											
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA				
00000									A	TRANSFER_DATE=11152020				
00000									A	OLD_CMR=0200				
00000									A	OLD_CLIENT_NUMBER=4567				
00000									A	NEW_CMR=0489				
00000									A	NEW_CLIENT_NUMBER=7622				
00000									A	BILLING_DATE=11152020				
00000									A	N_TRANSACTIONS_MATCHED				

New CMR's Code



Data appended by ELITE.

Data appended by the ELITE system.









## CMR Transfers

### Expanded "N" Transaction Sent to Publisher

When LSA ELITE™ receives matching "N" Transactions from both CMRs, the system will append the impacted directories to the former CMR's "N" and forward a copy to the affected Publisher and former CMR.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
N	V0002	056502325050505455	10282020	93225	111119					
REF DATE	TO	FROM	DIR #	DIR VER	STATE	PUB DATE				
	C	Y	000000	00000		000000				
CMR#	CLIENT #	NAT	CLIENT NAME	DIRECTORY NAME		NAT CLIENT ID #				
0333	3412	A	SHERWIN WILLIAMS PAINTS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12152020
00000									A	OLD_CMR=0333
00000									A	OLD_CLIENT_NUMBER=3412
00000									A	NEW_CMR=0129
00000									A	NEW_CLIENT_NUMBER=7622
00000									A	BILLING_DATE=12152020
00000										PUBLISHER_CODE=0987
00000										DIRECTORIES_IMPACTED:
00000										023412 00012
00000										034567 00020
00000										045235 00009
00000										END_DIRECTORIES_IMPACTED
	E									

*Expanded "N" Transaction Sent to Former CMR*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ.#	NA-2000				
N	V0002	0565023250505455	10282020	93225	111119					
REF DATE	TO	FROM	DIR #	DIR VER	STATE	PUB DATE				
	C 0333	Y 9999	000000	00000		000000				
CMR#	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #				
0333	3412	A	SHERWIN WILLIAMS PAINTS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12152020
00000									A	OLD_CMR=0333
00000									A	OLD_CLIENT_NUMBER=3412
00000									A	NEW_CMR=0129
00000									A	NEW_CLIENT_NUMBER=7622
00000									A	BILLING_DATE=12152020
00000										PUBLISHER_CODE=0987
00000										DIRECTORIES_IMPACTED:
00000										023412 00012
00000										034567 00020
00000										045235 00009
00000										END_DIRECTORIES_IMPACTED
	E									

# CMR Transfers

## Matched "N" Transaction (New CMR)

When LSA ELITE™ receives matching "N" Transactions from both CMRs, the system will return a copy of the "N" transaction to the new CMR with a notation that the "N" transactions matched in LSA ELITE™.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	SEND DATE	SEND TIME	SEQ #	NA-2000				
N	V0002	232021202220020222	10282020	093226	111120					
REF DATE	TO	FROM	DIR #	DIR VER	STATE	PUB DATE				
	C 0129	Y 9999	000000	00000		000000				
CMR#	CLIENT #	NAT	CLIENT NAME	DIRECTORY NAME		NAT CLIENT ID #				
0129	7622	A	SHERWIN WILLIAMS PAINTS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=12152020
00000									A	OLD_CMR=0333
00000									A	OLD_CLIENT_NUMBER=3412
00000									A	NEW_CMR=0129
00000									A	NEW_CLIENT_NUMBER=7622
00000									A	BILLING_DATE=12152020
00000									A	N_TRANSACTIONS_MATCHED

← Data appended by the ELITE system.

**Delete Order “D”**

On the effective transfer date, a “D” (delete) transaction is generated by LSA ELITE™ and sent to publishers for any current directory orders. The “D” will contain a five-zero advice line which reads “N TRANSFER FROM CMRclient # TO CMRclient #.”

**NOTE: LSA ELITE™ will hold all orders that closed prior to the effective transfer date, but have not yet reached FOSD. Upon rollover, LSA ELITE™ will generate “D” transactions containing the five-zero advice line which reads “N TRANSFER FROM CMR/Client # TO CMR/C**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID		DATE		NA-2000				
D	V0002	505405000650000000		11152020						
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME			
		0766	Y 9999	045431	00078					
CMR#	CLIENT #	NAT	CLIENT NAME				PUB DATE	NAT CLIENT ID #		
0200	4567						022021			
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	N TRANSFER FROM 02004567 TO 04897622
	E									

# CMR Transfers

## CMR Transfers - Loading ELITE Orders After "N" Transactions

### General

When "N" transactions are sent, whether or not the former CMR is a non-ELITE user and the new CMR is an LSA ELITE™ user, the new CMR must send "I" Transactions to re-insert the orders into the ELITE database. The TRANS Version number **must be V0002**, and the first line on each transaction must be a **five-zero advice line indicating "N Transfer from old CMRclient number to new CMRclient number."**

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	878956558545854565	06172020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0766	C 0129	045345	00055	TN	NASHVILLE	112020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0129	7622	A	EASTMAN KODAK							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	N TRANSFER FROM 03333412 TO 01297622
10000	I							H		PHOTOGRAPHIC EQUIPMENT & SUPPLIES
10100	I	TM					C	F		EASTMAN KODAK
10110	I							CE		12954356789011
10200	I	TBL						N		CHARLES STREET PHOTOGRAPHY
10300	I							A		4569 CHARLES ST
10310	I							T		810 456-8978
	E									

**Note: New artwork is required; a new art identification number, beginning with the new CMR number, must be entered on the art id line. A new client number is needed, a CMR has to wait four years to reuse the same CMR/client number.**

**CMR Transfers - Canceling an "N" Transaction**

**Canceling**

A "N" Transaction can be cancelled by a CMR only if the "N s" have not matched in ELITE. The CMR desiring to cancel the transfer must contact the other party and advise them of their intent. Once the intent has been made known, the sender of the original "N" can send a cancel "N" Transaction. Once the "N s" are matched, only LSA can cancel the transfer, and only if it's prior to the effective transfer date. If LSA cancels the "N s", the affected Publishers will receive cancellation Expanded "N s"; however, to ensure the Publishers do not work the transfer, the old CMR must call and alert all Publishers involved.

To cancel a transfer where both CMRs have submitted their respective N Transaction and the effective transfer date has not arrived, both CMRs must send a joint email to the LSA ELITE Coordinator requesting the pending transfer be cancelled. The joint email must include the effective transfer date and the old and new CMR/Client numbers. The ELITE Coordinator will issue the appropriate cancellation transaction. Affected Publishers and old CMR will receive cancellation Expanded "N" transactions.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
N	V0002	966546789876543000				04092020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
	Y	9999	C 0123	000000	00000			000000		
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
0123	4567	A	STATE FARM INSURANCE							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	TRANSFER_DATE=CANCEL
00000									A	OLD_CMR=0123
00000									A	OLD_CLIENT_NUMBER=4567
00000									A	NEW_CMR=0869
00000									A	NEW_CLIENT_NUMBER=8712
00000									A	BILLING_DATE=05252020
	E									

## CMR Transfers

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### NOTES



# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Verification of Records “V” Transaction*

Section 17.0

Click on the bookmark icon, on the upper left-hand side of Adobe Reader, to expand a list of bookmarks. If you have difficulties in viewing this document, please make sure you have the latest version of Adobe Reader software. Software can be downloaded by going to [www.adobe.com](http://www.adobe.com).

## Verification of Records Transaction

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## Verification of Records Transaction

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NOTES

## Verification of Records Transaction “V”

### *Definition*

A Verification of Records Transaction (V) is when an entire order is sent by the CMR to verify or replace standing order advertising. **Only previously transmitted/mailed information is contained on this transaction.**

This transaction replaces the Publisher’s standing order and the standing order in the LSA ELITE™ database. Publisher approval must be obtained before sending this transaction.

### *Reasons for the “V” Transaction*

A “V” transaction may be issued by the CMR when discrepancies exist between Publisher and CMR records that cannot be resolved through normal changes. Some of the conditions that cause discrepancies are:

- CMR to CMR or Publisher to Publisher transfer problems
- dropped activity by the CMR or Publisher
- dropped orders by the Publisher (not processed)

Both the CMR and Publisher should make every effort to clear outstanding queries, advices or pending activity prior to agreeing to issue a “V” Transaction. The clearance of such activity may negate the need for the “V”.

### *LSA ELITE™ System Load*

A “V” transaction is also used to load orders into the LSA ELITE™ database when:

1. A CMR or Publisher transfer occurs and the old CMR/Publisher was not on LSA ELITE™. (See page 17.0.12)
2. A CMR/Publisher moves from the mail environment onto the LSA ELITE™ system. (See page 17.0.13)

### *Seniority Placement, Publisher*

For “V” transactions, Publishers who set display advertising by seniority will:

- maintain any previously established seniority dates
- advise the CMR of any seniority date discrepancies

### *Seniority Placement, CMR*

For any new display advertising, the CMR will provide the Publisher with the transmission date the order was originally established. The date will be entered, for each display item affected, on an advice line as confirmation of the agreement. (See page 17.0.10)

**NOTE: In some cases, a copy of the original transaction from the LSA ELITE™ history file may be required.**

## Verification of Records Transaction

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### ***CMR Instructions***

Before sending the “V” transaction:

1. Obtain approval from the Publisher.
2. Review the order ensuring that all information has been previously transmitted. Activity not previously transmitted to the Publisher cannot be included.
3. Ensure the first line on the order is an advice line indicating the name of the publisher contact who granted approval.
4. Transmit/mail the transaction.

### ***Publisher Instructions***

Upon receipt of the “V” transaction:

1. Verify that approval was granted to send the transaction.
2. Verify all header information for accuracy.
3. Internally remove all “held” indicators, if applicable, for unresolved queries or outstanding orders not processed. Update internal records to agree with the “V” by inserting, changing or deleting necessary advertising.
4. Verify any agreed upon seniority dates.
5. Advise or query the CMR, of any discrepancies, in sufficient time for appropriate action to be taken before the directory close date.

### ***LSA ELITE***

ELITE will edit the “V” transaction to ensure that the first line is an approval line and that a standing order exists.

<b><i>If:</i></b>	<b><i>Then:</i></b>
The first line is an advice line.	LSA ELITE™ will verify that a standing order exists for the specific directory, CMR, client and Publisher.
The first line is not an advice line.	LSA ELITE™ will reject the transaction back to the sending CMR.
An advice line and standing order exists.	LSA ELITE™ will overlay the standing order with the “V” transaction and pass through to the Publisher.

***Transfers***

If a CMR or Publisher transfer occurs and the former company is not on LSA ELITE™, but the new company is, a “V” Transaction will be used to load the orders into the database.

<b>CMR TRANSFERS</b>	
<b><i>If:</i></b>	<b><i>Then:</i></b>
Non-ELITE CMR is transferring to LSA ELITE™ CMR	<ol style="list-style-type: none"> <li>1. New CMR will send “V” Transaction for every directory.</li> <li>2. The TRANS Version Number must be V0001 (transaction will populate the database and be forwarded to the publisher).</li> <li>3. First line on each transaction must be a five zero advice line with “APRVD Transfer from old CMRclient number to new CMRclient number and the effective transfer date.” (See page 17.0.12)</li> </ol>

<b>PUBLISHER TRANSFERS</b>	
<b><i>If:</i></b>	<b><i>Then:</i></b>
Non-ELITE Publisher is transferring to LSA ELITE™ Publisher	<ol style="list-style-type: none"> <li>1. “V” Transactions must be sent by the CMRs to reestablish the advertising. (New Publisher should not print standing orders provided from old Publisher in manual format.)</li> <li>2. The TRANS Version Number must be V0001.</li> <li>3. “V” Transactions will populate the database and be forwarded to the new Publisher.</li> <li>4. First line on each transaction must be a five zero advice line stating “APRVD Transfer from old Publisher number and the effective issue date.” (See page 17.0.13)</li> </ol>

**Verification of Records Transaction**

**Verification of Records Transaction "V" - Form Preparation**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
V	V0002	111112345656565000	09152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0726	C 0324	029432	00024	AL	BIRMINGHAM	022021			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0324	8765	A	AAA AUTOMOBILE ASSOCIATION							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000								A		APRVD MARY SMITH 09152020
00100								H		AIRLINE TICKET AGENCIES
00150		DHC						N		AAA AUTOMOBILE ASSOCIATION
00175								CE		32487878900012
00200								A		3215 CENTRAL
00250								T		761 340-6001
00300		ABL						N		AAA AUTOMOBILE ASSOCIATION
00325								A		3215 CENTRAL
00350								T		761 340-6001
02000								H		INSURANCE
02100		TM					C	F		AAA AUTOMOBILE ASSOCIATION
02150								CE		324767897654TM
02190								C	01	AGENTS
02300		TBL						N		AAA AUTOMOBILE ASSOCIATION
02350								A		8205 WOODWARD AVE
02375								T		761 234-5600
02400		TRL						A		1567 JEFFERSON
02450								T		761 276-8901
	E									



<i>Field</i>	<i>Action</i>
TRANS	Enter V.
TRANS VER	Enter the version number of the LSA ELITE™ software being used. For manual operations, leave blank.
TRANS ID	Enter an 18-digit number identifying this transaction. Every transaction will have a unique number assigned by the sender.
DATE	Automatically entered by LSA ELITE™. For manual operations, enter the date the order is sent.
REF DATE	Leave blank unless responding to a query or advice. If in response to query or advice, enter the date the query or advice was sent.
TO	Box 1: Enter P for Publisher. Box 2: Enter 4-digit Publisher code number.
FROM	Box 1: Enter C for CMR. Box 2: Enter 3-digit CMR number with leading zero.
DIR #	Enter the 6-digit directory number as shown in Rates & Data.
DIR VER	Enter the directory version number as shown in Rates & Data.
STATE	Enter the two-letter state, country or Special Interest abbreviation.
DIRECTORY NAME	Enter the name of the directory as shown in Rates & Data.
PUB DATE	Enter the MMYYYY the directory will publish.
CMR #	Enter the 3-digit sending CMR number with leading zero.
CLIENT #	Enter a 4-digit number unique to the client.
NAT	Enter the national code for this account.
CLIENT NAME	Enter the name of the client.
NAT CLIENT ID #	Leave blank. For future use.
LINE #	Enter advice line with approval name first. Next enter a five-digit line for each line entry. Line numbers do not have to agree with the standing order.
ACT	Leave blank.
ITEM	Enter item code, where applicable.
CLR, CAT, PR/SF, SP BUYS	Leave blank. For future use.
BAS	If applicable, enter basis code for trade items.
DAT	If applicable, enter the code representing the advertising data information.
SP INS	If applicable, enter a one, two or three character code representing the special instructions.
ADVERTISING DATA	Enter the data, i.e., name, address, telephone number described in the DAT and SP INS fields.

## Verification of Records Transaction

### Space Precedence

If the CMR and Publisher have agreed to an earlier seniority date than the "V" Transaction date, the dates are entered as advice lines on the order as confirmation.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
V	V0002	232234241234567891	08152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0724	C 0567	034825	00020	MI	NORTH OAKLAND CTY	122020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0567	6700	A	SAVIN COPIERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	APRVD JENNY LYNN 08152020
00100								H		COPIER & COPIER SUPLS
00150		DQC						N		SAVIN
00175								CE		56721232545654
00200								A		SP 02142010
00250								A		6872 WOODWARD AVE
00300								T		248 244-9000
00325		ABL						N		SAVIN
00350								A		6782 WOODWARD AVE
02000								T		248 244-9000
02100								H		DUPLICATING EQUIP & SUPLS
02150		DQC						N		SAVIN
02190								CR		56721232545654
02300								A		6782 WOODWARD AVE
02350								T		248 244-9000
02375		ABL						N		SAVIN
02400								A		6782 WOODWARD AVE
02450								T		248 244-9000
	E									

**“V” in Response to Query**

If a “V” Transaction is being sent in response to a query, the Ref Date field must be populated in addition to the five zero advice line.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
V	V0002	232234241234567000	09152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
09142020	P 0726	C 0324	029432	00020	AL	BIRMINGHAM	022021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0324	8765	A	SAVIN COPIERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000								A		APRVD JENNY LYNN 09152020
00100								H		COPIER & COPIER SUPLS
00150		DQC						N		SAVIN
00175								CE		56721232545654
00200								A		4556 MAIN ST
00250								T		248 244-6525
00300		ABLN						N		SAVIN
00325								A		4556 MAIN ST
00350								T		248 244-6525
	E									

# Verification of Records Transaction

## LSA ELITE™ System Load

### “V” as Result of a CMR Transfer

If the former CMR is not on LSA ELITE™, and the new is, the new CMR must send “V” transactions to load the database. The **TRANS VER # must be V0001** and the first line must be a five zero advice line starting with APRVD followed by the former CMR/client number to the new CMR/client number and the effective transfer date.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
V	V0001	545212321232221111	10152020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0510	C	0111	012321	00020	WY CASPER	032021		
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #	
0111	4890	A	KODAK							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000									A	APRVD FROM 2504567 TO 1114890 EFF 11152020
00100								H		CAMERAS & SUPLS
00150		TM					C	F		KODAK
00175								CE		11123212320023
00200		TBLN						N		ADAMS & SONS PHOTOGRAPHY
00250								A		1238 WILLIS
00300								T		516 789-9012
00325		TBLN						N		BARTON CAMERAS & PHOTOGRAPHY EQUIP
00350								A		789 STATE ST
00400								T		516 783-1235
	E									

***“V” as Result of a Publisher Transfer***

If the former publisher is not on LSA ELITE™, and the new publisher is, the CMR must send a “V” Transaction to load the database and establish the advertising with the new publisher. The **TRANS VER # must be V0001** and the first line must be a five zero advice line starting with APRVD followed by the former publisher number and the effective issue date of the transfer.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
V	V0001	545212321232221000	05152020							
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
		0600	C	0211	123256	00045	WA SEATTLE	072020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0211	6789	A	SEARAY BOATS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00000								A		APRVD FROM PUB 0500 TO 0600 ISSUE 072020
00100								H		BOAT DEALERS
00150		DQC						N		SEARAY BOATS
00175								CE		21154565256585
00200								A		7689 WATERWAY BLVD
00250								T		425 678-9012
00300		ABL N						N		SEARAY BOATS
00325								A		7689 WATERWAY BLVD
00350								T		425 678-9012
	E									

## Verification of Records Transaction

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### ***Viewing Standing Order in Database “X” Transaction*** Section 18.0

Click on the bookmark icon, on the upper left-hand side of Adobe Reader, to expand a list of bookmarks. If you have difficulties in viewing this document, please make sure you have the latest version of Adobe Reader software. Software can be downloaded by going to [www.adobe.com](http://www.adobe.com).

## Viewing Standing Order in Database

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## Viewing Standing Order in Database

---

NOTES

### View Standing Order in Database (“X” Transaction)

#### *Definition*

The “X” Transaction is used to retrieve a copy of the standing order in the LSA ELITE™ database. A copy of the requested standing order will be placed in the requestor’s mailbox. All standing flags will be included with the standing order.

**NOTE: The LSA ELITE™ Technical Specifications should be referenced before using the “X” Transaction.**

#### *Use*

Either a CMR or a Publisher may use the “X” Transaction; however, it can only be used to view a single standing order. Multiple standing orders can be obtained by submitting a report request.

## Viewing Standing Order in Database

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Global Delete Transaction “Y”*

#### Section 19.0

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## Global Delete Transaction

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## Global Delete Transaction

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NOTES



**Global Delete (“Y” Transaction)**

**Definition**

The “Y” Transaction is an administrative transaction sent by the Association only when a CMR is unable, due to their internal system constraints, to delete a standing order in LSA ELITE™.

**Use**

This transaction removes a standing order out of the LSA ELITE™ system. The Publisher will receive a global delete from the LSA ELITE™ system. Upon receipt, the Publisher should remove the standing order out of their internal systems. The CMR will receive a memo confirmation from LSA ELITE™. (See the Memo Section.)

**NOTE: The LSA ELITE™ Technical Specifications should be referenced for more information.**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

Data appended by ELITE.

TRANS M	TRANS VER V0002	TRANS ID 00000000214725852	SEND DATE 09292020	SEND TIME 122342	SEQ # 000001	NA-2000				
REF DATE	TO C 0200	FROM Y 9999	DIR # 000000	DIR VER 00000	STATE	PUB DATE				
CMR# 0200	CLIENT # 4567	NAT	CLIENT NAME		DIRECTORY NAME	NAT CLIENT ID #				
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
GENERAL										
REASON=GLOBAL DELETE										
CMR_CODE=0200										
CLIENT_NUMBER=4567										
PUBLISHER_CODE=0626										
DIRECTORIES_IMPACTED:										
023412	00012	ELITE will add the directory code and directory version numbers affected.								
034567	00020									
045235	00009									
END_DIRECTORIES_IMPACTED										
E										

## Global Delete Transaction

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### ***LSA ELITE™ Graphics Module (Electronic Artwork)***

#### Section 20.0

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## Electronic Artwork

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## Electronic Artwork

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## Electronic Artwork

### Electronic Artwork Preparation for Display, Trademark & Space Listings

#### *General*

Display, Trademark, and Space Listings are three types of advertising that require the CMR to send artwork and/or an Artwork Transmittal to the Publisher. The LSA ELITE™ Graphic Module provides the capability of sending the artwork transmittal (AWT), artwork and proof electronically from the CMR to the Publisher. The AWT, artwork, order and proof are linked with the artwork identification number. (See page 20.0.7)

All artwork must comply with industry standards or individual Publisher specifications as reflected in the YPA Advertising Specifications. **Artwork cannot be altered by the Publisher unless it is a change in directory format.** (See page 20.0.9)

The LSA ELITE™ Graphic process is as follows:

<i>Step</i>	<i>LSA ELITE™ Graphic Process Flow</i>
1	Send the Artwork Transmittal (AWT). The AWT is sent as an “envelope” for identification of the graphic file. The AWT must be transmitted prior to the Graphic File and Proof.
2	Send the Graphic file to LSA ELITE™. (See page 20.0.7)
3	Send the Proof to LSA ELITE™.
4	Once the Publisher reads their mailbox, a Receipt Acknowledgement (RAC) is generated back to the CMR. The Publisher will receive the graphic file followed by the associated AWT and Proof.

**NOTE: A CMR may transmit the AWT, Graphic File, or AWT, and Proof at the same time, as long as the AWT is the first document in the file.**

#### *Time Frames*

All artwork material must arrive at the Publisher’s location by the end of seven calendar days from the close date shown in Rates & Data. Artwork being sent through LSA ELITE™ must be date and time stamped by 11:59 p.m. (Eastern Time) on the 7th calendar day past directory close.

#### *Artwork Transmittal Transaction*

An Artwork Transmittal is prepared by the CMR and sent to the Publisher in an electronic file. The electronic file must always agree with all information on the national order. The file contains:

- Transaction Header Record
- Header Record 2
- Header Record 3
- Transaction Detail Record
- End-of-Transaction Record (Five blank spaces and E)

**Refer to LSA ELITE™ System Graphic Technical Specifications for complete programming details.**



### ***Art Identification Number***

The Art Identification Number is assigned by the CMR as a unique identifier, not to validate CMR ownership of art. Once the Art Identification Number has been assigned, it will remain unchanged until the art is changed. The Art Identification Number is:

- Unique to each piece of art (Artwork identical in every aspect will use the same art ID number. If any aspect is different, a new art ID number **must** be assigned.)
- A fixed length field (cannot contain blank spaces)
- 14 characters with the originating senders three-digit CMR number as the first three digits
- May be alpha numeric (A-Z, 0-9)

The Art Identification Number must be included on the:

- National order following the item code line
- Artwork Transmittal transaction
- Graphic file
- Proof

**NOTE: Due to CMR transfers, Publishers' should not use the first three digits of the Art Identification Number to connect to the CMR code in the header of the order.**

### ***Naming the Graphic and Proof File***

In the LSA ELITE™ system, the Art Identification number is required in the “put” command. The extension is always the type of file, i.e., EPS, with the exception of the proof. The proof extension is always PRF.

The first time a graphic file and proof are sent through the LSA ELITE™ system the Art Identification Number is stored in an Artwork ID table with a Cyclical Redundancy Check (CRC) of the graphic file. (This is a “finger print” of the graphic file.) For subsequent transactions, using the same Art Identification Number, this table is checked to validate a match to the previous CRC (finger print) calculation. In addition, the Heading is stored in a table and linked to the Artwork ID number and Artwork Transmittal.

**Note: When an AWT and Proof only are only sent for an informationl or space listing, the CRC is not performed against the Proof.**

## Electronic Artwork

---

### *SP INS Field Characters*

The SP INS field is used to identify how artwork is transmitted to the Publisher. The SP INS field, on the art identification line, must be populated with one of the following SP INS characters on the national order.

- CE - Artwork being sent electronically through LSA ELITE™. (Art Identification number is entered in Advertising Data field.) (See page 20.0.6)
- CR - Copy reuse. Artwork has previously been sent electronically using LSA ELITE™ to this Pub code number. Publishers' will use the identical copy they have in-house associated with this Art ID Number. (Art Identification number is entered in the Advertising Data field.) (See page 20.0.23)
- CL - In a local to national transfer, this line immediately follows the art ID line and advises the Publisher to maintain seniority placement. If known, the telephone number the advertising is superseding must be entered in the advertising field on the CL line, even if the number is the same. (See page 20.0.21)
- CX - Only used as a placeholder when a CMR cannot immediately generate an Art ID Number to place on the order. The artwork will follow by directory close. (See page 20.0.18)

#### **When it is used:**

1. An Art Identification Number is not assigned.
2. The advertising data field is always blank.
3. When copy is sent, a Change Order must be sent to assign the art id number.

### *Changed Artwork/Order*

Any change to orders requiring artwork i.e., Trademark, Display or Space Listing advertising requires a:

- New Art Identification Number
- Change order
- New Artwork Transmittal transaction
- New electronic graphic file and proof (for Space Listings only if artwork is required)

If advertising is being deleted from a directory, it is not necessary to delete the Artwork Transmittal transaction. The Publisher, upon receipt of the "D," will automatically delete the transmittal from their records.

**NOTE: If a heading is changed on an order, only the action code of "R" is acceptable. Action codes of "O" & "I" cannot be used to change a heading because of the link to the Artwork Transmittal in LSA ELITE™.**

## Electronic Artwork - Publisher Procedures

### ***Publisher Initiated Resend Request***

If a Publisher receives a Graphic file or AWT for an Informational/Space Listing Text or Proof only, and needs the file resent because of lost artwork or instructions, they may issue a “resend” transaction request through LSA ELITE™.

The following example reflects how a resend transaction will look. (See the *LSA ELITE™ System Graphic Technical Specifications* for programming instructions.)

```
G12345678HD1RV000210012345678900C0100P05000453260000
701005674HD2AUTOMOBILES
DETNEED ARTWORK FILE
```

The “resend” condition may only be used by Publisher request. When a CMR receives a resend request the original Graphic File, associated AWT transaction and Proof are sent, without the order, to the Publisher. If the resend request is for an Informational/Space Listing Proof only, the AWT and Proof are resent to the Publisher.

When the resend flag on the AWT transaction is marked, the LSA ELITE™ system will verify that the Art Identification Number is established and perform a CRC check. The file will be returned to the CMR if the Art Identification Number is not established or the CRC check does not match. If the resend is for an Informational/Space Listing Text or Proof only the CRC check is not performed.

### ***Directory Format Changes***

When a Publisher changes the directory format, they must:

1. Notify the CMR of the change and query any/all lines on the order where artwork is needed.
2. Promptly update Rates & Data, including the ad specs.

The CMR must respond to the query by sending:

1. A change order
2. New reformatted copy with a **new** art ID number
3. A new AWT

If the Query is not answered within the specified time frame, the disposition of the advertising is up to the Publisher. This may encompass the repositioning of the ad content, complete cancellation of the advertising, if repositioning is not possible, or print last years standing advertising.

## Electronic Artwork

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### Electronic Artwork - Publisher Advice/Query Situations

#### *Follow-Up Query*

The Publisher will verify the link between the Artwork Transaction, the graphic file, and the related national order. If inconsistencies exist, they must query the CMR for all artwork-related issues immediately following the directory close date, or in sufficient time for the CMR to take appropriate action.

**NOTE: The Publisher cannot alter artwork without approval from the CMR, unless it's a change in directory format issue and a query response hasn't been responded to.**

#### *Unanswered Query*

If the query is not responded to within the specified time frame, the disposition of the advertising is up to the Publisher. A second query may be issued advising the CMR of the disposition of the advertising i.e., ad content will be repositioned, advertising will be canceled or last year's standing advertising will print.

#### *Query/Advice on the AWT*

If there is a query or advice condition on the Artwork Transmittal, the national order must be queried/ advised, not the AWT. If a query/advice is heading related, changing the heading on the order will automatically update the AWT transaction stored in LSA ELITE™. Publishers must internally update the AWT in their own systems.

#### *LSA ELITE™ Graphic Minor Edits*

For CMRs and Publishers using the LSA ELITE™ Graphic system, when the AWT matches the order but the artwork has a minor edit (an abbreviation such as St. for Street), the publisher will print the graphic as received and will not advise the CMR for the minor edit.

## Copy Reuse

### *Reusing Artwork*

A CMR may request the Publisher “reuse” the same graphic file for artwork if:

- the Publisher’s profile in LSA ELITE™ indicates they accept the reuse condition and,
- the graphic file and AWT or Informational/Space Listing AWT for Text or Proof only have previously been sent electronically and,
- the **identical** artwork is being used under a different heading or in a different directory and,
- the Publisher code number is the same as the original and,
- the Art Identification Number is the same and,
- the SP INS field on the order indicates CR

If all of the above conditions are met, the CMR sends a new or change order and a new Artwork Transmittal transaction, without the associated proof and graphic file. The Publisher will use the graphic file they have in-house associated with the Art ID Number on the AWT transaction. (See page 20.0.23)

**NOTE: The copy reuse condition can only be used for graphics and AWT’s sent through LSA ELITE™. This function cannot be used if sending artwork by any other means.**

## Electronic Artwork

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### Electronic Artwork - Transfers

#### *CMR Transfers*

For “T” transactions, new artwork is not required unless copy is changing. (Former CMR’s seniority position will be maintained.) Standing artwork will print unless the Publisher receives a Change Order with new copy by the directory close date.

#### *Internal Transfers*

When a CMR transfers:

- Internally from one CMR number to another number within their own organization  
or
- Items are being transferred from an existing account number to a new account number

Current copy will be maintained. The Publisher will internally update their records based on the transfer notification from the CMR.

#### *Local to National Transfers*

For local to national transfers, new artwork must be received by the 7th calendar day after the directory close date. **Publishers will not print standing copy.** (See page 20.0.21)

For maintaining seniority placement, the CMR must:

1. Enter a copy line immediately follow the name or finding line, identifying how artwork is being sent. (CE = Copy LSA ELITE™, art identification number is entered in the advertising data field, CX = art identification number cannot be assigned, copy will be sent by directory close.)
2. Enter CL in the SP INS field on the line immediately following the art ID line.
3. Enter the telephone number the advertising is superseding, in the advertising data field on the CL line, even if the number is the same. If the telephone number is unknown, enter the phrase, “Maintain Local Placement.”

**NOTE: If an advice line is needed, at an item level, the advice line would follow the CL line.**

#### *National to Local Transfer*

The CMR would send a delete transaction. (See the Delete “D” Transaction Section for more information.)

**Electronic Artwork Transmittal Form Preparation**

**General**

The Artwork Transmittal (AWT) contains instructions regarding the art and the directories for which the art is ordered.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	789854565212325154	02072020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0724	C 0331	035076	00044	MI	FLINT AREA	052020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0331	4625	A	AVIS RENT-A-CAR							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00800	I							H		AUTOMOBILE RENTING & LEASING
00850	I	DQC						N		AVIS RENT-A-CAR
00855	I							CE		331786596543AV
00900	I							A		1516 DORT HWY
01000	I							T		517 234-9791
01050	I	ABL						N		AVIS RENT-A-CAR
01100	I							A		1516 DORT HWY
01150	I							T		517 234-9791
	E									

**Sent AWT**

Through LSA ELITE™ the CMR sends an AWT transaction with the associated graphic file to follow. Lines have wrapped in the example.

```

HD1AV0002331786596543AV P0724C033103507600044FLINT AREA
05202003192020403314625
HD2AVIS RENT-A-CAR
517 234-9791 AUTOMOBILE RENTING & LEASING AVIS RENT-A-CAR
HD3DQC 24.2515 25H
YNNNELLEN BARON 212 345-9802
E
    
```

## Electronic Artwork

### *Transaction Header Record 1*

**HD1AV0002331786596543AV P0724C033103507600044FLINT AREA**  
**05202003192020403314625**  
 HD2AVIS RENT-A-CAR  
 517 234-9791 AUTOMOBILE RENTING & LEASING AVIS RENT-A-CAR  
 HD3DQC 24.2515.25H  
 YNNNELLEN BARON 212 345-9802  
 E

<i>Item</i>	<i>Field Name</i>	<i>Field Length</i>	<i>Definition</i>
HD1	Record type	3	Field identifier (Header 1)
A	Trans code	1	Identifies this as an AWT transaction
V0002	Transaction Version	5	Version # of LSA ELITE™ software
331786596543AV	Artwork ID #	14	Unique artwork identifier
Blank in above example	Sequence number	5	Order color or Double/Triple Truck ad copy should be worked
P	To Code Identifier	1	P for Publisher
0724	To Code	4	Publisher code number
C	From Code Identifier	1	C for CMR
0331	From Code	4	CMR number
035076	Directory Number	6	LSA assigned Directory code number
00044	Directory Version	5	Rates & Data directory version #
FLINT Area	Directory Name	24	Directory name shown in Rates & Data
052020	Pub Date	6	MMYYYYY directory will publish
03192020	Close Date	8	MMDDYYYYY directory will close
4	Columns	1	# of columns in directory
0331	CMR Code	4	CMR code
4625	Client Number	4	Client account number
Blank in above example	National Client ID #	10	For future use

**NOTE: Examples do not represent accurate spacing.**



***Transaction Header Record 2***

HD1AV0002331786596543AV P0724C033103507600044FLINT AREA  
 05202003192020403314625  
**HD2AVIS RENT-A-CAR**  
**517 234-9791 AUTOMOBILE RENTING & LEASING AVIS RENT-A-CAR**  
 HD3DQC 24.2515.25H  
 YNNNELLEN BARON 212 345-9802  
 E

<i>Item</i>	<i>Field Name</i>	<i>Field Length</i>	<i>Definition</i>
HD2	Record type	3	Field identifier (Header 2)
AVIS RENT-A-CAR	Client Name	53	Name of client on national order
5172349791	Telephone	20	Telephone # ad is anchored to (display only)
AUTOMOBILE RENTING & LEASING	Heading	96	Advertising heading. If heading exceeds 96 characters, the heading will truncate at 96th character on AWT.
AVIS-RENT-A-CAR	Finding Line Listing Name	50	Finding Line or Listed Name of client

**NOTE: Examples do not represent accurate spacing.**

## Electronic Artwork

### *Transaction Header Record 3*

HD1AV0002331786596543AV P0724C033103507600044FLINT AREA  
 05202003192020403314625  
 HD2AVIS RENT-A-CAR  
 517 234-9791 AUTOMOBILE RENTING & LEASING AVIS RENT-A-CAR  
**HD3DQC 24.2515.25H**  
**YNNELLEN BARON 212 345-9802**  
 E

<i>Item</i>	<i>Field Name</i>	<i>Field Length</i>	<i>Definition</i>
HD3	Record type	3	Field identifier (Header 3)
DQC	Item Code To	20	New or changed item code
Blank in above example	Item Code From	20	If changing, old item code
24.2515.25	Pica Size	10	Size of ad in picas or points. First 5 spaces for length, second 5 spaces for width
H	Pica Dimension	2	Horizontal or vertical ad placement
Y	New Flag	1	Used if advertising new
N	Reuse Flag	1	Used if advertising being reused
N	Space Flag	1	Used for Space Listings without artwork. Valid codes are N (no), G (graphic), T (text), or P (proof)
N	Resend Flag	1	Used by CMR when responding to Publishers resend request
ELLEN BARON	Contact	40	Name of individual to call with questions
212 345-9802	Contact Telephone	20	Telephone # of contact person

**NOTE: Examples do not represent accurate spacing.**

***Transaction Detail***

HD1AV0002331786596543AV P0724C033103507600044FLINT AREA  
 05202003192020403314625  
 HD2AVIS RENT-A-CAR  
 517 234-9791 AUTOMOBILE RENTING & LEASING AVIS RENT-A-CAR  
 HD3DQC 24.2515.25H  
 YNNNELLEN BARON 212 345-9802  
**DET free form field for client instructions E**  
 E

<i>Item</i>	<i>Field Name</i>	<i>Field Length</i>	<i>Definition</i>
DET	Record type	3	Field identifier
Free form field for client instructions	Data	75	Free form field for instructions
E	End of Transaction	78	Five blanks and an E to denote the end of the AWT transaction

**NOTE: Examples do not represent accurate spacing.**

# Electronic Artwork

## Electronic Artwork - Exhibits

### *Art Identification Number Cannot be Assigned*

If an Art Identification number cannot be assigned at the time the order is transmitted, CX must be entered in the SP INS fields on the Art Identification Line. CX acts as a “place holder” for copy and the advertising data field is left blank. Copy must be received by the 7th day after directory close.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	655456525452123254	02072020							
REF DATE	TO	FROM	DIR #	DIR VER						
	P 0634	C 0331	039226	00032						
STATE	DIRECTORY NAME	PUB DATE								
MI	COLUMBUS	082020								
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0331	4625	A	AVIS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00200	I	WBL						N		AVIS RENT-A-CAR
00300	I							A		DETROIT METRO AIRPORT
01000	I							T		313 942-3450
01200	I							H		AUTOMOBILE RENTING & LEASING
01205	I	DQCH						N		AVIS
01250	I								CX	
01300	I							A		DETROIT METRO AIRPORT
01350	I							T		313 942-3450
01400	I	ABL						N		AVIS
01450	I							A		DETROIT METRO AIRPORT
01475	I							T		313 942-3450
	E									

### *Changed Order*

When copy is sent, a Change Order must always be transmitted to assign the Art Identification number and alert the Publisher to look for copy.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
C	V0002	785456521232545656	02072020							
REF DATE	TO	FROM	DIR #	DIR VER						
	P 0634	C 0331	039226	00032						
STATE	DIRECTORY NAME	PUB DATE								
		082020								
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0331	4625									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
01250	R								CE	331123456789NC
	E									

***Space Listing Without Copy***

If artwork is not included in a Space Listing, an art identification number must be assigned and an Artwork Transmittal Transaction is sent to the Publisher through LSA ELITE™. The AWT ties the Art Identification Number to the order and provides the Publisher with specific instructions on setting the space listing.

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	545658458788985565	12212020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0972	C 0342	034878	00077	WI	MADISON	032020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0342	1596	A	ARCHITECTURAL SERVICES INC							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS
00150	I	2HS						N		ARCHITECTURAL SERVICES INC
00200	I							CE		34276877000000
00250	I							A		2381 MACON DR SE
00300	I							T		517 627-9007
	E									

***Space Listing Without Artwork, AWT***

The following Artwork Transmittal transaction would be sent to the Publisher, through LSA ELITE™, without an associated graphic file. The Space\_Flag would be set to “**T**” indicating no graphic file is being sent.

The DET lines identify the content of the Space Listing and how the Publisher should set the advertising. Refer to *LSA ELITE™ System Graphic Technical Specifications* for complete details.

```

HD1AV0002034276877000000 P0972C034203487800077MADISON
03202010232020403421596
HD2ARCHITECTURAL SERVICES INC 5176279007
ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS
ARCHITECTURAL SERVICES INC
HD32HS 2HS NNTT
DET ARCHITECTURAL SERVICES INC (RED, 10 POINTS)
DET 2381 MACON DR S E (BLACK, 8 POINTS)
DET 517 627-9007 (8 POINTS)
E
    
```

## Electronic Artwork

---

### *Space Listing With Artwork, AWT*

If a Space Listing contains artwork, an AWT transaction would be sent followed by a graphic file containing the artwork. The Space Flag would be set to “**G**” indicating a graphic file is being sent.

HD1AV0002034276877000000 P0972C034203487800077MADISON  
 03202010232020403421596  
 HD2ARCHITECTURAL SERVICES INC 517 627-9007  
 ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS  
 ARCHITECTURAL SERVICES INC  
 HD32HS 2HS NNGN  
 DET ARCHITECTURAL SERVICES INC (RED, 10 POINTS)  
 DET 2381 MACON DR S E (BLACK, 8 POINTS)  
 DET 517 627-9007 (8 POINTS)  
 E

### *Space Listing With Proof only, AWT*

If a Space Listing does not contain artwork however, the CMR does want to send a Proof and the ad, an AWT transaction would be sent followed by a Proof (PRF) file containing the artwork. The Space Flag would be set to “**P**” indicating a Proof is being sent.

HD1AV0002034276877000000 P0972C034203487800077MADISON  
 03202010232020403421596  
 HD2ARCHITECTURAL SERVICES INC 517 627-9007  
 ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS  
 HD32HS NNPNE.J.SMITH 248 244-6201  
 HD1AV0002034276877000000 P0972C034203487800077MADISON

**Local to National Transfer**

New artwork must be supplied for a local to national transfer. For seniority positioning to be maintained, the telephone number the advertising is superceding must be on the national order, if known, even if the number is the same. If the telephone number is unknown, enter the phrase, "Maintain Local Placement."

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE	NA-2000							
I	V0002	545658785458754444	03102020								
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE				
	P	0766	C	0123	033162	00089	MA	DEDHAM C	012021		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #			
0123	7690	A	TORO LAWN MOWERS								
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP	BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I								H		LAWN MOWERS
00200	I	DQCH							N		CANTON'S TORO LAWN MOWERS
00300	I									CE	12378690087654
00305	I									CL	800 456-8721 ←
00400	I								A		40 WALPOLE TERRACE
00500	I								T		617 828-0504
00600	I	ABLN							N		CANTON'S TORO LAWN MOWERS
00700	I								A		40 WALPOLE TERRACE
00800	I								T		617 828-0504
	E										

Telephone # the advertising is superceding.

**AWT Transaction Sent**

HD1AV000212378690087654 P0766C012303316200089DEDHAM C 0120211015202101237690  
 HD2TORO LAWN MOWERS  
 617 828-0504 LAWN MOWERS CANTON'S TORO LAWN MOWERS  
 HD3DQCH 24.2515.25H  
 YNNNWILLIAM TELL 303 567-8900  
 E

## Electronic Artwork

### Reusing Artwork

CMRs may use the identical artwork in a new directory or under a new heading. The Publisher will access the standing graphic file by Art ID Number. An AWT will be sent without the associated graphic file.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000							
I	V0002	342345676543212000	02072020								
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
		0724	C	0331	035076	00077	MI FLINT AREA	052020			
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #		
0331	4625	A	AVIS RENT-A-CAR								
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP	BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00090	I								H		WHITE PAGES
00100	I	WBLN							N		AVIS RENT-A-CAR
00150	I								A		1516 DORT HWY
00200	I								T		517 234-9791
00800	I								H		AUTOMOBILE RENTING & LEASING
00850	I	DQC							N		AVIS RENT-A-CAR
00855	I								CE		331786596543AV
00900	I								A		1516 DORT HWY
01000	I								T		517 234-9791
01050	I	ABL							N		AVIS RENT-A-CAR
01100	I								A		1516 DORT HWY
01150	I								T		517 234-9791
	E										

### Sent AWT Transaction

HD1AV0002331786596543AV P0724C033103507600077FLINT  
 AREA05202003302020503314625  
 HD2AVIS RENT-A-CAR 517 234-9791  
 AUTOMOBILE-USED CAR SALES AVIS RENT-A-CAR  
 HD3DQC 24.2515.25H  
 YNNNELLEN BARON 212 345-9802  
 E



*Reuse Artwork, New Directory*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID	DATE					NA-2000		
I	V0002	456456456456000	05152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0724	C 0331	034233	00077	MI	BAY CITY-SAGINAW	022021			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0331	4625	A	AVIS RENT-A-CAR							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
01100	I							H		AUTOMOBILE RENTING & LEASING
01200	I	DQC						N		AVIS RENT-A-CAR
01205	I							CR		331786596543AV
01250	I							A		BISHOP AIRPORT
01300	I							T		517 234-9791
01350	I	ABL						N		AVIS RENT-A-CAR
01400	I							A		BISHOP AIRPORT
01450	I							T		517 234-9791
	E									

New Directory

Previously used Art ID #.  
Publisher will reuse  
standing copy.

*Transmitted AWT Transaction*

HD1AV0002331786596543AV P0724C033103422300077BAY CITY  
SAGINAW 02202112152020503314625  
HD2AVIS RENT-A-CAR 517 234-9791  
AUTOMOBILE RENTING & LEASING AVIS RENT-A-CAR  
HD3DQC 24.2515.25H  
NYNNELLEN BARON 212 345-9802  
E

# Electronic Artwork

## Reuse Artwork, Multiple Headings

When the same artwork is being placed under multiple headings, on one national order, the first appearance of the Art ID will have CE (copy electronic) in the SP INS field. Each subsequent appearance of the Art ID will have CR (copy reuse) in the SP INS field. Three AWT transactions would be sent, one for each heading and copy line.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	123123123123456000	02152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0850	C	0124	001905	00077	AL	THOMASVILLE	112020	
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0124	5678	A	GOODYEAR TIRES							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TIRE DEALERS
00200	I	TM					C	F		GOODYEAR TIRES
00300	I								CE	124987658876GY
00400	I							C	01	STORES
00500	I	TBL						N		GOODYEAR TIRE & RUBBER CO
00600	I							A		4317 N UNIVERSITY
00700	I							T		313 688-8745
00750	I							H		TIRE DISTR & MFRS
00800	I	TM					C	F		GOODYEAR TIRES
00900	I								CR	124987658876GY
00950	I	TBL						N		ROUGH TIRE CENTER
01000	I							A		8915 KNOXVILLE AVENUE
01100	I							T		313 691-3881
01110	I							H		TIRE RETREAD & REPAIR
01150	I	TM					C	F		GOODYEAR TIRES
01175	I								CR	124987658876GY
01200	I	TBL						N		BRAD ROE COMMERCIAL TIRE CENTER
01300	I							A		3805 N MAIN
01400	I							T		313 694-3191
	E									

First appearance  
AWT & Graphic

Second appearance  
AWT Only

Third appearance  
AWT Only

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Manual Artwork*

#### Section 21.0

Click on the bookmark icon, on the upper left-hand side of Adobe Reader, to expand a list of bookmarks. If you have difficulties in viewing this document, please make sure you have the latest version of Adobe Reader software. Software can be downloaded by going to [www.adobe.com](http://www.adobe.com).

## Manual Artwork

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## Manual Artwork

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NOTES

## Manual Artwork Preparation for Display, Trademark & Space Listings

### *General*

Display, Trademark, and Space Listings are three types of advertising that require the CMR to send artwork and/or an Artwork Transmittal to the Publisher. These procedures are followed when both parties are not using the LSA ELITE™ Graphics module for transmitting artwork.

All artwork must comply with individual Publisher specifications as reflected in Rates & Data and the LSA Advertising Specifications Manual. The manual can be downloaded by going to [www.localsearchassociation.org](http://www.localsearchassociation.org), selecting “Products and Services,” “Publications,” “Advertising Specifications Manual.”

**Artwork cannot be altered by the Publisher unless it’s a change in directory format and artwork has not been received. (See page 21.0.9)**

### *Time Frames*

Artwork being sent in any manner other than LSA ELITE™ must arrive at the Publisher’s location, by their office closing time, on the 7th day past the directory close date shown in Rates & Data.

### *Art Identification Number*

The Art Identification Number is assigned by the CMR as a unique identifier, not to validate CMR ownership of art. Once the Art Identification Number has been assigned, it will remain unchanged until the art is changed. The Art Identification Number is:

- Unique to each piece of art
- A fixed length field (cannot contain blank spaces)
- 14 characters with the originating senders three-digit CMR number as the first three digits
- May be alpha numeric (A-Z, 0-9)

The same Art Identification Number must be included on the:

- National order following the item code line
- Artwork Transmittal
- Graphic file

**NOTE: Due to CMR transfers, Publisher’s should not use the first three-digits of the Art Identification Number to connect to the CMR code in the header of the order.**

## Manual Artwork

### *SP INS Field Characters*

These SP INS field characters identify how artwork is being transmitted to the Publisher. The SP INS field, on the art identification line, must be populated with one of the following SP INS field characters to identify how artwork is being transmitted to the Publisher.

- CD = Copy delivery is used when art is sent on disc, or some manner other than velox, i.e., fax, e-mail. (See page 21.0.14)
- CL = In a local to national transfer, this line immediately follows the art ID line and advises the Publisher to maintain seniority placement. If known, the telephone number the advertising is superseding must be entered in the advertising field on the CL line, even if the number is the same. (See page 21.0.40)
- CP = Only used for a laser proof or Space Listings without artwork. An Artwork Transmittal (paper) will be used without an accompanying velox or disc. (See page 21.0.36)
- CV = Art sent on velox. (See page 21.0.24)
- CX = Only used as a placeholder when a CMR cannot immediately generate an Art ID Number to place on the order. The artwork will follow by directory close. (See page 21.0.32)

**When it is used:**

1. An Art Identification Number is not assigned.
2. The advertising data field is always blank.
3. A Change Order must also be sent to assign the Art Identification Number.

### *Artwork Transmittal*

An artwork transmittal is submitted to the Publisher for any advertising requiring artwork and all space listings. The transmittal form provides the Publisher with specific instructions on the layout of the copy.

<i>A separate Artwork Transmittal with one velox/laser proof, or disc is required for each:</i>	
<b>Display</b>	<ul style="list-style-type: none"> <li>• Ad</li> <li>• Heading</li> <li>• Directory</li> <li>• Publisher</li> </ul>
<b>Trademark</b>	<ul style="list-style-type: none"> <li>• Heading</li> <li>• Old/New Finding Line</li> <li>• Publisher</li> </ul>
<b>Space Listing</b>	<ul style="list-style-type: none"> <li>• Ad</li> <li>• Heading</li> <li>• Directory</li> <li>• Publisher</li> </ul>



***Labeling Artwork***

If a **velox or laser proof** is used, the following information must be entered as the tag line:

- CMR number
- Client number
- Art Identification Number

The CMR must also include the directory number, name of client, and Yellow Pages heading on the velox in the space outside the border. Caution should be exercised to ensure the artwork is not stapled, rendering the copy unusable.

If a **disc** is used, it must be labeled on the outside with the following information:

- Directory number
- Client name
- CMR/client number
- Heading
- Art Identification Number
- Directory name
- Publisher code number
- Size
- Close date of directory
- Creation date
- File name, including the file extension
- Contact name and telephone number

***Changed Artwork/Order***

Any change to orders requiring artwork i.e., Trademark, Display or Space Listing advertising requires a:

- New Art Identification Number
- Change order
- New Artwork Transmittal
- New velox or disc

If advertising is being deleted from a directory, it is not necessary to delete the Artwork Transmittal. The Publisher, upon receipt of the “D” transaction, will automatically delete the Artwork Transmittal from their records.

## Manual Artwork

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### Manual Artwork - Transfers

#### *CMR Transfers*

New artwork is not required unless copy is changing. (Former CMR's seniority position will be maintained.) Standing artwork will print unless the Publisher receives a Change Order with new copy by the directory close date.

#### *Internal Transfer*

When a CMR transfers:

- Internally from one CMR number to another number within their own organization
- Or
- Items are being transferred from an existing account number to a new account number

Current copy will be maintained. The Publisher will internally update their records based on the transfer notification from the CMR.

#### *Local to National Transfers*

For local to national transfers, new artwork must be received by the directory close date. **Publishers will not print standing copy.** (See page 21.0.40)

For maintaining seniority placement, the CMR must:

1. Enter a copy line immediately following the name or finding line, identifying how artwork is being sent. (CV = copy velox, CX = art identification number cannot be assigned, copy will be sent by directory close, CP = Space Listings without artwork, CD = copy delivery (disc or some other manner than velox or laser proof)
2. Enter CL in the SP INS field on the line immediately following the art ID line.
3. If known, enter the telephone number the advertising is superseding, in the advertising data field on the CL line, even if the number is the same.

**NOTE:** If an advice line is needed, at an item level, the advice line would follow the CL line.

## Manual Artwork - Publisher Procedures

### *Directory Format Changes*

When a Publisher changes the directory format, they must:

1. Notify the CMR of the change as soon as the decision is made and query any/all lines on the order where artwork is needed.
2. Promptly update Rates & Data and advertising specifications.

The CMR must respond to the query by sending:

1. A change order
2. Reformatted copy with a **new** art ID number by the 7th day after close
3. A new AWT

If the Query is not answered within the specified time frame, the disposition of the advertising is up to the Publisher. This may encompass the repositioning of the ad content, complete cancellation of the advertising if repositioning is not possible or printing last year's standing advertising.

### *Follow-Up Queries*

The Publisher will verify the accuracy of all information on the Artwork Transmittal and velox/disc to the national order and query the CMR if information does not agree. In addition, they must query all artwork related issues by the end of seven calendar days after the directory close date, or in sufficient time for appropriate action to be taken by the CMR.

**NOTE: The Publisher cannot alter artwork without approval from the CMR, unless it's a change in directory format issue and a query response hasn't been received.**

### *Graphic Minor Edits*

When the AWT matches the order but the artwork has a minor edit (an abbreviation such as St. for Street), the publisher will print the graphic as received and will not advise the CMR for the minor edit.

# Manual Artwork

## Manual Artwork - Artwork Transmittal Form Preparation

### General

The Artwork Transmittal (AWT) contains instructions regarding the art and the directories for which the art is ordered. The two-page form is prepared by the CMR and sent to the Publisher.

An Artwork Transmittal must always:

- Accompany the artwork
- Agree with all information on the national order
- Show a photocopy or attach a printed copy of the advertising

**NOTE: If a printed copy is attached to the transmittal, the transmittal should reflect page 1 of 2, followed by a printed copy with page 2 of 2, etc.**

### AWT Form, Page 1

ARTWORK TRANSMITTAL																		
All Information Must Relate To Issue You Wish to Affect																		
										AWT2000 PAGE 1								
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#															
5. ARTWORK ID	6. SEQUENCE #	7. TO	8. FROM	9. DIR #	10. DIR VER #	11. STATE												
34202159900012		P 0724	C 0342	035076	00056	MI												
12. DIRECTORY NAME	13. PUB DATE	14. CLOSE DATE	15. # COLUMNS	16. CMR #	17. CLIENT #	18. NAT'L CLIENT ID#												
FLINT	052020	03152020	4	0342	1596													
19. REC TYPE	20. CLIENT NAME				21. TELEPHONE #													
	ARCHITECTURAL SERVICES INC				517 627-9007													
22. HEADING																		
ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS																		
23. FINDING LINE OR LISTING NAME																		
ARCHITECTURAL SERVICES INC																		
24. REC TYPE	25. ITEM CODE TO	26. ITEM CODE FROM			27. PICA SIZE	28. PICA DIM												
	2HS																	
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX	36. COPY DELIVERY											
37. FILE NAME ON DISK WITH EXTENSION																		
38. CONTACT NAME						39. CONTACT TELEPHONE #												
SUSAN KAYE						248 234-1320												
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES																		
<table style="width: 100%; border: none;"> <tr> <td style="width: 25%;">STATE/DIRECTORY NAME</td> <td style="width: 15%;">DIRECTORY CODE</td> <td style="width: 15%;">CLOSE DATE</td> <td style="width: 15%;">PUB DATE</td> <td style="width: 10%;"># COLUMNS</td> <td style="width: 15%;">ART ID #</td> <td style="width: 15%;">NEW/CHG. (N/C)</td> <td style="width: 10%;">VER #</td> </tr> </table>											STATE/DIRECTORY NAME	DIRECTORY CODE	CLOSE DATE	PUB DATE	# COLUMNS	ART ID #	NEW/CHG. (N/C)	VER #
STATE/DIRECTORY NAME	DIRECTORY CODE	CLOSE DATE	PUB DATE	# COLUMNS	ART ID #	NEW/CHG. (N/C)	VER #											

*Field Descriptions*

<i>Field</i>	<i>Action</i>
1	Leave blank. For electronic use only.
2	Leave blank. For electronic use only.
3	Leave blank. For electronic use only.
4	Leave blank. For Pub use only.
5	Enter the 14-digit art identification number. This number must be the same as the corresponding national order.
6	For Double/Triple Truck ads. Enter the sequence in which the Artwork Transmittals and associated artwork should be worked, i.e., 1,2,3, etc. For color ads enter the sequence they should be worked and numbered 1 of 3, 2 of 3, 3 of 3, etc.
7	Enter P, and the four-digit Publisher code.
8	Enter C, followed by a zero and the three-digit CMR number.
9	Enter the six-digit directory code number. Leave blank if a Trademark is used in multiple directories and the directories are listed in field 40.
10	Enter the Rates & Data directory version # this transmittal will affect. Leave blank if a Trademark is used in multiple directories and the directories are listed in field 40.
11	Enter the two-letter state/province or sub-focus category abbreviation (Special Interest) for the directory.
12	Enter the name of the directory, as shown in Rates & Data. Leave blank if a Trademark is used in multiple directories and the directories are listed in field 40.
13	Enter the pub date of the directory (MMYYYY). Leave blank if a Trademark is used in multiple directories and the directories are listed in field 40.
14	Enter the directory close date, (MMDDYYYY). Leave blank if a Trademark is used in multiple directories and the directories are listed in field 40.
15	Enter the number of columns in the directory. Leave blank if a Trademark is used in multiple directories and the directories are listed in field 40.
16	Enter the three-digit CMR number, plus the leading zero.
17	Enter the four-digit client account number.
18	Leave blank. For future use.
19	Leave blank. For electronic use only.
20	Enter the client name.

# Manual Artwork

## Form Preparation, Cont'd

<b>ARTWORK TRANSMITTAL</b>																		
All Information Must Relate To Issue You Wish to Affect																		
										AWT2000 PAGE 1								
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#															
5. ARTWORK ID 34202159900012	6. SEQUENCE #		7. TO P	0724	8. FROM C	0342	9. DIR # 035076	10. DIR VER # 00056	11. STATE MI									
12. DIRECTORY NAME FLINT		13. PUB DATE 052020	14. CLOSE DATE 03152020		15. # COLUMNS 4	16. CMR # 0342	17. CLIENT # 1596		18. NAT'L CLIENT ID#									
19. REC TYPE	20. CLIENT NAME ARCHITECTURAL SERVICES INC						21. TELEPHONE # 517 627-9007											
22. HEADING ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS																		
23. FINDING LINE OR LISTING NAME ARCHITECTURAL SERVICES INC																		
24. REC TYPE	25. ITEM CODE TO 2HS				26. ITEM CODE FROM			27. PICA SIZE	28. PICA DIM									
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE		34. CHG ALL DIR	35. VELOX	36. COPY DELIVERY										
37. FILE NAME ON DISK WITH EXTENSION																		
38. CONTACT NAME SUSAN KAYE							39. CONTACT TELEPHONE # 248 234-1320											
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES																		
<table style="width:100%; border: none;"> <tr> <td style="border: none;"><u>STATE/DIRECTORY NAME</u></td> <td style="border: none;"><u>DIRECTORY CODE</u></td> <td style="border: none;"><u>CLOSE DATE</u></td> <td style="border: none;"><u>PUB DATE</u></td> <td style="border: none;"><u># COLUMNS</u></td> <td style="border: none;"><u>ART ID #</u></td> <td style="border: none;"><u>NEW/CHG. (N/C)</u></td> <td style="border: none;"><u>VER #</u></td> </tr> </table>											<u>STATE/DIRECTORY NAME</u>	<u>DIRECTORY CODE</u>	<u>CLOSE DATE</u>	<u>PUB DATE</u>	<u># COLUMNS</u>	<u>ART ID #</u>	<u>NEW/CHG. (N/C)</u>	<u>VER #</u>
<u>STATE/DIRECTORY NAME</u>	<u>DIRECTORY CODE</u>	<u>CLOSE DATE</u>	<u>PUB DATE</u>	<u># COLUMNS</u>	<u>ART ID #</u>	<u>NEW/CHG. (N/C)</u>	<u>VER #</u>											

## AWT Form, Page 2

<b>ARTWORK TRANSMITTAL</b>
All Information Must Relate To Issue You Wish to Affect
AWT2000 PAGE 2
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPING INFORMATION

<i>Field</i>	<i>Action</i>
21	Enter the 10-digit telephone number that appears on the order for Display or Space Listings. Leave blank for Trademarks.
22	Enter the heading where the advertising should appear. If White Pages, enter White Pages.
23	Enter the finding line or listed name of the advertising item.
24	Leave blank. For electronic use only.
25	Enter the new or standing item code that appears on the order.
26	Enter the old item code, if the item code is changing.
27	Enter the pica size of the advertising being submitted.
28	Enter P if pica size was calculated by points or F if calculated by a fraction of a pica. For display advertising only, follow this character with either an H for horizontal ad or V for vertical ad.
29	Leave blank. For electronic use only.
30	Leave blank. For electronic use only.
31	Leave blank. For electronic use only.
32	Leave blank. For electronic use only.
33	Enter X, if item code is changing.
34	Enter X, if a Trademark is changing in multiple directories. List all directory information in field 40.
35	Enter X, if artwork is being sent by velox.
36	Enter X, if artwork is being sent in any manner other than velox, i.e., fax, email, disc. Manner being sent might also be entered.
37	If artwork is being submitted on disc, enter the file name including the extension.
38	Enter the name of the individual to call with questions.
39	Enter the telephone number of the individual to call with questions.
40	Enter any special instructions or transaction details that may be required for the advertising. If multiple directories are involved using the same TM, enter the state/ directory name, directory code, close date, pub date, # of columns, Art ID #, new or change and the Rates & Data directory version number.
41	On the second page of the AWT, attach a photocopy of the advertising layout.

# Manual Artwork

## Manual Artwork - Exhibits

### *Copy Submitted on Disc*

When artwork is provided on disc or CD ROM, a "CD" is entered in the SP INS field.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000			
I	V0002	789854565212325454				10202020					
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
		0724	C	0136	035076	00078	MI	FLINT		052021	
CMR#	CLIENT #	NAT	CLIENT NAME							NAT CLIENT ID #	
0136	5319	A	NATIONAL CAR RENTAL								
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA	
02000	I							H		AUTOMOBILE RENTING & LEASING	
02100	I	DHC						N		NATIONAL CAR RENTAL	
02150	I							CD		136987654321B2	
02200	I							A		BISHOP AIRPORT	
02250	I							T		810 239-4341	
02300	I	ABL						N		NATIONAL CAR RENTAL	
02350	I							A		BISHOP AIRPORT	
02400	I							T		810 239-4341	
	E										





*Copy Submitted on Disc, AWT*

<b>ARTWORK TRANSMITTAL</b>										
All Information Must Relate To Issue You Wish to Affect										
										AWT2000 PAGE 1
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#							
5. ARTWORK ID 136987654321B2	6. SEQUENCE #	7. TO P	8. FROM 0724	C	9. DIR # 0136	10. DIR VER # 035076	11. STATE 00078	MI		
12. DIRECTORY NAME FLINT		13. PUB DATE 052021	14. CLOSE DATE 03152021	15. # COLUMNS 4	16. CMR # 0136	17. CLIENT # 5319	18. NAT'L CLIENT ID#			
19. REC TYPE	20. CLIENT NAME NATIONAL CAR RENTAL					21. TELEPHONE # 810 239-4341				
22. HEADING AUTOMOBILE RENTING & LEASING										
23. FINDING LINE OR LISTING NAME NATIONAL CAR RENTAL										
24. REC TYPE	25. ITEM CODE TO DHC				26. ITEM CODE FROM			27. PICA SIZE 24 X 29	28. PICA DIM PV	
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX	36. COPY DELIVERY X - DISC			
37. FILE NAME ON DISK WITH EXTENSION 136987654321B2.EPS										
38. CONTACT NAME THOMAS JEFFERSON						39. CONTACT TELEPHONE # 248 234-1000				
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES										

<b>ARTWORK TRANSMITTAL</b>
All Information Must Relate To Issue You Wish to Affect
AWT2000 PAGE 2
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPING INFORMATION

CMR/CLIENT NO: 136-5319  
 ART ID: 136987654321B2  
 DIRECTORY: 025076  
 HEADING: AUTOMOBILE RENTING & LEASING  
 CLIENT NAME: NATIONAL CAR RENTAL  
 ITEM: DHC



Arelco Inc. An Independent Licensee of National Car Rental

**Green Means Go.®**

- Special Local Rates
- Weekend & Vacation Rates
- One-Way Rentals Available
- Unlimited Mileage Rates Available



**BISHOP AIRPORT  
FLINT  
810-239-4341**

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**1-800-CAR-RENT®**

1 - 800 - 227 - 7368

**www.nationalcar.com**

# Manual Artwork


## New Display Advertising

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	878954565212325456	05152020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0815	C 0100	056779	00077	OH	CUYAHOGA FALLS AREA	122020			
CMR#	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #						
0100	5678	A	SUMMA HEALTH SYSTEM							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00150	I	WBLN						N		AKRON CITY HOSPITAL
00175	I							A		525 E MARKET ST
08900	I							T		330 375-3000
08905	I							H		HOSPITALS
08910	I	DHC						N		SUMMA HEALTH SYSTEM
08975	I							CD		10008122000000
09000	I							A		525 E MARKET ST
09400	I							T		330 375-3000
09425	I	ABLN						N		SUMMA HEALTH SYSTEM
09450	I	EL								AKRON CITY HOSPITAL
09475	I							A		525 E MARKET ST
09500	I							T		330 375-3000
	E									

*New Display Advertising, AWT*

<b>ARTWORK TRANSMITTAL</b>										
All Information Must Relate To Issue You Wish to Affect										
AWT2000 PAGE 1										
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#							
5. ARTWORK ID	6. SEQUENCE #	7. TO	8. FROM	9. DIR #	10. DIR VER #	11. STATE				
10008122000000		P	0815	C	0100	056779	00077	OH		
12. DIRECTORY NAME		13. PUB DATE	14. CLOSE DATE	15. # COLUMNS	16. CMR #	17. CLIENT #	18. NAT'L CLIENT ID#			
CUYAHOGA FALLS AREA		122020	08042020	4	0100	5678				
19. REC TYPE	20. CLIENT NAME					21. TELEPHONE #				
	SUMMA HEALTH SYSTEM					330 375-3000				
22. HEADING HOSPITALS										
23. FINDING LINE OR LISTING NAME SUMMA HEALTH SYSTEM										
24. REC TYPE	25. ITEM CODE TO			26. ITEM CODE FROM			27. PICA SIZE	28. PICA DIM		
	DHC						24.6 X 30.6	PV		
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOC	36. COPY DELIVERY			
							X - EMAIL			
37. FILE NAME ON DISK WITH EXTENSION										
38. CONTACT NAME						39. CONTACT TELEPHONE #				
KYLE BARON						631 456-7890				
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES										

<b>ARTWORK TRANSMITTAL</b>
All Information Must Relate To Issue You Wish to Affect
AWT2000 PAGE 2
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPE INFORMATION
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>CMR/CLIENT NO: 100-5678 ART ID: 10008122000000 DIRECTORY: 056779 HEADING: HOSPITALS</p> </div> <div style="width: 50%; border: 2px solid #0070C0; padding: 10px;">  <p style="font-size: 24pt; font-weight: bold; margin: 0;">SUMMA</p> <p style="font-weight: bold; margin: 0;">Health System</p> <p style="font-weight: bold; margin: 5px 0 0 0;">Akron City Hospital • St. Thomas Hospital</p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 60%;"> <p><b>AKRON CITY HOSPITAL</b> 525 E. MARKET ST. AKRON, OHIO 44304</p> <p><b>ST. THOMAS HOSPITAL</b> 444 N. MAIN ST. AKRON, OHIO 44310</p> </div> <div style="width: 35%; border: 1px solid #0070C0; padding: 5px;"> <p style="font-size: 8pt;">SUMMA'S NURSE CONNECTION (Health Information &amp; Physician Referral Line)</p> <p style="font-weight: bold; font-size: 12pt;">(330) 996-2000</p> <p style="font-size: 8pt; text-align: center;">Visit our Website at <a href="http://www.summahealth.com">www.summahealth.com</a></p> </div> </div> <p style="margin-top: 10px;">Patient Information ..... <b>(330) 375-0000</b> General Information ..... <b>(330) 375-1111</b></p> </div> </div>

# Manual Artwork

## Same Display Advertising, Multiple Headings


For display advertising, a separate Artwork Transmittal must be sent for each heading, directory and Publisher.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS		TRANS VER		TRANS ID				DATE		NA-2000		
I		V0002		878985456521232222				05152020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE				
	P	0815	C	0100	056027	00054	OH	AKRON REGIONAL		122020		
CMR#	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #			
0100	5678	A	SUMMA HEALTH SYSTEM									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA		
00100	I									WHITE PAGES		
00150	I	WBLN								AKRON CITY HOSPITAL		
00175	I									525 E MARKET ST		
08900	I									330 375-3000		
08905	I									HOSPITALS		
08910	I	DHC								SUMMA HEALTH SYSTEM		
08975	I								CD	10008122000000		
09000	I									525 E MARKET ST		
09400	I									330 375-3000		
09425	I	ABLN								SUMMA HEALTH SYSTEM		
09450	I	EL								AKRON CITY HOSPITAL		
09475	I									525 E MARKET ST		
09500	I									330 375-3000		
11000	I									PHYSICIANS & SURGEONS		
11050	I	DHC								SUMMA HEALTH SYSTEM		
11055	I								CD	10008122000000		
11100	I									444 N MAIN ST		
11150	I									330 375-3000		
11200	I	ABLN								SUMMA HEALTH SYSTEM		
11250	I	EL								ST THOMAS HOSPITAL		
11300	I									444 N MAIN ST		
11350	I									330 375-3000		
	E											

**Transmittal 1**


<b>ARTWORK TRANSMITTAL</b>										
All Information Must Relate To Issue You Wish to Affect										
										AWT2000 PAGE 1
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#							
5. ARTWORK ID 10008122000000	6. SEQUENCE #		7. TO P	0815	8. FROM C	0100	9. DIR # 056027	10. DIR VER # 00054	11. STATE OH	
12. DIRECTORY NAME AKRON REGIONAL		13. PUB DATE 122020	14. CLOSE DATE 08042020		15. # COLUMNS 4	16. CMR # 0100	17. CLIENT # 5678	18. NAT'L CLIENT ID#		
19. REC TYPE	20. CLIENT NAME SUMMA HEALTH SYSTEM						21. TELEPHONE # 330 375-3000			
22. HEADING HOSPITALS										
23. FINDING LINE OR LISTING NAME SUMMA HEALTH SYSTEM										
24. REC TYPE	25. ITEM CODE TO DHC				26. ITEM CODE FROM			27. PICA SIZE 24X29	28. PICA DIM PV	
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX	36. COPY DELIVERY X - CD			
37. FILE NAME ON DISK WITH EXTENSION 10008122000000.EPS										
38. CONTACT NAME KYLE BARON							39. CONTACT TELEPHONE # 631 456-7890			
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES										

<b>ARTWORK TRANSMITTAL</b>
All Information Must Relate To Issue You Wish to Affect
AWT2000 PAGE 2
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPE INFORMATION
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>CMR/CLIENT NO: 100-5678 ART ID: 10008122000000 DIRECTORY: 056027 HEADING: HOSPITALS</p> </div> <div style="width: 50%; border: 2px solid #0070C0; padding: 10px;">  <p style="font-size: 24pt; font-weight: bold; margin: 0;">SUMMA</p> <p style="font-weight: bold; margin: 0;">Health System</p> <p style="margin: 5px 0 0 20px;">Akron City Hospital • St. Thomas Hospital</p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 60%;"> <p><b>AKRON CITY HOSPITAL</b> 525 E. MARKET ST. AKRON, OHIO 44304</p> <p><b>ST. THOMAS HOSPITAL</b> 444 N. MAIN ST. AKRON, OHIO 44310</p> </div> <div style="width: 35%; border: 1px solid #ccc; padding: 5px;"> <p style="font-size: 8pt;">SUMMA'S NURSE CONNECTION (Health Information &amp; Physician Referral Line)</p> <p style="font-weight: bold; font-size: 12pt;">(330) 996-2000</p> <p style="font-size: 8pt;">Visit our Website at <a href="http://www.summahealth.com">www.summahealth.com</a></p> </div> </div> <p style="margin-top: 10px;">Patient Information ..... (330) 375-0000 General Information ..... (330) 375-1111</p> </div> </div>

# Manual Artwork

## Transmittal 2

<b>ARTWORK TRANSMITTAL</b>										
All Information Must Relate To Issue You Wish to Affect										
										AWT2000 PAGE 1
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#							
5. ARTWORK ID	6. SEQUENCE #		7. TO	8. FROM	9. DIR #	10. DIR VER #	11. STATE			
10008122000000			P 0815	C 0100	056027	00054	OH			
12. DIRECTORY NAME			13. PUB DATE	14. CLOSE DATE	15. # COLUMNS	16. CMR #	17. CLIENT #	18. NAT'L CLIENT ID#		
AKRON REGIONAL			122020	08042020	4	0100	5678			
19. REC TYPE	20. CLIENT NAME					21. TELEPHONE #				
	SUMMA HEALTH SYSTEM					330 375-3000				
22. HEADING PHYSICIANS & SURGEONS										
23. FINDING LINE OR LISTING NAME SUMMA HEALTH SYSTEM										
24. REC TYPE	25. ITEM CODE TO				26. ITEM CODE FROM			27. PICA SIZE	28. PICA DIM	
	DHC							24.6 X 30.6	PV	
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX	36. COPY DELIVERY			
							X - CD			
37. FILE NAME ON DISK WITH EXTENSION 10008122000000.EPS										
38. CONTACT NAME						39. CONTACT TELEPHONE #				
KYLE BARON						631 456-7890				
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES										

<b>ARTWORK TRANSMITTAL</b>	
All Information Must Relate To Issue You Wish to Affect	
AWT2000 PAGE 2	
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TITLE INFORMATION	
<p>CMR/CLIENT NO: 100-5678 ART ID: 10008122000000 DIRECTORY: 056027 HEADING: PHYSICIANS &amp; SURGEONS</p>	<div style="text-align: center;">  <h2 style="margin: 0;">SUMMA</h2> <p style="margin: 0;"><i>Health System</i></p> <p>Akron City Hospital • St. Thomas Hospital</p> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 60%;"> <p><b>AKRON CITY HOSPITAL</b> 525 E. MARKET ST. AKRON, OHIO 44304</p> <p><b>ST. THOMAS HOSPITAL</b> 444 N. MAIN ST. AKRON, OHIO 44310</p> </div> <div style="width: 35%; border: 1px solid black; padding: 5px;"> <p style="text-align: center; font-size: small;">SUMMA'S NURSE CONNECTION (Health Information &amp; Physician Referral Line)</p> <p style="text-align: center; font-weight: bold; font-size: x-small;">(330) 996-2000</p> <p style="text-align: center; font-size: x-small;">Visit our Website at <a href="http://www.summahealth.com">www.summahealth.com</a></p> </div> </div> <div style="margin-top: 10px;"> <p>Patient Information ..... <b>(330) 375-0000</b></p> <p>General Information ..... <b>(330) 375-1111</b></p> </div>

*TM & Display Advertising Under Same Heading*

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE	NA-2000			
I	V0002	789854565212222222				08012020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0724	C 0331	037569	00077	MI	NORTH OAKLAND	042020			
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0331	4625	A	AVIS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		AUTOMOBILE-RENTING
00150	I	TM					C	F		AVIS RENT-A-CAR
00200	I								CV	33112345900AA1
00250	I	TRL						N		AVIS
00300	I							A		6986 N TELEGRAPH RD TROY
00350	I							T		248 828-7040
00400	I	TRL						N		AVIS
00450	I							A		32411 GRAND RIVER SOUTHFIELD
00500	I							T		248 827-4591
00800	I	DQCH						N		AVIS
00850	I								CV	331123998767QC
000900	I							L		
01000	I							T		800 831-2847
01050	I	ABL						N		AVIS
01100	I							A		32411 GRAND RIVER SOUTHFIELD
01150	I							T		248 827-4591
	E									

# Manual Artwork

## Transmittal 1


<b>ARTWORK TRANSMITTAL</b>										
All Information Must Relate To Issue You Wish to Affect										
										AWT2000 PAGE 1
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#							
5. ARTWORK ID 33112345900AA1	6. SEQUENCE #	7. TO P	8. FROM 0724	C	9. DIR # 0331	10. DIR VER # 037569	11. STATE 00077	MI		
12. DIRECTORY NAME NORTH OAKLAND		13. PUB DATE 042020	14. CLOSE DATE 02152020	15. # COLUMNS 4	16. CMR # 0331	17. CLIENT # 4625	18. NAT'L CLIENT ID#			
19. REC TYPE	20. CLIENT NAME AVIS					21. TELEPHONE #				
22. HEADING AUTOMOBILE-RENTING										
23. FINDING LINE OR LISTING NAME AVIS RENT A CAR										
24. REC TYPE	25. ITEM CODE TO TM				26. ITEM CODE FROM			27. PICA SIZE 11.6 X 4.6	28. PICA DIM P	
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX X	36. COPY DELIVERY			
37. FILE NAME ON DISK WITH EXTENSION										
38. CONTACT NAME WILLIAM PENN						39. CONTACT TELEPHONE # 248 256-7890				
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES										

<b>ARTWORK TRANSMITTAL</b>	
All Information Must Relate To Issue You Wish to Affect	
AWT2000 PAGE 2	
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPE INFORMATION	
<p>CMR/CLIENT NO: 331-4625 ART ID: 33112345900AA1 DIRECTORY: 037569 HEADING: AUTOMOBILE-RENTING</p>	<p><b>AVIS RENT A CAR</b></p> <div style="border-left: 1px solid black; padding-left: 10px;"> <p><b>AVIS</b><sup>®</sup> We try harder</p> <ul style="list-style-type: none"> <li>• Competitive Low Rates</li> <li>• Free Unlimited Mileage Rates Available</li> <li>• Major Credits Cards Accepted</li> <li>• Avis Features GM Cars</li> </ul> <p style="text-align: center;"><i>"FOR RESERVATIONS CALL"</i></p> </div>



*Transmittal 2*

<b>ARTWORK TRANSMITTAL</b>																
All Information Must Relate To Issue You Wish to Affect																
										AWT2000 PAGE 1						
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#													
5. ARTWORK ID 3311239987DQCH	6. SEQUENCE # P	7. TO 0724	8. FROM C	9. DIR # 0331	10. DIR VER # 037569	11. STATE MI	12. DIRECTORY NAME NORTH OAKLAND	13. PUB DATE 042020	14. CLOSE DATE 02152020	15. # COLUMNS 4	16. CMR # 0331	17. CLIENT # 4625	18. NAT'L CLIENT ID#	19. REC TYPE	20. CLIENT NAME AVIS	21. TELEPHONE #
22. HEADING AUTOMOBILE-RENTING																
23. FINDING LINE OR LISTING NAME AVIS RENT A CAR																
24. REC TYPE	25. ITEM CODE TO DQCH						26. ITEM CODE FROM						27. PICA SIZE 24.6 x 14	28. PICA DIM FH		
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX X	36. COPY DELIVERY									
37. FILE NAME ON DISK WITH EXTENSION																
38. CONTACT NAME WILLIAM PENN												39. CONTACT TELEPHONE # 248 256-7890				
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES																

<b>ARTWORK TRANSMITTAL</b>							
All Information Must Relate To Issue You Wish to Affect							
AWT2000 PAGE 2							
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPE INFORMATION							
<p>CMR/CLIENT NO: 331-4625            ART ID: 3311239987DQCH            DIRECTORY: 037569            HEADING: AUTOMOBILE - RENTING            SIZE: DQCH 24.5 X 14</p>	<div style="border: 2px solid black; padding: 10px;"> <p style="font-size: 24pt; font-weight: bold; margin: 0;">AVIS<sup>®</sup></p> <p style="font-weight: bold; margin: 0;">Greats Rates Quality Service</p> <p style="font-size: 12pt; margin: 0;">FOR RESERVATIONS &amp; INFORMATION NATIONWIDE CALL TOLL FREE</p> <p style="font-size: 18pt; font-weight: bold; margin: 0;">1-800-831-2847</p> <p style="font-size: 10pt; margin: 0;">We Try Harder</p>  <p style="font-size: 8pt; margin: 0;">AVIS features GM cars.</p> <p style="font-weight: bold; margin: 0;"><u>Free Unlimited Mileage Rates Available</u></p> <ul style="list-style-type: none"> <li>Weekend and Weekly Rentals.</li> <li>Wide Variety of Fine GM Cars.</li> <li>Major Credit Cards Accepted.</li> <li>Major Credits Cards Accepted</li> <li>Special Local Rates Offered.</li> </ul> <p style="font-size: 10pt; margin: 0;">YOUR NEIGHBORHOOD LOCATIONS</p> <table style="width: 100%; font-size: 8pt;"> <tr> <td style="text-align: center;">(313) <b>942-3450</b> Detroit Metro Airport</td> <td style="text-align: center;">(248) <b>666-8494</b> Oakland Pontiac Airport</td> </tr> <tr> <td style="text-align: center;">(248) <b>828-7040</b> Troy</td> <td style="text-align: center;">(248) <b>827-4591</b> Southfield</td> </tr> <tr> <td></td> <td style="text-align: center;">(248) <b>471-2700</b> Farmington</td> </tr> </table> </div>	(313) <b>942-3450</b> Detroit Metro Airport	(248) <b>666-8494</b> Oakland Pontiac Airport	(248) <b>828-7040</b> Troy	(248) <b>827-4591</b> Southfield		(248) <b>471-2700</b> Farmington
(313) <b>942-3450</b> Detroit Metro Airport	(248) <b>666-8494</b> Oakland Pontiac Airport						
(248) <b>828-7040</b> Troy	(248) <b>827-4591</b> Southfield						
	(248) <b>471-2700</b> Farmington						

# Manual Artwork

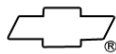
## *New Trademark*

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	456521232222111100	01012020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0681	C 0111	050734	00058	NY	JAMESTOWN WARREN VTY	102020			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0111	3869	A	CHEVROLET DIVISION-GENERAL MOTORS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
08650	I							H		AUTOMOBILE DEALERS-NEW CARS
08700	I	TM					C	F		CHEVROLET AUTHORIZED SALES AND SERVICE
08750	I								CV	111456754326GM
08800	I	TRL						N		MATLOCK CHEVROLET
08850	I							A		1600 N 4TH FT SMITH
08900	I							T		212 387-7215
	E									

*New Trademark, AWT*

<b>ARTWORK TRANSMITTAL</b>											
All Information Must Relate To Issue You Wish to Affect											
										AWT2000 PAGE 1	
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#								
5. ARTWORK ID 111456754326GM	6. SEQUENCE #		7. TO P	0681	8. FROM C	0111	9. DIR # 050734	10. DIR VER # 00058	11. STATE NY		
12. DIRECTORY NAME JAMESTOWN WARREN VTY		13. PUB DATE 102020	14. CLOSE DATE 08122020		15. # COLUMNS 4	16. CMR # 0111	17. CLIENT # 3869	18. NAT'L CLIENT ID#			
19. REC TYPE	20. CLIENT NAME CHEVROLET DIVISION-GENERAL MOTORS						21. TELEPHONE #				
22. HEADING AUTOMOBILE DEALERS-NEW CARS											
23. FINDING LINE OR LISTING NAME CHEVROLET AUTHORIZED SALES AND SERVICE											
24. REC TYPE	25. ITEM CODE TO TM		26. ITEM CODE FROM				27. PICA SIZE 11.4 X 4.6	28. PICA DIM			
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX X	36. COPY DELIVERY				
37. FILE NAME ON DISK WITH EXTENSION											
38. CONTACT NAME HARRY POTTER						39. CONTACT TELEPHONE # 972 345-9000					
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES											

<b>ARTWORK TRANSMITTAL</b>
All Information Must Relate To Issue You Wish to Affect
AWT2000 PAGE 2
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPING INFORMATION
<p><b>CHEVROLET AUTHORIZED SALES AND SERVICE</b></p> <hr style="width: 20%; margin: auto;"/> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>THE CARS MORE AMERICANS TRUST.</b></p> </div> <div style="text-align: center;">  <p><b>CHEVROLET®</b></p> </div> </div> <p style="text-align: center;"><b>GENUINE CHEVROLET</b> <a href="http://www.chevrolet.com">www.chevrolet.com</a></p> <p>CMR/CLIENT NO: 111-3869 ART ID: 111456754326GM DIRECTORY: 050734 HEADING: AUTOMOBILE DEALERS-NEW CARS</p>

# Manual Artwork


## *Artwork Change Order*

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE	NA-2000			
C	V0002	789545652325456523				03052020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME		PUB DATE		
	P 0681	C 0111	050734	00058				102020		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0111	3869									
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
08750	R								CV	11134567891234
	E									

*Artwork Change Order, AWT*

<b>ARTWORK TRANSMITTAL</b>										
All Information Must Relate To Issue You Wish to Affect										
										AWT2000 PAGE 1
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#							
5. ARTWORK ID 11134567891234	6. SEQUENCE #	7. TO P	8. FROM 0681	C	9. DIR # 0111	10. DIR VER # 050734	11. STATE 00058	NY		
12. DIRECTORY NAME JAMESTOWN WARREN VTY		13. PUB DATE 102020	14. CLOSE DATE 08122020	15. # COLUMNS 4	16. CMR # 0111	17. CLIENT # 3869	18. NAT'L CLIENT ID#			
19. REC TYPE	20. CLIENT NAME CHEVROLET DIVISION-GENERAL MOTORS						21. TELEPHONE #			
22. HEADING AUTOMOBILE DEALERS-NEW CARS										
23. FINDING LINE OR LISTING NAME CHEVROLET AUTHORIZED SALES AND SERVICE										
24. REC TYPE	25. ITEM CODE TO TM		26. ITEM CODE FROM				27. PICA SIZE 11.4 X 4.6	28. PICA DIM		
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE X	34. CHG ALL DIR	35. VELOX X	36. COPY DELIVERY			
37. FILE NAME ON DISK WITH EXTENSION										
38. CONTACT NAME HARRY POTTER						39. CONTACT TELEPHONE # 972 345-9000				
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES										

<b>ARTWORK TRANSMITTAL</b>
All Information Must Relate To Issue You Wish to Affect
AWT2000 PAGE 2
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPE INFORMATION
<div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p><b>CHEVROLET AUTHORIZED SALES AND SERVICE</b></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <p>THE HEARTBEAT OF AMERICA.</p> </div> <div style="text-align: center;">   <b>CHEVROLET®</b> </div> </div> <p style="text-align: center;"><i>GENUINE CHEVROLET</i> <a href="http://www.chevrolet.com">www.chevrolet.com</a></p> </div>
<p>CMR/CLIENT NO: 111-3869            ART ID: 11134567891234            DIRECTORY: 050734            HEADING: AUTOMOBILE DEALERS-NEW CARS</p>

# Manual Artwork

## Same Trademark in Multiple Directories

One Artwork Transmittal may be used to place the identical Trademark in multiple directories under the same heading. The transmittal form would be photocopied and accompany each laser proof or disc.

### Order 1

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS I	TRANS VER V0002	TRANS ID 789545652325456500	DATE 03242020	NA-2000						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0780	C 0111	049665	00058	NY	CENTRAL AREA	092020			
CMR# 0111	CLIENT # 3869	NAT A	CLIENT NAME CHEVROLET DIVISION-GENERAL MOTORS				NAT CLIENT ID #			
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TRAILER RENTING & LEASING
00150	I	TM					C	F		CHEVROLET AUTHORIZED SALES & SERVICE
00175	I								CD	111032143215VA
00200	I	TRL						N		ALLEN'S TRAILER RENTING & REPAIRS
00250	I							A		14789 WYANDOTTE
00300	I							T		212 489-2389
	E									

### Order 2

#### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS I	TRANS VER V0002	TRANS ID 789545652325456533	DATE 03242020	NA-2000						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0780	C 0111	050058	00078	NY	DUNKIRK	112020			
CMR# 0111	CLIENT # 3869	NAT A	CLIENT NAME CHEVROLET DIVISION-GENERAL MOTORS				NAT CLIENT ID #			
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TRAILER RENTING & LEASING
00150	I	TM					C	F		CHEVROLET AUTHORIZED SALES & SERVICE
00175	I								CD	111032143215VA
00200	I	TRL						N		ALLEN'S TRAILER RENTING & REPAIRS
00250	I							A		14789 WYANDOTTE
00300	I							T		212 489-2389
	E									

**Order 3**

**NATIONAL YELLOW PAGES  
ADVERTISING ORDER**

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
I	V0002	789545652325456555				03242020				
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P	0780	C	0111	050238	00078	NY	FREDONIA-CASSADAGA		
CMR#	CLIENT #	NAT	CLIENT NAME					NAT CLIENT ID #		
0111	3869	A	CHEVROLET DIVISION-GENERAL MOTORS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		TRAILER RENTING & LEASING
00150	I	TM						C	F	CHEVROLET AUTHORIZED SALES & SERVICE
00175	I								CD	111032143215VA
00200	I	TRL						N		ALLEN'S TRAILER RENTING & REPAIRS
00250	I							A		14789 WYANDOTTE
00300	I							T		212 489-2389
		E								

# Manual Artwork

## Same Trademark in Multiple Directories, AWT pg 1

**ARTWORK TRANSMITTAL**  
All Information Must Relate To Issue You Wish to Affect

AWT2000  
PAGE 1


1. REC TYPE	2. TRANS CODE		3. TRANS VER		4. PUB INTERNAL ART ID#							
5. ARTWORK ID				6. SEQUENCE #		7. TO		8. FROM		9. DIR #	10. DIR VER #	11. STATE
12. DIRECTORY NAME			13. PUB DATE		14. CLOSE DATE		15. # COLUMNS	16. CMR #	17. CLIENT #		18. NAT'L CLIENT ID#	
19. REC TYPE	20. CLIENT NAME						21. TELEPHONE #					
22. HEADING TRAILER RENTING & LEASING												
23. FINDING LINE OR LISTING NAME CHEVROLET AUTHORIZED SALES & SERVICE												
24. REC TYPE	25. ITEM CODE TO					26. ITEM CODE FROM					27. PICA SIZE	28. PICA DIM
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR		35. VELOX		36. COPY DELIVERY			
37. FILE NAME ON DISK WITH EXTENSION												
38. CONTACT NAME KAREN WHITE									39. CONTACT TELEPHONE # 212 341-3666			
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES												

STATE/DIRECTORY NAME	DIRECTORY CODE	CLOSE DATE	PUB DATE	# COLUMNS	ART ID #	NEW/CHG. (N/C)	VER #
NY CENTRAL AREA	049665	07072020	092020	4	111032143215VA	N	00058
NY DUNKIRK	050058	08082020	112020	4	111032143215VA	N	00078
NY FREDONIA-CASSADAGA	050238	08022020	112020	4	111032143215VA	N	00078



*Same Trademark in Multiple Directories, AWT pg 2*

<b>ARTWORK TRANSMITTAL</b> All Information Must Relate To Issue You Wish to Affect	
AWT2000	
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPE INFORMATION	
PAGE 2	
 <b>CHEVROLET AUTHORIZED</b> _____ <b>SALES AND SERVICE</b>	
THE HEARTBEAT OF AMERICA.	 <b>CHEVROLET</b> ®
 <i>GENUINE CHEVROLET</i> <i>www.chevrolet.com</i>	
 CMR/CLIENT NO: 111-3869 ART ID: 111032143215VA HEADING: TRAILER RENTING & LEASING	

# Manual Artwork

## Artwork to Follow at a Later Date

If an Art Identification number cannot be assigned at the time the order is transmitted, CX must be entered in the SP INS fields on the Art Identification Line. CX acts as a “place holder” for copy and the advertising data field is left blank. Copy must be received by the 7th day after directory close.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS I	TRANS VER V0002	TRANS ID 655456525452123254	DATE 02072020	NA-2000						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0634	C 0331	039226	00032	MI	COLUMBUS	082020			
CMR# 0331	CLIENT # 4625	NAT A	CLIENT NAME AVIS					NAT CLIENT ID #		
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00200	I	WBL						N		AVIS RENT-A-CAR
00300	I							A		DETROIT METRO AIRPORT
01000	I							T		313 942-3450
01200	I							H		AUTOMOBILE RENTING & LEASING
01205	I	DQCH						N		AVIS
01250	I								CX	
01300	I							A		DETROIT METRO AIRPORT
01350	I							T		313 942-3450
01400	I	ABL						N		AVIS
01450	I							A		DETROIT METRO AIRPORT
01475	I							T		313 942-3450
	E									

## Changed Order

When copy is sent, a Change Order must always be transmitted to assign the Art Identification number and alert the Publisher to look for copy.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS C	TRANS VER V0002	TRANS ID 785456521232545656	DATE 02072020	NA-2000						
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0634	C 0331	039226	00032			082020			
CMR# 0331	CLIENT # 4625	NAT	CLIENT NAME					NAT CLIENT ID #		
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
01250	R								CD	331123456789NC
	E									

*Artwork to Follow at a Later Date, AWT*

<b>ARTWORK TRANSMITTAL</b>										
All Information Must Relate To Issue You Wish to Affect										
AWT2000 PAGE 1										
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#							
5. ARTWORK ID 331123456789NC	6. SEQUENCE #	7. TO P 0634	8. FROM C 0331	9. DIR # 039226	10. DIR VER # 00032	11. STATE MI				
12. DIRECTORY NAME COLUMBUS	13. PUB DATE 082020	14. CLOSE DATE 06172020	15. # COLUMNS 4	16. CMR # 0331	17. CLIENT # 4625	18. NAT'L CLIENT ID#				
19. REC TYPE	20. CLIENT NAME AVIS				21. TELEPHONE # 313 942-3450					
22. HEADING AUTOMOBILE RENTING & LEASING										
23. FINDING LINE OR LISTING NAME AVIS										
24. REC TYPE	25. ITEM CODE TO DQCH			26. ITEM CODE FROM			27. PICA SIZE 29.5 X 37	28. PICA DIM FH		
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX	36. COPY DELIVERY X - DISK			
37. FILE NAME ON DISK WITH EXTENSION 331123456789NC.EPS										
38. CONTACT NAME WILLIAM PENN					39. CONTACT TELEPHONE # 248 256-7890					
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES										

<b>ARTWORK TRANSMITTAL</b>							
All Information Must Relate To Issue You Wish to Affect							
AWT2000 PAGE 2							
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPE INFORMATION							
<p>CMR/CLIENT NO: 331-4625            ART ID: 331123456789NC            DIRECTORY: 039226            HEADING: AUTOMOBILE            RENTING &amp; LEASING            SIZE: DQCH 24.5 X 14</p>	<div style="border: 2px solid black; padding: 10px;"> <p><b>Free Unlimited Mileage Rates Available</b></p> <ul style="list-style-type: none"> <li>Weekend and Weekly Rentals.</li> <li>Wide Variety of Fine GM Cars.</li> <li>Major Credit Cards Accepted.</li> <li>Major Credits Cards Accepted.</li> <li>Special Local Rates Offered.</li> </ul> <p>FOR RESERVATIONS &amp; INFORMATION NATIONWIDE CALL TOLL FREE <b>1-800-831-2847</b></p> <p>We Try Harder</p> <p>AVIS features GM cars.</p> <p>YOUR NEIGHBORHOOD LOCATIONS</p> <table style="width: 100%;"> <tr> <td style="text-align: center;">(313) <b>942-3450</b> Detroit Metro Airport</td> <td style="text-align: center;">(248) <b>666-8494</b> Oakland Pontiac Airport</td> </tr> <tr> <td style="text-align: center;">(248) <b>828-7040</b> Troy</td> <td style="text-align: center;">(248) <b>827-4591</b> Southfield</td> </tr> <tr> <td></td> <td style="text-align: center;">(248) <b>471-2700</b> Farmington</td> </tr> </table> </div>	(313) <b>942-3450</b> Detroit Metro Airport	(248) <b>666-8494</b> Oakland Pontiac Airport	(248) <b>828-7040</b> Troy	(248) <b>827-4591</b> Southfield		(248) <b>471-2700</b> Farmington
(313) <b>942-3450</b> Detroit Metro Airport	(248) <b>666-8494</b> Oakland Pontiac Airport						
(248) <b>828-7040</b> Troy	(248) <b>827-4591</b> Southfield						
	(248) <b>471-2700</b> Farmington						

# Manual Artwork

## White Pages Item with Copy

If a White Pages item (Display, Trademark or Space Listing) is using artwork, an Artwork Transmittal will be sent to the Publisher with the copy. Field 22 (heading) on the transmittal will indicate White Pages.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS I	TRANS VER V0002	TRANS ID 545878565855544	DATE 05012020	NA-2000						
REF DATE	TO P 0500	FROM C 0100	DIR # 061265	DIR VER 00088	STATE OR	DIRECTORY NAME EUGENE	PUB DATE 022020			
CMR# 0100	CLIENT # 4160	NAT A	CLIENT NAME SHERWIN-WILLIAMS			NAT CLIENT ID #				
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		WHITE PAGES
00101	I	WTM						N		SHERWIN-WILLIAMS
00102	I							CD		100654321223AZ
00300	I							A		165 WALNUT
00400	I							T		223 457-8245
E										


### ARTWORK TRANSMITTAL

All Information Must Relate To Issue You Wish to Affect

AWT2000  
PAGE 1

1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#							
5. ARTWORK ID 100654321223AZ	6. SEQUENCE #	7. TO P 0500	8. FROM C 0100	9. DIR # 061265	10. DIR VER # 00088	11. STATE OR				
12. DIRECTORY NAME EUGENE	13. PUB DATE 022020	14. CLOSE DATE 12152020	15. # COLUMNS 4	16. CMR # 0100	17. CLIENT # 4160	18. NATL CLIENT ID#				
19. REC TYPE	20. CLIENT NAME SHERWIN-WILLIAMS		21. TELEPHONE #							
22. HEADING WHITE PAGES										
23. FINDING LINE OR LISTING NAME SHERWIN-WILLIAMS										
24. REC TYPE	25. ITEM CODE TO WTM	26. ITEM CODE FROM		27. PICA SIZE 11.6 X 4.6	28. PICA DIM					
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX	36. COPY DELIVERY X - CD			
37. FILE NAME ON DISK WITH EXTENSION										
38. CONTACT NAME ROBERT NORAH						39. CONTACT TELEPHONE # 301 456-8000				
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES										

*White Pages Item with Copy, AWT*

<b>ARTWORK TRANSMITTAL</b> All Information Must Relate To Issue You Wish to Affect	
AWT2000 PAGE 2	
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPED INFORMATION	
CMR/CLIENT NO: 100-4160 ART ID: 100654321223AZ DIRECTORY: 061265 HEADING: WHITE PAGES CLIENT NAME: SHERWIN-WILLIAMS	<p><b>SHERWIN-WILLIAMS</b></p> <p><i>When only the best will do.</i> <i>Ask Sherwin-Williams.™</i></p>  <ul style="list-style-type: none"><li>• The Only Place To Get Quality Sherwin-Williams Paints and Stains</li><li>• Thousands of Wallpaper Patterns</li><li>• Expert Advice To Do The Job Right</li></ul>

# Manual Artwork

## *Space Listing Without Copy*

An Artwork Transmittal is prepared for Space Listings that do not contain artwork. The AWT provides the Publisher with details on how they should key the advertising. An Art Identification Number is assigned to associate the order to the AWT. The SP INS field is CP (copy paper) indicating only an AWT is being sent, no artwork.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000
I	V0002	456587858787877777	02122020	
REF DATE	TO	FROM	DIR #	DIR VER
	P 0724	C 0342	035076	00088
CMR#	CLIENT #	NAT	CLIENT NAME	DIRECTORY NAME
0342	1596	A	ARCHITECTURAL SERVICES INC	FLINT
LINE #	ACT	ITEM	CLR	CAT
				PR/SF
				SP BUYS
				BAS
				DAT
				SPINS
				ADVERTISING DATA
02000	I			
				H
				ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS
02100	I	2HS		
				N
				ARCHITECTURAL SERVICES INC
02150	I			
				CP
				34202159900012
02200	I			
				A
				2381 MACON DR S E
02250	I			
				T
				517 627-9007
	E			

*Space Listing Without Copy, AWT*

<b>ARTWORK TRANSMITTAL</b>										
<b>All Information Must Relate To Issue You Wish to Affect</b>										
AWT2000 PAGE 1										
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#							
5. ARTWORK ID	6. SEQUENCE #		7. TO	8. FROM	9. DIR #	10. DIR VER #	11. STATE			
34202159900012			P	0724	C	0342	035076	00088		MI
12. DIRECTORY NAME		13. PUB DATE	14. CLOSE DATE		15. # COLUMNS	16. CMR #	17. CLIENT #	18. NAT'L CLIENT ID#		
FLINT		052020	03152020		4	0342	1596			
19. REC TYPE	20. CLIENT NAME					21. TELEPHONE #				
	ARCHITECTURAL SERVICES INC					517 627-9007				
22. HEADING										
ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS										
23. FINDING LINE OR LISTING NAME										
ARCHITECTURAL SERVICES INC										
24. REC TYPE	25. ITEM CODE TO		26. ITEM CODE FROM			27. PICA SIZE	28. PICA DIM			
	2HS									
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX	36. COPY DELIVERY			
37. FILE NAME ON DISK WITH EXTENSION										
38. CONTACT NAME										
SUSAN KAYE										
						39. CONTACT TELEPHONE #				
						248 234-1320				
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES										

<b>ARTWORK TRANSMITTAL</b>
<b>All Information Must Relate To Issue You Wish to Affect</b>
AWT2000 PAGE 2
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPE INFORMATION
<div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p style="text-align: center;">Architectural Services Inc.</p> <p style="text-align: center;">Residential Designers Complete Builder's Service</p> <ul style="list-style-type: none"> <li>• Custom &amp; Stock House Plans</li> <li>• Drafting-Blue Prints-Plot Plans</li> <li>• Specifications. Heat Losses</li> <li>• Fast Economical Service</li> </ul> <p style="text-align: center;">2381 Macon Dr SE.....517 627-9007</p> </div>

Bullet text →

# Manual Artwork

## Space Listing With Artwork


### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID				DATE		NA-2000		
REF DATE	P	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE		
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
I	V0002	878985456556523254				06172020				
		0724	C	0342	045718	00079	OH	CLEVELAND	112020	
0342	1596	A	ARCHITECTURAL SERVICES INC							
02000	I							H		ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS
02100	I	4HSA						N		ARCHITECTURAL SERVICES INC
02150	I							CD		34256789001231
02200	I							A		2381 MACON DR S E
02250	I							T		517 627-9007
	E									



*Space Listing With Artwork, AWT*

<b>ARTWORK TRANSMITTAL</b>										
All Information Must Relate To Issue You Wish to Affect										
										AWT2000 PAGE 1
1. REC TYPE	2. TRANS CODE	3. TRANS VER	4. PUB INTERNAL ART ID#							
5. ARTWORK ID 34256789001231			6. SEQUENCE #	7. TO	8. FROM	9. DIR #	10. DIR VER #	11. STATE		
12. DIRECTORY NAME CLEVELAND			13. PUB DATE 112020	14. CLOSE DATE 09152020	15. # COLUMNS 4	16. CMR # 0342	17. CLIENT # 1596	18. NAT'L CLIENT ID#		
19. REC TYPE	20. CLIENT NAME ARCHITECTURAL SERVICES INC						21. TELEPHONE # 517 627-9007			
22. HEADING ARCHITECTURAL & CONSTRUCTION SPECIFICATIONS										
23. FINDING LINE OR LISTING NAME ARCHITECTURAL SERVICES INC										
24. REC TYPE	25. ITEM CODE TO 4HSA				26. ITEM CODE FROM			27. PICA SIZE	28. PICA DIM	
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX	36. COPY DELIVERY X - CD			
37. FILE NAME ON DISK WITH EXTENSION 34256789001231.EPS										
38. CONTACT NAME SUSAN KAYE							39. CONTACT TELEPHONE # 248 234-1320			
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES										

<b>ARTWORK TRANSMITTAL</b>
All Information Must Relate To Issue You Wish to Affect
AWT2000 PAGE 2
41. LIST OF DIRECTORIES/ATTACH LAYOUT/TITLE INFORMATION
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>CMR/CLIENT NO: 342-1596 ART ID: 34256789001231 DIRECTORY: 045718 HEADING: ARCHITECTURAL &amp; CONSTRUCTION SERVICES INC</p> </div> <div style="width: 50%; border: 1px solid black; padding: 10px; text-align: center;"> <p><b>ARCHITECTURAL SERVICES INC</b></p>  <p><b>RESIDENTIAL DESIGNERS</b> <i>Complete Builder Services</i> Custom &amp; Stock House Plans Drafting - Blue Prints - Plot Plans Specifications - Heat Losses <i>Fast Economical Service</i></p> <p><b>2381 Macon Dr SE .....517-627-9007</b></p> </div> </div>

# Manual Artwork

## Local to National Transfer

New artwork must be supplied for local to national transfers. For seniority positioning to be maintained, the telephone number the advertising is superceding must be on the national order, if known, even if the number is the same.

### NATIONAL YELLOW PAGES ADVERTISING ORDER

TRANS	TRANS VER	TRANS ID	DATE	NA-2000						
I	V0002	545658785458754444	03102020							
REF DATE	TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE			
	P 0766	C 0123	033162	00089	MA	DEDHAM C	012021			
CMR#	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #			
0123	7690	A	TORO LAWN MOWERS							
LINE #	ACT	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	DAT	SPINS	ADVERTISING DATA
00100	I							H		LAWN MOWERS
00200	I	DQCH						N		CANTON'S TORO LAWN MOWERS
00300	I								CD	12378690087654
00305	I								CL	800 456-8721 ← Telephone # the advertising is superceding.
00400	I							A		40 WALPOLE TERRACE
00500	I							T		617 828-0504
00600	I	ABL N						N		CANTON'S TORO LAWN MOWERS
00700	I							A		40 WALPOLE TERRACE
00800	I							T		617 828-0504
	E									

*Local to National Transfer, AWT*

**ARTWORK TRANSMITTAL**  
All Information Must Relate To Issue You Wish to Affect

AWT2000  
PAGE 1

1. REC TYPE	2. TRANS CODE		3. TRANS VER		4. PUB INTERNAL ART ID#								
5. ARTWORK ID 12378690087654					6. SEQUENCE #		7. TO	8. FROM	9. DIR #		10. DIR VER #	11. STATE	
12. DIRECTORY NAME DEDHAM C			13. PUB DATE 012021		14. CLOSE DATE 11152020		15. # COLUMNS 4	16. CMR # 0123	17. CLIENT # 7690		18. NAT'L CLIENT ID#		
19. REC TYPE	20. CLIENT NAME CANTON'S TORO LAWN MOWERS										21. TELEPHONE # 617 828-0504		
22. HEADING LAWN MOWERS													
23. FINDING LINE OR LISTING NAME CANTON'S TORO LAWN MOWERS													
24. REC TYPE	25. ITEM CODE TO DQCH						26. ITEM CODE FROM			27. PICA SIZE 24.5 X 14.5		28. PICA DIM PH	
29. NEW FLAG	30. REUSE FLAG	31. SPACE FLAG	32. RESEND FLAG	33. CHANGE	34. CHG ALL DIR	35. VELOX	36. COPY DELIVERY X						
37. FILE NAME ON DISK WITH EXTENSION 12378690087654.EPS													
38. CONTACT NAME BILLY BOB										39. CONTACT TELEPHONE # 301 666-9870			
40. TRANSACTION DETAIL/MULTIPLE DIRECTORIES													


**ARTWORK TRANSMITTAL**  
All Information Must Relate To Issue You Wish to Affect

AWT2000  
PAGE 2

41. LIST OF DIRECTORIES/ATTACH LAYOUT/TYPE INFORMATION

CMR/CLIENT NO: 123-7690  
ART ID: 12378690087654  
HEADING: LAWN MOWERS  
ITEM: DQCH 24.5 X 14.5  
DIRECTORY: 033162

Quickly Trim Your Lawn



**Canton's Toro**  
**Lawn Mowers**

- Gas Trimmers
- Lawn Mowers
- Fertilizers
- Lawn Suppliers
- Chainsaws

OVER 25 YEARS IN BUSINESS

1-800-831-2847

40 WalPole Terrace

## Manual Artwork

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### ***LSA ELITE™ Electronic Billing*** Section 22.0

Click on the bookmark icon, on the upper left-hand side of Adobe Reader, to expand a list of bookmarks. If you have difficulties in viewing this document, please make sure you have the latest version of Adobe Reader software. Software can be downloaded by going to [www.adobe.com](http://www.adobe.com).

## LSA ELITE™ Electronic Billing

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### NOTES

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## LSA ELITE™ Electronic Billing

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## LSA ELITE™ Electronic Billing

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### Electronic Billing Overview

#### *General*

The LSA ELITE™ E-Billing System provides a standard billing and tear page system for the Yellow Pages Industry, including an on-line directory library that can be accessed for marketing purposes.

The LSA ELITE™ E-Billing system uses a unique number (ISS Number) as the key field to tie together the ISS, Invoice and Remittance transactions. Assigned by the publisher, LSA ELITE™ edits to ensure that the ISS number is used only once per publisher code, ISS, Invoices and Remittance form.

**NOTE: Refer to the *LSA ELITE™ E-Billing & Library System Technical Specifications* manual for additional information on the system and file formats sent and received.**

#### *Time Frames*

##### **Publisher:**

The Publisher will bill the CMR for published national advertising within 30 days after the publication of a directory. If an error has occurred, the Publisher should settle all adjustment amounts due the CMR within 30 days of the adjustment resolution.

##### **CMR:**

The CMR will pay the Publishers, based on the date appearing on the Invoice Summary Statement (ISS) according to the individual Publisher's Terms & Conditions. The Invoices must be paid regardless of any collection issues between the CMR and their client.

**NOTE: Invoicing and/or request for adjustments must be made prior to the close date of the next directory issue. Invoicing and/ or adjustment requests initiated after the next issue close date will not be honored. Extension billing from the previous issue (book on the street) should be billed at the same time the current issue is being invoiced.**

### ***Publisher Responsibilities***

#### **Prior to directory close, the Publisher should:**

- Review the standing order in LSA ELITE™, comparing it to their internal records. (The Order Compare transaction (“K”), and the Order Compare Report may be used.)
- Query or advise any discrepancies immediately prior to the directory close date.

#### **Prior to transmitting invoices, the Publisher should:**

- Verify the accuracy of the published advertising by comparing it to the LSA ELITE™ standing order, AWT and graphic file.
- Research any discrepancies found and adjust any Publisher errors prior to billing if possible.
- Absorb all adjustments due to Publisher errors, and pay commission to the CMR on the gross amount of the item in error.
- Ensure that any errors are corrected for the next directory issue.
- Create Directory Pages in low resolution PDF format.
- Create Directory Index.

#### **After the verification process, the Publisher will transmit the following in the order shown to ELITE:**

1. Directory Pages in low resolution PDF format
2. A directory index
3. Invoice transactions
4. Invoice Summary Statement (ISS) transaction
5. Remittance transaction, PDF format

### ***CMR Responsibilities***

#### **Upon receipt of the tear pages and the E-Billing package that consists of the ISS, all affiliated Invoices, and one Remittance PDF, the CMR should:**

- Verify the accuracy of the Invoices against the tear pages as well as their own records.
- Contact the Publisher on discrepancies requiring adjustment negotiations.
- Prepare a NA-1080 on any non-negotiated adjustments with appropriate backup.
- Absorb all adjustment amounts due to CMR errors or omissions, which include failure to notify the Publisher of cancellations of orders, or items on orders, and uncollectible or bankruptcy of advertisers.
- Return payment to the Publisher including the Remittance transaction.

## LSA ELITE™ Electronic Billing

---

### *E-Billing Process*

The Electronic E-Billing Process consists of the following steps:

1. Publishers transmit low resolution PDF files of their directory pages to LSA ELITE™.
2. Publishers transmit an index file for that directory to LSA ELITE™.
3. Publishers transmit invoice transactions to LSA ELITE™.
4. Upon receipt of valid invoices, LSA ELITE™ locates the affiliated tear page from the library and forwards only the tear page to the CMR.
5. Publishers transmit the Invoice Summary Statement (ISS) and Remittance transaction to LSA ELITE™.
6. LSA ELITE™ forwards the E-Billing package to CMRs which includes the Invoice Summary Statement, all affiliated Invoices, and one Remittance PDF.

### *Directory Tear Pages*

Publishers will transmit electronic tear pages to LSA ELITE™. The steps to send a directory to LSA ELITE™ follow. Refer to the LSA E-Billing and Library System Technical Specifications for further details.

<i>Step</i>	<i>Action</i>
1	Send a Directory Start transaction
2	Receive a Directory Start acknowledgement
3	Send Directory Pages
4	Send a Directory End transaction
5	Receive a Directory End acknowledgement

### *Directory Index*

Publishers will transmit the index information to LSA ELITE™ which allows the directory to be included in Library searches. Refer to the LSA E-Billing and Library System Technical Specifications for further details.

### *Invoice Transactions*

Prepare an Invoice transaction for each client and each directory. (See 22.0.10)

***Invoice Summary Statement***

Prepare an invoice summary statement transaction which summarizes all advertising charges for a specific CMRs account. (See 22.0.23)

***Remittance Page***

Publishers will transmit one remittance page PDF per Invoice Summary Statement. It will contain the publishers' payment information and terms including a bar code with their lock box information if applicable. Upon receipt of the E-billing package, CMRs will print the Remittance Page and return it to the publisher with their payment. (See 22.0.36)

## LSA ELITE™ Electronic Billing \ Invoice

---

### Electronic Billing - Invoice Transaction

#### *Invoice Transaction Instructions*

Prepare an Invoice transaction for each client and each directory. This Invoice is created from:

- The latest order received and processed for the current issue

OR

- The previous issue in cases of cutbacks or extensions

Billing will be for the number of months the directory is scheduled to be in service (Issue Life). Invoices are prepared for Open Trademarks that were unpublished as a result of no dealer listings being purchased locally.

The Invoice will reflect most of the fields from the standing order including the following:

- Page number the ad appears on in the directory
- line numbers
- 00000 advice lines (optional field)
- SPINS (special instructions)
- lines queried with no CMR response

Following are additional fields that are included in the **electronic file only and will not appear on the Invoice Transaction**, refer to the technical specifications for further definition.

- Section of the directory
- Sub-section
- Split Run Indicator

#### *Transaction Code Field*

The Transaction Code, (Trans\_Code) identifies the Invoice type. One of the following two character codes will be used:

- IR = Invoice Regular
- IC = Invoice Cutback
- IE = Invoice Extended
- PR = Parent/Child Regular
- PC = Parent/Child Cutback
- PE = Parent/Child Extension

If there is no ELITE standing order, one of the following codes will be used, i.e., Split billing

- MR = Manual Regular Invoice
- MC = Manual Cutback Invoice
- ME = Manual Extended Invoice

***Transaction Code Field, Cont'd***

A publisher may submit a client line item on the Invoice Summary Statement without a supporting invoice, tear page or standing order, ie., Co-Op Billing

- NR = No Invoice Regular
- NC = No Invoice Cutback
- NE = No Invoice Extension

A publisher may submit a client line item on the Invoice Summary Statement for non-traditional billing, without a supporting invoice, tear page or standing order, i.e., Pay Per Call

- NT = Non-Traditional

***Issue Life Field***

Enter the issue life of the directory in months and days, or the number of months a directory is cutback or extended.

Examples: 1200 = twelve months  
0200 = two months  
0215 = two months, 15 days

***Adjustment Codes***

If applicable, one of the following alpha codes may be used in the Code field:

- F - Failed to appear
- D - Discrepancy
- U - Unpublished (only for unpublished trademarks)
- P - Prepaid (used when a publisher has a CMR pay for advertising before the book closes)
- M - Make-good (used when a publisher gives the CMR additional compensation over and above the full adjustment given for an error that occurred with their advertising. A make-good is usually applied to future issues.)

# LSA ELITE™ Electronic Billing \ Invoice

## Electronic Billing - Invoice Form Preparation

### Invoice

This format is used by all Publishers who transmit invoices thru the LSA ELITE E-Billing Module.

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
CMR #	CLIENT #	NAT	CLIENT NAME						NAT CLIENT ID #			
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
TOTAL GROSS			TOTAL ADJ			NET AMOUNT			TAX	TOTAL AMOUNT		
											( ) Denotes Reverse Entry Amount	

NA-INV ver 03/05b

### Invoice Field Descriptions

Width	Field Name	Action
2	TRANS	Enter Trans Code.
5	TRANS VER	Enter V0002.
18	ISS NUMBER	Number assigned by the Publisher to identify this statement.
8	INVOICE DATE	Date invoice prepared.
6	SOURCE DIR	Only used when the invoice is for an affiliated directory; it identifies the SOURCE DIR #.
5	SOURCE DIR VER	Only used if SOURCE DIR # is populated.
47	PRINTED BY	Name of Publisher.
1	TO	Box 1: Enter "C" for CMR.
4		Box 2: Enter three-digit YPA CMR code with leading zero.
1	FROM	Box 1: Enter "P" for Pub.
4		Box 2: Enter four-digit YPA Pub code.



*Invoice Field Descriptions, Cont'd*

<i>Width</i>	<i>Field Name</i>	<i>Action</i>
6	DIR #	Directory code number where advertising is ordered.
5	DIR VER	Directory version number for the issue as shown in Rates & Data.
2	STATE	Enter the two letter state, province or Special Interest abbreviation.
24	DIRECTORY NAME	Enter the name of the directory as shown in Rates & Data.
6	PUB DATE	Month and year of issue of the applicable directory.
4	LIFE	Issue life of the directory in months and days.
4	CMR #	Enter the 3-digit sending CMR number with leading zero.
4	CLIENT #	CMR assigned client number. Unique to each client. If deleted, cannot be reused for four years.
1	NAT	Enter the national code for this account. A=national, B=local, E=emerging, R=regional.
53	CLIENT NAME	Enter the name of the client.
10	NAT CLIENT ID #	Leave Blank. For future use.
5	PG #	Enter the page number where the advertising appears. If no page applies, enter "NP."
5	LINE #	Enter the five-digit line number from the nat'l order for that item of advertising.
5	ITEM	Enter the item code for the item of advertising.
12	CLR, CAT, PR/SF, SP BUYS	Leave blank. For future use.
1	BAS	Identifies the type of trade program, O=open, B=combination, C=closed.
3	SP INS	If applicable, enter a one, two or three character code representing the special instructions.
12	GROSS AMT	Price of the Directory Advertising Item in dollars and cents.
2	CODE	Enter the reason code for the adjustment.
12	ADJ/CREDIT	Enter the amount of the adjustment or credit.
48	ADVERTISING DATA	Enter the advertising data, i.e., name, address, telephone number.
14	TOTAL GROSS	Total of all gross amounts.
14	TOTAL ADJ	Total of all adjustments.
14	NET AMOUNT	Total of all net amounts.
14	TAX	Total of all tax amounts.
14	TOTAL AMOUNT	Net amount plus tax.

# LSA ELITE™ Electronic Billing \ Invoice

## Electronic Billing - Exhibits

### Invoice - No Adjustments

A regular life invoice has a Trans Code of "IR."

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS	IR	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
IR	V0002	00000000000052123	01052020			ABC PUBLISHING COMPANY								
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE							
C 0123 P	0770	003770	00055	AZ	TUSCON	122020	1200							
CMR #	CLIENT #	NAT	AAA	CLIENT NAME	NAT CLIENT ID #									
0123	5678	A		AAA AUTOMOBILE CLUB										
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
00002	00100											WHITE PAGES		
	00110	WBL							128.40		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION		
	00120											8204 E BROADWAY BLVD		
	00130											602 298-3358		
00005	00140	WCBL							150.00		0.00	ARIZONA AUTOMOBILE ASSOCIATION SEE		
	00150											AAA AUTOMOBILE ASSOCIATION		
	00160											AIRLINE TICKET AGENCIES		
00035	00170	DHC							650.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION		
	00179							CE				12354565212321		
	00180											8204 E BROADWAY BLVD		
	00190											602 298-3358		
00036	00200	ABL							75.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION		
	00210											8204 E BROADWAY BLVD		
	00220											602 298-3358		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									1003.40	0.00	1003.40	0.00	1003.40	

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**Open Trademark - No Listing Purchased**

An invoice will be created for open trademarks when listings have not been purchased. Since there is no tear page, the publisher enters "NP" for the page number on the invoice. The code field contains "U" for unpublished.

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
	V0002	000000000000000019	06152020			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0191 P	0962	041651	UUU55	TX	DALLAS	052020	1200					
CMR #	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #						
0191	2100	A	ORKIN PEST CONTROL									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
NP	05000	TM					O		0.00	U	0.00	EXTERMINATING & FUMIGATING ORKIN PEST CONTROL 19154565211111
	05010						CE					
		<b>TOTAL GROSS</b>		<b>TOTAL ADJ</b>		<b>NET AMOUNT</b>		<b>TAX</b>		<b>TOTAL AMOUNT</b>		
		0.00		0.00		0.00		0.00		0.00 ( ) Denotes Reverse Entry Amount		

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# LSA ELITE™ Electronic Billing \ Invoice

## Invoice with Discrepancy

A discrepancy is a situation when advertising prints incorrectly. A “D” is placed in the Code field to signify the item that has a discrepancy.

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY									
	V0002	000000000000000020	12162020			SHAMROCK MEDIA INC									
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE								
C 0162 P	0983	045014	00066	OK	TULSA	112020	1200								
CMR #	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #											
0162	896 / A	A	AVIS												
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP	BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
00056	00100									878.00		0.00	AUTOMOBILE RENTING & LEASING		
	00200	QC											AVIS		
	00250								CE				16254565544444		
	00275												2253 WOODWARD		
	00300												800 843-1212		
00054	00400	ABL								167.00	D	-100.00	AVIS RENT-A-CAR		
	00500												MARRIOTT SDL BRK		
	00600												405 843-4646		
	00700												TRUCK RENTING & LEASING		
01387	00800	BL								167.00		0.00	AVIS		
	00900												2253 WOODWARD		
	01000												800 843-1212		
										<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
										1212.00	(100.00)	1112.00	59.60	1171.60	

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**Failed to Appear**

If the Publisher discovers during the verification process that an item failed to appear, the failed item will automatically be adjusted 100%. An "F" is placed in the Code field for that item.

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER V0002	ISS NUMBER 00000000000000021	INVOICE DATE 12162020	SOURCE DIR #	SOURCE DIR VER	PRINTED BY XYT PUBLISHING COMPANY							
TO C	FROM P	DIR # 0900	DIR VER 003567	STATE 00000	FL HOLLYWOOD	DIRECTORY NAME							
CMR # 0101	CLIENT # 1593	NAT A	DOMINO'S PIZZA			CLIENT NAME							
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ/CREDIT	ADVERTISING DATA	
	00100												
00056	00200	FP						CE	5000.00		0.00	PIZZA	
	00250											DOMINO'S PIZZA	
	00300											10123256545444	
	00400											1215 LINCOLN AVENUE	
NP	00500	ABL							58.00	F	(58.00)	305 523-6555	
	00600											DOMINO'S PIZZA	
	00700											1215 LINCOLN AVENUE	
												305 523-6555	
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>
									5058.00	(58.00)	5000.00	0.00	5000.00
NA-INV ver 03/05b												( ) Denotes Reverse Entry Amount	

# LSA ELITE™ Electronic Billing \ Invoice

## Prepaid

If the Publisher has a CMR pay for advertising prior to the directory close, the invoice will reflect "P" in the adjustment code field.

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER V0002	ISS NUMBER 00000000000000029	INVOICE DATE 12162020	SOURCE DIR #	SOURCE DIR VER	PRINTED BY XYT PUBLISHING COMPANY						
C	TO 0101	FROM 0900	DIR # 003567	DIR VER UUUUU	STATE FL	DIRECTORY NAME HOLLYWOOD						
CMR # 0101	CLIENT # 1595	NAT A	CLIENT NAME DOMINO'S PIZZA			NAT CLIENT ID #						
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ/CREDIT	ADVERTISING DATA
00056	00100								5000.00	P	(5000.00)	PIZZA DOMINO'S PIZZA 1014565888888 1215 LINCOLN AVENUE 305 523-6555
	00200	FP						CE				
	00520											
	00300											
	00400											
TOTAL GROSS		TOTAL ADJ		NET AMOUNT		TAX		TOTAL AMOUNT		<input type="checkbox"/> Denotes Reverse Entry Amount		
5000.00		(5000.00)		0.00		0.00		0.00				

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**Make Good**

If the Publisher gives the CMR additional compensation over and above the full adjustment given for an error that occurred with their advertising, they would use “M” in the adjustment code field. A “Make Good” is usually applied to future issues. Exhibit 1 is last year’s invoice and Exhibit 1.1 is next year’s invoice with the “Make Good.”

**Exhibit 1.0**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
V0002	000000000000000021	12162020				XYT PUBLISHING COMPANY								
CMR #	CLIENT #	NAT	DIR #	DIR VER	STATE	DIRECTORY NAME								
0101	1593	A	0900	003567	UUU66	FL HOLLYWOOD								
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ/ CREDIT	ADVERTISING DATA		
00056	00100											PIZZA		
	00200	FP							5000.00		0.00	DOMINO'S PIZZA		
	00250							CE				10123254587898		
	00300											1215 LINCOLN AVENUE		
	00400											305 523-6555		
NP	00500	ABL							58.00	F	(58.00)	DOMINO'S PIZZA		
	00600											1215 LINCOLN AVENUE		
	00700											305 523-6555		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									5058.00	(58.00)	5000.00	0.00	5000.00	

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# LSA ELITE™ Electronic Billing \ Invoice

Exhibit 1.1 is the next year's invoice with the "Make Good" included.

## Exhibit 1.1

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
IR	V0002	000000000000000032	12162021			XYT PUBLISHING COMPANY								
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE							
C	0101 P	0900	003567	UUU67	FL HOLLYWOOD	112021	1200							
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #							
0101	1593	A	DOMINO'S PIZZA											
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
00056	00100								5000.00		0.00	PIZZA DOMINO'S PIZZA 10154565878988 1215 LINCOLN AVENUE 305 523-6555 DOMINO'S PIZZA 1215 LINCOLN AVENUE 305 523-6555		
	00200	FP						CE						
	00250													
	00300													
	00400													
NP	00500	ABL							58.00	M	(58.00)			
	00600													
	00700													
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									5058.00	(58.00)	5000.00	0.00	5000.00	

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**Parent/Child Billing**

A regular life Parent/Child invoice has a Trans Code of “PR”.

Parent/Child Billing allows the Publisher to invoice advertising sold in Market Plan/Common Alpha directories. The actual advertising is sold and placed on the Market Plan/Common Alpha directory (aka Parent directory), but the advertising appears in the Associated (aka Child) directory, not the Parent directory. The invoice for the parent directory would contain only a single copy of the order lines, because it is assumed that the order lines are identical for each child directory.

When invoiced, the parent directory invoice will reflect “NP” in the Page Number fields for lines that reflect Item codes, the amount fields will reflect the amount being billed. The child directory invoice will reflect the page number the advertisement appears on for that particular child directory and the amount field will reflect 0.00. Tear pages forwarded to the CMR in association with the parent invoiced are from the child directory, not the parent directory

**Parent Directory Invoice Formatting**

- SOURCE DIR # and SOURCE DIR VER fields are blank
- PG # field reflects NP for “no page” because the advertising actually appears in the Child directory
- GROSS AMT and ADJ/CREDIT fields are populated because the advertising is sold and placed on the Parent directory number.

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
PR	V0002	00000000000052123	01052020			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0014	P 0009	003582	5	MI	BLOOMFIELD HILLS	122020	1200					
CMR #	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #						
0014	5678	A	AVIATION FLIGHT SCHOOL									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
NP	00100											WHITE PAGES
	00110	WBL							128.40		0.00	AVIATION FLIGHT SCHOOL
	00120											8204 E BROADWAY BLVD
	00130											602 298-3358
	00140											FLIGHT SCHOOLS
NP	00170	DHC							650.00		0.00	AVIATION FLIGHT SCHOOL
	00175							CE				01403082012AAA
	00180											8204 E BROADWAY BLVD
	00190											602 298-3358
NP	00200	ABL							75.00		0.00	AVIATION FLIGHT SCHOOL
	00210											8204 E BROADWAY BLVD
	00220											602 298-3358
<b>TOTAL GROSS</b>			<b>TOTAL ADJ</b>			<b>NET AMOUNT</b>			<b>TAX</b>	<b>TOTAL AMOUNT</b>		
853.40			0.00			1003.40			0.00	1003.40		

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( ) Denotes Reverse Entry Amount

**LSA ELITE™ Electronic Billing \ ISS**

**Child Directory Invoice Formatting**

- SOURCE DIR # and SOURCE DIR VER field are populated with the Parent directory information
- PG # field reflects the page number the advertising appears on in this particular Child directory
- GROSS AMT and ADJ/CREDIT fields reflect 0.00 because the advertising is sold and placed on the Parent directory number, not the Child directory

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS PR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
0014	V0002	00000000000052123	01052020	003582	00005	ABC PUBLISHING COMPANY								
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE							
C 0014	P 0009	034567	00001	MI	LAPEER	122020	1200							
CMR #	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #										
0014	5678	A	AVIATION FLIGHT SCHOOL											
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
00002	00100								0.00		0.00	WHITE PAGES		
	00110	WBL										AVIATION FLIGHT SCHOOL		
	00120											8204 E BROADWAY BLVD		
	00130											602 298-3358		
	00140											FLIGHT SCHOOLS		
00180	00170	DHC						CE	0.00		0.00	AVIATION FLIGHT SCHOOL		
	00175											01403082012AAA		
	00180											8204 E BROADWAY BLVD		
	00190											602 298-3358		
00180	00200	ABL							0.00		0.00	AVIATION FLIGHT SCHOOL		
	00210											8204 E BROADWAY BLVD		
	00220											602 298-3358		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									0.00	0.00	0.00	0.00	0.00	

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## Electronic Billing - Invoice Summary Statement

### *Overview*

The Publisher prepares an Invoice Summary Statement transaction which summarizes all advertising charges for a specified CMR's account. Current issue invoices are included as well as any cutback or extended invoices.

The summary statement transaction includes the gross amount due, adjustments, (if applicable), taxes, commission and the net for each individual account, as well as the net total due to the Publisher.

**NOTE: Refer to the *LSA ELITE™ E-Billing & Library System Technical Specifications* manual for additional information on the system and the file formats sent and received.**

**LSA ELITE™ Electronic Billing \ ISS**

**Electronic Billing - Invoice Summary Statement - Form Preparation**

*Invoice Summary Statement Transaction*

INVOICE SUMMARY STATEMENT												
TRANS	TRANS VER	ISS_NUMBER				ISS DATE	TO	FROM	PRINTED BY			
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT
TOTALS :						TOTAL GROSS AMOUNT	TOTAL ADJ AMOUNT	TOTAL TAX AMT	TOTAL COMM AMT	PAY THIS AMOUNT		

NA-ISS Ver 03/05b ( ) DENOTES REVERSE ENTRY AMOUNT

Width	Field Name	Action
2	TRANS	Enter IV (Invoice Summary Statement).
5	TRANS VER	Enter V0002.
18	ISS NUMBER	Number assigned by the Publisher to identify this statement, invoices and remittance transaction.
8	ISS DATE	Date payment terms begin.
1 4	TO	Box 1: Enter "C" for CMR. Box 2: Enter three-digit LSA CMR code with leading zero.
1 4	FROM	Box 1: Enter "P" for Pub. Box 2: Enter four-digit LSA Pub code.
47	PRINTED BY	Name of Publisher.
6	DIR #	Directory code number where advertising is ordered.
5	DIR VER	Directory version number for the issue as shown in Rates & Data.
6	PUB DATE	Month and year of issue of the applicable directory.
4	LIFE	Issue life of the directory in months and days.

<i>Width</i>	<i>Field Name</i>	<i>Action</i>
2	INV TYPE	One of the following alpha codes must be used in the INV TYPE field: IR = Expected life shown in Rates & Data IE = Extended or greater than shown in Rates & Data IC = Cutback or less than shown in Rates & Data PR = Parent/Child expected life PE = Parent/Child Extended PC = Parent/Child Cutback MR = Manual expected life MC = Manual cutback ME = Manual extended NR = No Invoice Regular NC = No Invoice Cutback NE = No Invoice Extension NT = Non-Traditional AP = Advance Payment
4	CLIENT #	CMR assigned client #. Unique to each client. If deleted, cannot be reused for four years.
14	GROSS AMT	Price of the Directory Advertising Item in dollar and cents.
14	ADJ AMT	The amount of the adjustment, if any, to the individual Directory Advertising Item(s) in dollars and cents.
6	TAX %	Tax percent that applies to a given state, city, etc.
14	TAX AMOUNT	Tax due on the net amount in dollars and cents.
6	COMM %	Applicable commission percent that applies to a directory or item if multiple commission amounts are involved.
14	COMM AMT	Amount of commission to be paid for the advertising.
14	NET AMOUNT	Sum of the gross amount, minus adjustments, plus tax and minus commissions.
14	TOTAL GROSS AMT	Total of all gross amounts.
14	TOTAL ADJ AMT	Total of all adjustments.
14	TOTAL TAX AMT	Total of all tax amounts.
14	TOTAL COMM AMT	Total of all commission amounts.
14	PAY THIS AMOUNT	Total of all net amounts.

**LSA ELITE™ Electronic Billing \ ISS**

**Invoice Summary Statement (ISS)**

The Invoice Summary Statement transaction summarizes all of its accompanying invoice records. The following ISS (Exhibit 2.0) is an example of a printed ISS transaction summarizing the invoices displayed in Exhibits 2.1-2.4.

**Exhibit 2.0**

<b>INVOICE SUMMARY STATEMENT</b>																
TRANS	TRANS VER	ISS NUMBER				ISS DATE	TO	FROM	PRINTED BY							
IV	V0002	000000000000052123				01152020	C	0123	P	0770	ABC PUBLISHING COMPANY					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT				
003770	00055	122020	1200	IR	5678	1003.40		0.00	000.00	0.00	20.00	200.68	802.72			
003770	00055	122020	1200	IR	5700	45895.70		0.00	000.00	0.00	20.00	9179.14	36716.56			
003770	00055	122020	1200	IR	5723	81.00		0.00	000.00	0.00	20.00	16.20	64.80			
003770	00055	122020	1200	IR	6899	500.00		0.00	000.00	0.00	20.00	100.00	400.00			
<b>TOTALS:</b>						<b>47480.10</b>	<b>0.00</b>	<b>0.00</b>	<b>9496.02</b>	<b>37984.08</b>						

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( ) DENOTES REVERSE ENTRY AMOUNT

Invoice example 1 on the Invoice Summary Statement (See 22.0.26).

**Exhibit 2.1**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
	V0002	00000000000052123	01052020			ABC PUBLISHING COMPANY								
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE							
C 0123 P	0770	003770	00055	AZ	TUSCON	122020	1200							
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #							
0123	5678	A	AAA AUTOMOBILE CLUB											
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
00002	00100											WHITE PAGES		
	00110	WBL							128.40		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION		
	00120											8204 E BROADWAY BLVD		
	00130											602 298-3358		
00005	00140	WCBL							150.00		0.00	ARIZONA AUTOMOBILE ASSOCIATION SEE		
	00150											AAA AUTOMOBILE ASSOCIATION		
	00160											AIRLINE TICKET AGENCIES		
00035	00170	DHC						CE	650.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION		
	00175											12354587899999		
	00180											8204 E BROADWAY BLVD		
	00190											602 298-3358		
00036	00200	ABL							75.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION		
	00210											8204 E BROADWAY BLVD		
	00220											602 298-3358		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									1003.40	0.00	1003.40	0.00	1003.40	

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**LSA ELITE™ Electronic Billing \ ISS**

Invoice example 2 on the Invoice Summary Statement (See 22.0.26).

**Exhibit 2.2**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
IR	V0002	00000000000052123	01052020			ABC PUBLISHING COMPANY								
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE							
C	0123 P	0770	003770	00055 AZ	TUSCON	122020	1200							
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #							
0123	5700	A	TORO											
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
00002	00100											WHITE PAGES		
	00110	WBL							128.40		0.00	TORO LAWNMOWERS		
	00120											8204 E BROADWAY BLVD		
	00130											LAWN MOWERS-RETAIL		
00035	00160	FPC							45691.30		0.00	TORO LAWNMOWERS		
	00165							CE				12354568777777		
	00170											8204 E BROADWAY BLVD		
	00180											602 298-3358		
	00190											TORO LAWNMOWERS		
	00200	ABL							75.00		0.00	602 298-3358		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									45895.70	0.00	45895.70	0.00	45895.70	

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Invoice example 3 on the Invoice Summary Statement (See 22.0.26).

**Exhibit 2.3**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
IR	V0002	00000000000052123	01052020			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0123 P	0770	003770	00055	AZ	TUSCON	122020	1200					
CMR #	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #								
0123	5723	A	STANLEY DOORS									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
00002	00100								81.00		0.00	WHITE PAGES
	00110	WBL										STANLEY GARAGE DOORS
	00120											8204 E BROADWAY BLVD
	00130											602 298-3358
		<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>		<b>NET AMOUNT</b>		<b>TAX</b>		<b>TOTAL AMOUNT</b>			
		81.00	0.00		81.00		0.00		81.00			

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( ) Denotes Reverse Entry Amount

**LSA ELITE™ Electronic Billing \ ISS**

Invoice example 4 on the Invoice Summary Statement (See 22.0.26).

**Exhibit 2.4**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
V0002		00000000000052123	01052020			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0123 P	0770	003770	00055	AZ	TUSCON	122020	1200					
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0123	6899	A	GOLFSMITH									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
00002	00100											GOLF
	00110	DHC						CE	500.00		0.00	GOLFSMITH
	00115											1235458777777
	00120											5204 E LASALLE RD
	00130											247 278-3362
		<b>TOTAL GROSS</b>		<b>TOTAL ADJ</b>		<b>NET AMOUNT</b>		<b>TAX</b>		<b>TOTAL AMOUNT</b>		( ) Denotes Reverse Entry Amount
		500.00		0.00		500.00		0.00		500.00		

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***Different Commission Amounts for Same Directory***

If a Publisher is paying different commission amounts for one directory, the Invoice Summary Statement transaction reflects each ordered item and the commission amount.

INVOICE SUMMARY STATEMENT																
TRANS	TRANS VER	ISS_NUMBER				ISS DATE	TO	FROM	PRINTED BY							
IV	V0002	000000000000054214				06162020	C	0101	P	0962	ABC PUBLISHING COMPANY					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT				
003567	00055	052020	1200	IR	1423	89.00	0.00	0.00	0.00	030.00	26.70	62.30				
003567	00055	052020	1200	IR	1423	5058.00	0.00	0.00	0.00	045.00	2276.10	2781.90				
003567	00055	052020	1200	IR	1423	500.00	0.00	0.00	0.00	020.00	100.00	400.00				
<b>TOTALS :</b>						<b>5647.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2402.80</b>	<b>3244.20</b>						

NA-ISS Ver 03/05b  
( ) DENOTES REVERSE ENTRY AMOUNT

# LSA ELITE™ Electronic Billing \ ISS

## Advance Payments

A publisher may use a unique invoice type to reflect advance payments on the ISS statement at the client level. The advanced payment is reflected in the adjustment amount field and placed on a separate line from the regular invoice charges.

**NOTE: Refer to the LSA ELITE™ E-Billing & Library System Technical Specifications manual for additional information on the system and the file formats sent and received.**

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
IR	V0002	00000000000052120	01052020			ABC PUBLISHING COMPANY								
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE							
C 0123 P	0770	003770	00055	AZ	TUSCON	122020	1200							
CMR #	CLIENT #	NAT	AAA	CLIENT NAME	NAT CLIENT ID #									
0123	5678	A	AAA	AUTOMOBILE										
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
00002	00100											AUTOMOBILE SALES AND SERVICE		
	00200	CTM					C		2400.00		0.00	AAA AUTOMOBILE		
	00250							CE				12354565878988		
	00300											LOCATIONS		
00002	00400	TBLN							1200.00		0.00	RACHEL'S AUTO		
	00500											3445 MAIN ST		
	00600											(248) 256-8956		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									3600.00	0.00	3600.00	0.00	3600.00	

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### INVOICE SUMMARY STATEMENT

TRANS IR	TRANS VER	ISS NUMBER	ISS DATE	TO	FROM	PRINTED BY						
IR	V0002	00000000000052120	01152020	C 0123 P	0770	ABC PUBLISHING COMPANY						
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT
003770	00055	122020	1200	IR	5678	3600.00	0.00	000.00	0.00	10.00	360.00	3240.00
003770	00055	122020	1200	AP	5678	0.00	3240.00	000.00	0.00	0.00	0.00	(3240.00)
<b>TOTALS:</b>						<b>TOTAL GROSS AMOUNT</b>	<b>TOTAL ADJ AMOUNT</b>	<b>TOTAL TAX AMT</b>	<b>TOTAL COMM AMT</b>	<b>PAY THIS AMOUNT</b>		
						3600.00	3240.00	0.00	360.00	0.00		

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( ) DENOTES REVERSE ENTRY AMOUNT

**Parent/Child Billing**

The Invoice Summary Statement for Parent/Child billing requires the following:

- No other Transaction Types besides PR, PE or PC can appear on an ISS that includes Parent/Child billing
- There must be only one parent invoice on the ISS where Source Dir # and Source Dir Ver are NOT populated and amount fields are populated.
- All of the other invoices on the ISS (i.e. for the child directories) must all have Source Dir # and Source Dir Ver populated with the same parent directory number and version
- The ISS must reflect one line for the Parent directory
- The ISS must reflect one line for each Child directory

INVOICE SUMMARY STATEMENT																
TRANS	TRANS VER	ISS NUMBER				ISS DATE	TO	FROM	PRINTED BY							
PR	V0002	000000000000052123				01052020	C	0014	P	0009	ABC PUBLISHING COMPANY					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT				
003582	00005	122020	1200	PR	5678	853.40		0.00	0.00	0.00	15.00	128.01	725.39			
034567	00001	122020	1200	PR	5678	0.00		0.00	0.00	0.00	0.00	0.00	0.00			
✓ Directory 003582 is the Parent directory ✓ Directory 034567 is the Child directory																
TOTALS:						TOTAL GROSS AMOUNT	TOTAL ADJ AMOUNT	TOTAL TAX AMT	TOTAL COMM AMT	PAY THIS AMOUNT						
						853.40	0.00	0.00	128.01	725.39						

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( ) DENOTES REVERSE ENTRY AMOUNT

# LSA ELITE™ Electronic Billing \ ISS

## Co-Op Billing

A publisher may submit a client line item on the Invoice Summary Statement without a supporting invoice. The Co-Op Billing parameters are as follows:

- An Invoice Summary Statement (ISS) and Remittance (REM) will be sent to CMRs
- No Invoice or Tear Page is sent
- No Standing Order exists on the LSA ELITE™ system
- The **Directory/version exists** on the LSA ELITE™ system
- Regular, cutback and extension billing is allowed

## Transaction Types:

- NR = No Invoice Regular
- NC = No Invoice Cutback
- NE = No Invoice Extension

INVOICE SUMMARY STATEMENT																
TRANS IV	TRANS VER	ISS NUMBER				ISS DATE	TO	FROM	PRINTED BY							
003770	00055	122020	1200	NR	5678	01152020	C	0123	P	0770	ABC PUBLISHING COMPANY					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT				
003770	00055	122020	1200	NR	5678	1000.00	900.00	000.00	0.00	10.00	100.00	0.00				
				↑	NR, NC or NE											
TOTALS:						1000.00	(900.00)	0.00	100.00	PAY THIS AMOUNT						
						1000.00	(900.00)	0.00	100.00	0.00						

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( ) DENOTES REVERSE ENTRY AMOUNT

***Flexible/Non-Traditional Billing***

A publisher may submit a client line item on the Invoice Summary Statement for non-traditional billing, such as pay-per-call. The following parameters are as follows:

- An Invoice Summary Statement (ISS) and Remittance (REM) will be sent to CMRs
- No Invoice or Tear Page is sent
- No standing order exists on the LSA ELITE™ system
- **No Directory/version exists** on the LSA ELITE™ system
- **Only regular billing is supported**

**Transaction Types:**

NT = Non-Traditional

INVOICE SUMMARY STATEMENT																
TRANS IV	TRANS VER	ISS NUMBER				ISS DATE	TO	FROM	PRINTED BY							
888888	00000	122020	1200	NT	5678	01152020	C	0123	P	0770	ABC PUBLISHING COMPANY					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT				
888888	00000	122020	1200	NT	5678	1000.00		0.00	0.00	10.00	100.00	900.00				
<b>TOTALS:</b>						<b>1000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>100.00</b>	<b>900.00</b>						

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( ) DENOTES REVERSE ENTRY AMOUNT

**LSA ELITE™ Electronic Billing \ Remittance**

**Electronic Billing - Remittance Page (REM)**

Publishers will transmit one remittance page PDF per Invoice Summary Statement. It will contain the publisher’s payment information and terms including a bar code with their lock box information if applicable. Upon receipt of the E-billing package, CMRs will print the Remittance Page and return it to the publisher with their payment.

**NOTE: The remittance page can vary from publisher to publisher. Refer to the LSA E-Billing and Library System Technical Specifications for further details.**

**SAMPLE**

REMITTANCE PAGE			
ISS NUMBER:	000003000000000018	INVOICE DATE:	05/01/2020
ACCOUNT #:	345677888		
ATTENTION:	JOHN SMITH		
CMR FIRM:	ABC COMPANY		
CMR ADDRESS:	7 CARLSON ROAD		
	DENVILLE, NJ 07088		
<u>Account Summary</u>			
Total Charges:	\$	201.60	
Adjustment:	\$	0.00	
Commission:	\$	0.00	
Tax:	\$	10.00	
Advance Payments:	\$	0.00	
Balance Forwarded:	\$	0.00	
Total Amount Due:	\$	211.60	
Contact: ABC Billing Department 1-800-444-5555			
Terms: If payment is not received within 30 days after invoice date, a 2% late fee may be assessed for any past due items.			
Message Area:			
Please detach and return with payment			
ISS NUMBER:	000003000000000018	ACCOUNT #:	345677888
INVOICE DATE:	05/01/2020		
TOTAL AMOUNT DUE:	\$211.60		
AMOUNT ENCLOSED:	_____		
MAIL TO:			
	ABC COMPANY - BILLING DEPARTMENT		
	PO BOX 123		
	NY CITY, NEW YORK 77851-1234		




**Electronic Billing - Monthly Statements**

**Monthly Statement**

In addition to E-Billing, a publisher may transmit monthly statements through LSA ELITE™. The monthly statement, PDF format, may be transmitted multiple times during a month at the CMR level. Historical monthly statements are retained in LSA ELITE™. The item type is “MSS.”

**NOTE: Refer to the *LSA ELITE™ E-Billing & Library System Technical Specifications* manual for additional information on the system and the file formats sent and received.**

SAMPLE

S040123000055 Directory Advertising	<b>STATEMENT OF ACCOUNT</b> 06/28/2020	Page 1						
XYZ 0123 XYZ CMR Company 123 9th Street Chicago, IL 90911-0011	 <b>YELLOW PAGES PUBLISHER</b>							
<b>Account Activity Detail</b>								
Activity Type	Bill/Check Number	Activity Date	Activity Amount	Activity Comments				
<b>Account Activity Summary</b>								
Previous Balance	Billing Total	Adjustment Total	Payment Total	New Charges	Outstanding Balance			
\$92.64	\$0.00	\$0.00	\$0.00	\$0.00	\$92.64			
<b>Account Aging</b>								
Bill Type	Bill/Statement ID	Current	1 - 30 Days	21 - 60 Days	61 - 90 Days	91 - 120 Days	121 - 150 Days	151 + Days
S	040123000051			\$10.77				
S	040123000050					\$81.87		
TOTAL		\$0.00	\$0.00	\$10.77	\$0.00	\$81.87	\$0.00	\$0.00
<b>Total Outstanding</b>			<b>\$92.64</b>					

## LSA ELITE™ Electronic Billing \ Cutback & Extension

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### Electronic Billing - Cutback & Extended Invoices

#### *General*

Invoices for cutback and extended directories are furnished at the same time as current issue billing.

It is recommended that invoices for cutback or extended directories not be issued if the extension or cutback is for **one month** or less.

A cutback or extended invoice would not be provided if no moneys were owed on the previous invoice.

#### *Cutbacks*

A cutback happens when a directory is:

- on the street for a shorter period of time than originally billed

When a cutback occurs, after billing has been sent, a new invoice is created for each client using the previously billed invoice. Tear Pages are not sent for these situations as they were provided with the original invoicing. A cutback will always be a credit.

#### *Extensions*

An extension happens when a directory is:

- on the street for a longer length of time than originally billed

When an extension occurs, after billing has been sent, a new Invoice is created for each client using the previously billed Invoice. Tear pages are not sent for these situations as they were provided with the original invoicing. Additional moneys may be owed on an extended directory. **Extension billing from the previous issue (book on the street) should be billed at the same time the current issue is being invoiced.**

#### *Trans Code Field*

For extension or cutback billing, one of the following Trans Codes must be used denoting either a cutback or extension.

- IE = extended or greater than shown in Rates & Data
- IC = cutback or less than shown in Rates & Data
- ME = order not on ELITE, extended or greater than shown in Rates & Data
- MC = order not on ELITE, cutback or less than shown in Rates & Data
- NC = no invoice cutback
- NE = no invoice extension
- PE = Parent/Child extension
- PC = Parent/Child Cutback

***Life Field***

For extension or cutback billing, the life field is populated with the number of months for the cutback or extension.

Examples of both the Trans Code and Life Fields:

Trans Code = IC, Life = 0200 (two month cutback)

Trans Code = IE, Life = 0300 (three month extension)

***CMR Transfer Billing for “T” Transactions***

The new CMR will always receive billing for any cutback or extensions. For example:

<i>Directory Close Date</i>	<i>Effective Transfer Date</i>	<i>Directory Billing Responsibility</i>	<i>Extension/Cutback Billing</i>
9-28-2020	10-15-2020	Former CMR	New CMR

***CMR Transfer Billing for “N” Transactions***

The former CMR will always receive billing for any cutback or extensions. For example:

<i>Directory Close Date</i>	<i>Effective Transfer Date</i>	<i>Directory Billing Responsibility</i>	<i>Extension/Cutback Billing</i>
9-28-2020	10-15-2020	Former CMR	Former CMR

# LSA ELITE™ Electronic Billing \ Cutback & Extension

## Previous Issue Invoice

This directory was originally billed for 12 months, publication date 062020. The directory should have been on the street from 062020 through 062021. After the directory had been invoiced, the Publisher extended the issue until 082021, creating a 2-month extension.

## Exhibit 3.0

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY							
IR	V0002	00000000000052123	01052020			ABC PUBLISHING COMPANY							
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE						
C 0123	P 0770	003770	00055	AZ	TUSCON	062020	1200						
CMR #	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #									
0123	5678	A	AAA AUTOMOBILE CLUB										
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA	
	00100											WHITE PAGES	
00002	00110	WBL							128.40		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION	
	00120											8204 E BROADWAY BLVD	
	00130											602 298-3358	
00005	00140	WCBL							150.00		0.00	ARIZONA AUTOMOBILE ASSOCIATION SEE	
	00150											AAA AUTOMOBILE ASSOCIATION	
	00160											AIRLINE TICKET AGENCIES	
00035	00170	DHC							650.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION	
	00175							CE				12345654444444	
	00180											8204 E BROADWAY BLVD	
	00190											602 298-3358	
00036	00200	ABL							75.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION	
	00210											8204 E BROADWAY BLVD	
	00220											602 298-3358	
TOTAL GROSS		TOTAL ADJ		NET AMOUNT		TAX		TOTAL AMOUNT					
1003.40		0.00		1003.40		0.00		1003.40		( ) Denotes Reverse Entry Amount			

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**Extended Invoice**

The extended invoice reflects a Trans code of "IE" for an extended invoice.

**Exhibit 3.1**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
IE	V0002	00000000000052123	09152021			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0123	P 0770	003770	00055	AZ	TUSCON	062020	0200					
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0123	5678	A	AAA AUTOMOBILE CLUB									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
	00100											WHITE PAGES
00002	00110	WBL							21.40		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION
	00120											8204 E BROADWAY BLVD
	00130											602 298-3358
000005	00140	WCBL							25.00		0.00	ARIZONA AUTOMOBILE ASSOCIATION SEE
	00150											AAA AUTOMOBILE ASSOCIATION
	00160											AIRLINE TICKET AGENCIES
00035	00170	DHC						CE	108.33		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION
	00175											12345654444444
	00180											8204 E BROADWAY BLVD
	00190											602 298-3358
00036	00200	ABL							12.50		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION
	00210											8204 E BROADWAY BLVD
	00220											602 298-3358
			<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>			<b>TAX</b>	<b>TOTAL AMOUNT</b>			
			167.23	0.00	167.23			0.00	167.23			

NA INVOICE 02/05/12

( ) Denotes Reverse Entry Amount

**LSA ELITE™ Electronic Billing \ Cutback & Extension**

*Current Issue Invoice*

**Exhibit 3.2**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY							
IR	V0002	00000000000052123	09152021			ABC PUBLISHING COMPANY							
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE						
C 0123	P 0770	003770	00056	AZ	TUSCON	082021	1200						
CMR #	CLIENT #	NAT	CLIENT NAME	NAT CLIENT ID #									
0123	5678	A	AAA AUTOMOBILE CLUB										
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP-BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA	
00002	00100	WBL							138.40		0.00	WHITE PAGES	
	00110											AAA ARIZONA AUTOMOBILE ASSOCIATION	
	00120											8204 E BROADWAY BLVD	
	00130											602 298-3358	
00005	00140	WCBL							155.00		0.00	ARIZONA AUTOMOBILE ASSOCIATION SEE	
	00150											AAA AUTOMOBILE ASSOCIATION	
	00160											AIRLINE TICKET AGENCIES	
00035	00170	DHC							675.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION	
	00175							CE				12345654444444	
	00180											8204 E BROADWAY BLVD	
	00190											602 298-3358	
00036	00200	ABL							90.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION	
	00210											8204 E BROADWAY BLVD	
	00220											602 298-3358	
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>
									1058.40	0.00	1058.40	0.00	1058.40

( ) Denotes Reverse Entry Amount

**Invoice Summary Statement**

Current issue billing is entered on Line 1 of the Summary Statement with an invoice type of IR (Invoice Regular). The extension is entered on line 2 with an invoice type of IE (Invoice Extension). Notice that the ISS Number is the same for the Invoice Summary Statement and both associated invoices.

**Exhibit 3.3**

INVOICE SUMMARY STATEMENT															
TRANS	TRANS VER	ISS_NUMBER				ISS DATE	TO	FROM	PRINTED BY						
IV	V0002	00000000000054214				09202020	C	0123	P	0770	ABC PUBLISHING COMPANY				
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT			
003770	00056	082021	1200	IR	5678	1058.40		0.00	0.00	0.00	020.00	211.68	846.72		
003770	00055	062020	0200	IE	5678	167.23		0.00	0.00	0.00	020.00	33.45	133.78		
TOTALS:						1225.63	0.00	0.00	245.13	980.50					

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( ) DENOTES REVERSE ENTRY AMOUNT

# LSA ELITE™ Electronic Billing \ Cutback & Extension

## Cutback - Rates & Data Not Changed

The Publisher knows that the current issue will be on the street for only nine months. Since the Rates & Data still indicates this is a 12-month publication, the Publisher will bill as a 9-month book with 9-month rates. Notice the "IR" in the Trans field. This invoice is represented on line 1 of the ISS in Exhibit 4.1, notice the Life field contains 0900 indicating it is a 9-month invoice.

### Exhibit 4.0

#### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
IR	V0002	00000000000052123	06162020			SHAMROCK MEDIA INC						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C	0162 P	0983	045014	UUU44	OK TULSA	052020	0900					
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0162	890 /	A	AVIS									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
	00100											
00056	00200	QC						CE	878.00		0.00	AUTOMOBILE RENTING & LEASING
	00250											AVIS
	00300											16245654444444
	00400	ABL							167.00		0.00	800 331-1212
00054	00500											AVIS RENT-A-CAR
	00600											MARRIOTT SDL BRK
	00700											405 843-4646
	00800	BL							167.00		0.00	TRUCK RENTING & LEASING
01387	00900											AVIS
	01000											84 E LAYFAYETTE
												800 843-1212
			TOTAL GROSS		TOTAL ADJ		NET AMOUNT		TAX	TOTAL AMOUNT		
			1212.00		0.00		1212.00		0.00	1212.00		

NA-INV ver 03/05b

( ) Denotes Reverse Entry Amount



**Exhibit 4.1**

<b>INVOICE SUMMARY STATEMENT</b>															
TRANS	TRANS VER	ISS_NUMBER				ISS DATE	TO	FROM	PRINTED BY						
IV	V0002	00000000000054214				06162020	C	0162	P	SHRAMROCK MEDIA INC					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT			
045014	00044	052020	0900	IR	8967	1212.00	0.00	0.00	0.00	020.00	242.40	969.60			
056470	00033	042020	1200	IR	8967	5000.00	0.00	0.00	0.00	030.00	1500.00	3500.00			
069572	00044	052020	1200	IR	8967	3200.00	0.00	0.00	0.00	020.00	640.00	2560.00			
<b>TOTALS:</b>						<b>9412.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2382.40</b>	<b>7029.60</b>					

NA-ISS Ver 03/05b

( ) DENOTES REVERSE ENTRY AMOUNT

# LSA ELITE™ Electronic Billing \ Cutback & Extension

## Cutback - After Original Invoice Was Paid

The directory was originally issued in January 2020 for 12 months. The directory should have been on the street for January 2020 through January 2021. In November 2020, the new 2021 directory printed creating a 2-month cutback in the 2020 issue. The following exhibit shows billing for the cutback with IC as the Trans code. The parentheses denote credit.

### Exhibit 5.0

#### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
IC	V0002	000000000000052123	12152021			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C	0162	P	0770	003770	UUU44	AZ	TUSCON	012020	0200			
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0162	8967	A	AVIS									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
	00100											AUTOMOBILE RENTING & LEASING
00056	00200	QC							(146.33)		0.00	AVIS
	00250							CE				16244444444444
	00300											800 331-1212
00054	00400	ABL							(27.83)		0.00	AVIS RENT-A-CAR
	00500											MARRIOTT SDL BRK
	00600											405 843-4646
	00700											TRUCK RENTING & LEASING
01387	00800	BL							(27.83)		0.00	AVIS
	00900											23 BIG BEAVER
	01000											800 843-1212
		<b>TOTAL GROSS</b>		<b>TOTAL ADJ</b>		<b>NET AMOUNT</b>		<b>TAX</b>		<b>TOTAL AMOUNT</b>		
		(201.99)		0.00		(201.99)		0.00		(201.99)		

NA-INV ver 03/05b

( ) Denotes Reverse Entry Amount

The following exhibit shows billing for the current issue. This directory will be on the street from November 2021 through November 2022. The Publisher has changed the Rates & Data publication to reflect a twelve (12) month issue and the new publication date.

**Exhibit 5.1**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
C	V0002	00000000000052123	12152021			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
0162	0770	003770	00045	AZ	TUSCON	112021	1200					
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0162	0550 /	A	AVIS									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
	00100											AUTOMOBILE RENTING & LEASING
00056	00200	QC						CE	878.00		0.00	AVIS
	00250											16244444444444
	00300											800 331-1212
00054	00400	ABL							167.00		0.00	AVIS RENT-A-CAR
	00500											MARRIOTT SDL BRK
	00600											405 843-4646
01387	00700	BL							167.00		0.00	TRUCK RENTING & LEASING
	00800											AVIS
	00900											23 BIG BEAVER
	01000											800 843-1212
<b>TOTAL GROSS</b>			<b>TOTAL ADJ</b>			<b>NET AMOUNT</b>			<b>TAX</b>	<b>TOTAL AMOUNT</b>		
1212.00			0.00			1212.00			0.00	1212.00		

NA-INV ver 03/05b

( ) Denotes Reverse Entry Amount

# LSA ELITE™ Electronic Billing \ Cutback & Extension

The following exhibit is the ISS reflecting both the cutback and current invoice.

**NOTE: Net Amount = Gross Amount minus Adjusted Amount plus Tax Amount minus Commission Amount.**

**Exhibit 5.2**

INVOICE SUMMARY STATEMENT														
TRANS IV	TRANS VER	ISS NUMBER				ISS DATE	TO	FROM	PRINTED BY					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT		
003770	00045	112021	1200	IR	8967	1212.00		0.00	0.00	0.00	020.00	242.40	969.60	
003770	00044	012020	0200	IC	8967	(201.99)		0.00	0.00	0.00	020.00	(40.40)	(161.59)	
<b>TOTALS:</b>						<b>1010.01</b>	<b>0.00</b>	<b>0.00</b>	<b>202.00</b>	<b>808.01</b>				

NA-ISS Ver 03/05b

( ) DENOTES REVERSE ENTRY AMOUNT

**NOTES**

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### ***Manual Billing*** ***(Non-LSA ELITE™ E-Billing Users)*** Section 23.0

Click on the bookmark icon, on the upper left-hand side of Adobe Reader, to expand a list of bookmarks. If you have difficulties in viewing this document, please make sure you have the latest version of Adobe Reader software. Software can be downloaded by going to [www.adobe.com](http://www.adobe.com).

## Manual Billing

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### NOTES

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## Manual Billing

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## Manual Billing

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NOTES

## Billing Overview - Manual

### *General*

#### **Publisher:**

Publisher's bill the CMRs for published national advertising within 30 days after the publication of a directory. If an error has occurred, the Publisher should settle all adjustment amounts due the CMR within 30 days of the adjustment resolution.

#### **CMR:**

The CMR will pay the Publisher's, without recourse, within 30 days of receipt of the Invoice. Invoices must be paid regardless of any collection issues between the CMR and their client.

**NOTE: Invoicing and/or request for adjustments must be made prior to the close date of the next directory issue. Invoicing and/or adjustment requests initiated after the next issue close date will not be honored. Extension billing from the previous issue (book on the street) should be billed at the same time the current issue is being invoiced.**

### *Publisher Responsibilities*

#### **Prior to directory close, the Publisher should:**

- Review the standing order in LSA ELITE™, comparing it to their internal records. (The Order Compare transaction ("K"), and the Order Compare Report may be used.)
- Query or advise any discrepancies immediately, prior to the directory close date.

#### **Prior to sending invoices, the Publisher should:**

- Verify the accuracy of the published advertising by comparing it to the standing order, copy layout sheets and artwork.
- Research any discrepancies found and adjust any Publisher errors.
- Absorb all adjustments due to Publisher errors and, pay commission to the CMR on the gross amount of the item in error.
- Ensure that any errors are corrected for the next directory issue.

#### **After the verification process, the Publisher will send the following in the order shown:**

1. An original and 1 copy of the Invoice Summary Statement
2. An original and 2 copies of the Invoice
3. Copies of tear pages stapling once in upper left corner
4. Remittance form (Optional - See page 23.0.31)

### *CMR Responsibilities*

Upon receipt of the invoices, the CMR should:

- Verify the accuracy of the Invoices against the tear pages, as well as their own records.
- Contact the Publisher on discrepancies requiring adjustment negotiations.
- Prepare a NA-1080 on any non-negotiated adjustments.
- Absorb all adjustment amounts due to CMR errors or omissions, which include failure to notify the Publisher of cancellations of orders, and uncollectibles or bankruptcies of advertisers.

## Manual Billing \ Invoice

---

### Billing - Manual Invoice Procedure

#### *Invoicing Instructions*

Prepare an Invoice and two copies for each client and each directory, using the NA-5090 form. This Invoices are created from:

- The latest order received and processed for the current issue
- OR
- The previous issue in cases of cutbacks or extensions

Billing will be for the number of months the directory is scheduled to be in service (Issue Life). Invoices are prepared for Open Trademarks that were unpublished as a result of no dealer listings being purchased locally.

The Invoice will reflect the order with the exceptions of:

- Page number the ad appears on in the directory (optional)
- Line numbers (optional field)
- 00000 advice lines
- data types
- special instructions
- art ID numbers
- lines queried with no CMR response

#### *Transaction Code Field*

The Transaction Code, (Trans\_Code) identifies the Invoice type. One of the following two character codes will be used:

- IR = Invoice Regular
- IC = Invoice Cutback
- IE = Invoice Extended

If there is no ELITE standing order, one of the following codes will be used, i.e., Co-Op Split billing

- MR = Manual Regular Invoice
- MC = Manual Cutback Invoice
- ME = Manual Extended Invoice

A publisher may submit a client line item on the Invoice Summary Statement without a supporting invoice, tear page or standing order, ie., Co-Op Billing

- NR = No Invoice Regular (See page 23.0.29)
- NC = No Invoice Cutback
- NE = No Invoice Extension

A publisher may submit a client line item on the Invoice Summary Statement for non-traditional billing, without a supporting invoice, tear page or standing order, i.e., Pay Per Call

- NT = Non-Traditional (See page 23.0.30)

***Issue Life Field***

Enter the issue life of the directory in months and days, or the number of months a directory is cutback or extended.

Examples: 1200 = twelve months  
0200 = two months  
0215 = two months, 15 days

***Adjustment Codes***

If applicable, the following alpha codes are valid for the ADJ field:

- F - Failed to appear
- D - Discrepancy
- U - Unpublished (only for unpublished trademarks)
- M - Make-good (Used when a Publisher gives the CMR additional compensation over and above the full adjustment given for an error that occurred with their advertising. A make-good is usually applied to future issues.)
- P - Pre-Paid (Used when a publisher has a CMR pay for advertising before the book closes.)

***Invoice Summary Statement Number (ISS)***

The ISS number is a unique 18 alpha/numeric number assigned by the publisher which uniquely identifies and ties together the ISS, Invoices and Remittance. It must appear on all three billing documents. The ISS number is only used once per publisher code, ISS, Invoice and Remittance.

***Remittance Page***

Publishers will send one remittance page per Invoice Summary Statement. It will contain the publisher's payment information and terms including a bar code with the lock box information, if applicable. Upon receipt, CMRs will return the Remittance Page along with payment to the publisher.

# Manual Billing \ Invoice

## Billing - Manual Form Preparation

### Invoice

This format will be used by all Publishers regardless of whether they transmit orders electronically or by mail.

#### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY							
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE						
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #						
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA	
			TOTAL GROSS		TOTAL ADJ		NET AMOUNT		TAX		TOTAL AMOUNT		
												( ) Denotes Reverse Entry Amount	

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\*Shaded gray areas are optional fields.

### Invoice Field Descriptions

Width	Field Name	Description
2	TRANS	Enter Trans Code. (IR, IC, IE, MR, MC, ME)
5	TRANS VER	For LSA ELITE™ E-billing only
18	ISS NUMBER	Number assigned by the Publisher to identify this statement. (zero filled from left)
8	INVOICE DATE	Date invoice is prepared.
6	SOURCE DIR	Only used when the invoice is for an affiliated directory; it identifies the SOURCE DIR #.
5	SOURCE DIR VER	Only used if SOURCE DIR # is populated.
47	PRINTED BY	Name of Publisher.
1	TO	Box 1: Enter "C" for CMR.
4		Box 2: Enter three-digit LSA CMR code with leading zero.
1	FROM	Box 1: Enter "P" for Pub.
4		Box 2: Enter four-digit LSA Pub code.

*Invoice Field Descriptions, Cont'd*

<i>Width</i>	<i>Field Name</i>	<i>Description</i>
6	DIR #	Directory code number where advertising is ordered.
5	DIR VER	Directory version number for the issue as shown in Rates & Data.
2	STATE	Enter the two letter state, country or Special Interest abbreviation.
24	DIRECTORY NAME	Enter the name of the directory as shown in Rates & Data.
6	PUB DATE	Month and year of issue of the applicable directory.
4	LIFE	Issue life of the directory in months and days.
4	CMR #	Enter the three-digit sending CMR number with leading zero.
4	CLIENT #	CMR assigned client number. Unique to each client. If deleted, cannot be reused for four years.
1	NAT	Enter the national code for this account. A=national, B=local, E=emerging, R=regional
53	CLIENT NAME	Enter the name of the client.
10	NAT CLIENT ID #	Leave Blank. For future use.
5	PG #	Enter the page number where the advertising appears. If no page applies, enter "NP." (optional field)
5	LINE #	Enter the five-digit line number from the national order for that item of advertising. (optional field)
5	ITEM	Enter the item code for the item of advertising.
12	CLR, CAT, PR/SF, SP BUYS	Leave blank. For future use.
1	BAS	Identifies the type of trade program, O=open, B=combination, C=closed
3	SP INS	If applicable, enter a one, two or three character code representing the special instructions. (optional)
12	GROSS AMT	Price of the Directory Advertising Item.
2	CODE	Enter the reason code for the adjustment.
12	ADJ/CREDIT	Enter the amount of the adjustment or credit.
48	ADVERTISING DATA	Enter the advertising data, i.e., name, address, telephone number.
14	TOTAL GROSS	Total of all gross amounts.
14	TOTAL ADJ	Total of all adjustments.
14	NET AMOUNT	Difference between the Total Gross Amount and Total Adjustments.
14	TAX	Tax due on the Net Amount.
14	TOTAL AMOUNT	Net amount plus tax.



# Manual Billing \ Invoice

## Billing - Manual Exhibits

### Invoice - No Adjustments

#### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
		000000000000052123	01052020			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0123 P	0770	003770	00055	AZ	TUSCON	122020	1200					
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0123	5678	A	AAA AUTOMOBILE CLUB									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
	00100											WHITE PAGES
00002	00110	WBL							128.40		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION
	00120											8204 E BROADWAY BLVD
	00130											602 298-3358
00005	00140	WCBL							150.00		0.00	ARIZONA AUTOMOBILE ASSOCIATION SEE
	00150											AAA AUTOMOBILE ASSOCIATION
	00160											AIRLINE TICKET AGENCIES
00035	00170	DHC							650.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION
	00180											8204 E BROADWAY BLVD
	00190											602 298-3358
00036	00200	ABL							75.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION
	00210											8204 E BROADWAY BLVD
	00220											602 298-3358
			<b>TOTAL GROSS</b>		<b>TOTAL ADJ</b>		<b>NET AMOUNT</b>		<b>TAX</b>	<b>TOTAL AMOUNT</b>		
			1003.40		0.00		1003.40		0.00	1003.40		

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( ) Denotes Reverse Entry Amount

\*Shaded gray areas are optional fields.

**Open Trademark - No Listing Purchased**

An invoice is created for open trademarks when listings have not been purchased. Since there is no tear page, the publisher enters "NP" for the page number on the invoice (optional). The code field contains "U" for unpublished.

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
		000000000000000019	06152020			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0191 P	0962	041651	UUU55	TX	DALLAS	052020	1200					
CMR #	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #						
0191	2100	A	ORKIN PEST CONTROL									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
NP	05000	TM							0.00	U	0.00	EXTERMINATING & FUMIGATING ORKIN PEST CONTROL
TOTAL GROSS			TOTAL ADJ			NET AMOUNT			TAX	TOTAL AMOUNT		
0.00			0.00			0.00			0.00	0.00		

NA-INV ver 03/05b

( ) Denotes Reverse Entry Amount

\*Shaded gray areas are optional fields.

# Manual Billing \ Invoice

## Invoice with Discrepancy

A discrepancy is a situation when advertising prints incorrectly. A "D" is placed in the Code field to signify the item that has a discrepancy.

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
		00000000000000020	12162020			SHAMROCK MEDIA INC						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0162 P	0983	045014	000000	OK	TULSA	112020	1200					
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0162	896 /	A	AVIS									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
	00100											
00056	00200	QC							878.00		0.00	AUTOMOBILE RENTING & LEASING
	00300											AVIS
	00400	ABL							167.00	D	-100.00	800 331-1212
00054	00500											AVIS RENT-A-CAR
	00600											MARRIOTT SDL BRK
	00700											405 843-4646
	00800	BL							167.00		0.00	TRUCK RENTING & LEASING
01387	00900											AVIS
	01000											2253 WOODWARD
												800 843-1212
			TOTAL GROSS		TOTAL ADJ		NET AMOUNT		TAX		TOTAL AMOUNT	
			1212.00		(100.00)		1112.00		59.60		1171.60	
											( ) Denotes Reverse Entry Amount	

\*Shaded gray areas are optional fields.

**Failed to Appear**

If the Publisher discovers during the verification process that an item failed to appear, the failed item will automatically be adjusted 100%. An "F" is placed in the Code field for that item.

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
V0002		0000000000000021	12162020			XYT PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0101	P 0900	003567	000000	FL	HOLLYWOOD	112020	1200					
CMR #	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #						
0101	1593	A	DOMINO'S PIZZA									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ/CREDIT	ADVERTISING DATA
00056	00100											
	00200	FP							5000.00		0.00	PIZZA
	00250							CE				DOMINO'S PIZZA
	00300											10123256545444
	00400											1215 LINCOLN AVENUE
	00500	ABL							58.00	F	(58.00)	305 523-6555
	00600											DOMINO'S PIZZA
	00700											1215 LINCOLN AVENUE
												305 523-6555
			TOTAL GROSS		TOTAL ADJ		NET AMOUNT		TAX		TOTAL AMOUNT	
			5058.00		(58.00)		5000.00		0.00		5000.00	

NA-INV ver 03/05b

( ) Denotes Reverse Entry Amount

\*Shaded gray areas are optional fields.

# Manual Billing \ Invoice

## Prepaid

If the Publisher has a CMR pay for advertising prior to the directory close, the invoice will reflect "P" in the adjustment code field.

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
		00000000000000029	12162020			XYT PUBLISHING COMPANY						
C	0101	P	0900	DIR # 003567	DIR VER UUUbb	STATE FL						
				HOLLYWOOD								
CMR #	CLIENT #	NAT	CLIENT NAME			PUB DATE	LIFE					
0101	1595	A	DOMINO'S PIZZA			112020	1200					
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ/CREDIT	ADVERTISING DATA
00056	00100								5000.00	P	(5000.00)	PIZZA DOMINO'S PIZZA 1215 LINCOLN AVENUE 305 523-6555
	00200	FP										
	00300											
	00400											
		<b>TOTAL GROSS</b>		<b>TOTAL ADJ</b>		<b>NET AMOUNT</b>		<b>TAX</b>		<b>TOTAL AMOUNT</b>		( ) Denotes Reverse Entry Amount
		5000.00		(5000.00)		0.00		0.00		0.00		

NA-INV ver 03/05b

\*Shaded gray areas are optional fields.

**Make Good**

If the Publisher gives the CMR additional compensation over and above the full adjustment given for an error that occurred with their advertising, a “M” is placed in the adjustment code field. A “Make Good” is usually applied to future issues. Exhibit 1.0 is last year’s invoice and Exhibit 1.1 is next year’s invoice with the “Make Good.”

**Exhibit 1.0**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
C	0101	000000000000000021	12162020			XYT PUBLISHING COMPANY								
CMR #	CLIENT #	NAT	DIR #	DIR VER	STATE	DIRECTORY NAME								
0101	1593	A	0900	003567	UUU66	FL HOLLYWOOD								
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ/ CREDIT	ADVERTISING DATA		
00056	00100											PIZZA		
	00200	FP							5000.00		0.00	DOMINO'S PIZZA		
	00300											1215 LINCOLN AVENUE		
	00400											305 523-6555		
NP	00500	ABL							58.00	F	(58.00)	DOMINO'S PIZZA		
	00600											1215 LINCOLN AVENUE		
	00700											305 523-6555		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									5058.00	(58.00)	5000.00	0.00	5000.00	

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\*Shaded gray areas are optional fields.

## Manual Billing \ Invoice

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NOTES

Exhibit 1.1 is the next year's invoice with the "Make Good" included.

**Exhibit 1.1**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
		000000000000000032	12162021			XYT PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0101 P	0900	003567	00067	FL	HOLLYWOOD	112021	1200					
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0101	1593	A	DOMINO'S PIZZA									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ/ CREDIT	ADVERTISING DATA
00056	00100								5000.00		0.00	PIZZA
	00200	FP										DOMINO'S PIZZA
	00300											1215 LINCOLN AVENUE
	00400											305 523-6555
NP	00500	ABL							58.00	M	(58.00)	DOMINO'S PIZZA
	00600											1215 LINCOLN AVENUE
	00700											305 523-6555
		<b>TOTAL GROSS</b>		<b>TOTAL ADJ</b>		<b>NET AMOUNT</b>		<b>TAX</b>		<b>TOTAL AMOUNT</b>		( ) Denotes Reverse Entry Amount
		5058.00		(58.00)		5000.00		0.00		5000.00		

\*Shaded gray areas are optional fields.



## Manual Billing \ ISS

### Billing - Manual Invoice Summary Statement

#### Overview

An Invoice Summary Statement summarizes all advertising charges for a specified CMR's account. Current issue invoices are included as well as any cutback or extended invoices.

The summary statement includes the gross amount due, adjustments, (if applicable), taxes, commission and the net for each individual account, as well as the net total due to the Publisher.

#### Invoice Summary Statement Number

The ISS number is a unique 18 alpha/numeric number assigned by the publisher which identifies and ties together the ISS, Invoices and Remittance. It must appear on all three billing documents. The ISS number is only used once per publisher code, ISS, Invoice and Remittance.

#### Form Preparation

INVOICE SUMMARY STATEMENT													
TRANS	TRANS VER	ISS NUMBER	ISS DATE	TO	FROM	PRINTED BY							
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT	
						TOTALS :	TOTAL GROSS AMOUNT	TOTAL ADJ AMOUNT	TOTAL TAX AMT	TOTAL COMM AMT	PAY THIS AMOUNT		
( ) DENOTES REVERSE ENTRY AMOUNT													

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Width	Field Name	Action
2	TRANS	Enter IV. (Invoice Summary Statement)
5	TRANS VER	For LSA ELITE™ B-Billing only.
18	ISS NUMBER	Number assigned by the Publisher to identify this statement, invoices and remittance transaction.
8	ISS DATE	Date payment terms begin.

<i>Width</i>	<i>Field Name</i>	<i>Action</i>
1 4	TO	Box 1: Enter "C" for CMR. Box 2: Enter three-digit LSA CMR code with leading zero.
1 4	FROM	Box 1: Enter "P" for Pub. Box 2: Enter four-digit LSA Pub code.
47	PRINTED BY	Name of Publisher.
6	DIR #	Directory code number where advertising is ordered.
5	DIR VER	Directory version number for the issue as shown in Rates & Data.
6	PUB DATE	Month and year of issue of the applicable directory.
4	LIFE	Issue life of the directory in months and days.
2	INV TYPE	One of the following alpha codes must be used in the INV TYPE field: IR = Expected life shown in Rates & Data IE = Extended or greater than shown in Rates & Data IC = Cutback or less than shown in Rates & Data MR = Manual expected life MC = Manual cutback ME = Manual extended NR = No Invoice Regular NC = No Invoice Cutback NE = No Invoice Extension NT = Non-Traditional AP = Advance Payment
4	CLIENT #	CMR assigned client number. Unique to each client. If deleted, cannot be reused for four years.
14	GROSS AMT	Price of the Directory Advertising Item in dollars and cents.
14	ADJ AMT	The amount of the adjustment, if any, to the individual Directory Advertising Item(s).
6	TAX %	Tax percent that applies to a given state, city, etc.
14	TAX AMOUNT	Tax due on the net amount in dollars and cents.
6	COMM %	Applicable commission percent that applies to a directory or item if multiple commission amounts are involved.
14	COMM AMT	Amount of commission to be paid for the advertising.
14	NET AMOUNT	Sum of the gross amount, minus adjustments, plus tax and minus commissions.
14	TOTAL GROSS AMT	Total of all gross amounts.
14	TOTAL ADJ AMT	Total of all adjustments.
14	TOTAL TAX AMT	Total of all tax amounts.
14	TOTAL COMM AMT	Total of all commission amounts.
14	PAY THIS AMOUNT	Total of all net amounts.

# Manual Billing \ ISS

## Invoice Summary Statement (ISS)

The Invoice Summary Statement summarizes all accompanying invoice records. The following ISS (Exhibit 2.0) is an example of a printed ISS transaction summarizing the invoices displayed in Exhibits 2.1-2.4.

### Exhibit 2.0

INVOICE SUMMARY STATEMENT														
TRANS IV	TRANS VER	ISS NUMBER				ISS DATE	TO	FROM	PRINTED BY					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT		
003770	00055	122020	1200	IR	5678	1003.40		0.00	000.00	0.00	20.00	200.68	802.72	
003770	00055	122020	1200	IR	5700	45895.70		0.00	000.00	0.00	20.00	9179.14	36716.56	
003770	00055	122020	1200	IR	5723	81.00		0.00	000.00	0.00	20.00	16.20	64.80	
003770	00055	122020	1200	IR	6899	500.00		0.00	000.00	0.00	20.00	100.00	400.00	
TOTALS:						47480.10	0.00	0.00	9496.02	PAY THIS AMOUNT				37984.08

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( ) DENOTES REVERSE ENTRY AMOUNT

Invoice example 1 on the Invoice Summary Statement (See page 23.0.22).

**Exhibit 2.1**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS		TRANS VER		ISS NUMBER				INVOICE DATE		SOURCE DIR #		SOURCE DIR VER		PRINTED BY			
IR				00000000000052123				01052020						ABC PUBLISHING COMPANY			
TO		FROM		DIR #		DIR VER		STATE		DIRECTORY NAME		PUB DATE		LIFE			
C		P		0770		003770		00055		AZ		TUSCON		122020		1200	
CMR #		CLIENT #		NAT		CLIENT NAME										NAT CLIENT ID #	
0123		5678		A		AAA AUTOMOBILE CLUB											
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA					
	00002	00100							128.40		0.00	WHITE PAGES					
		00110										AAA ARIZONA AUTOMOBILE ASSOCIATION					
		00120										8204 E BROADWAY BLVD					
		00130										602 298-3358					
	00005	00140							150.00		0.00	ARIZONA AUTOMOBILE ASSOCIATION SEE					
		00150										AAA AUTOMOBILE ASSOCIATION					
		00160										AIRLINE TICKET AGENCIES					
	00035	00170							650.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION					
		00180										8204 E BROADWAY BLVD					
		00190										602 298-3358					
	00036	00200							75.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION					
		00210										8204 E BROADWAY BLVD					
		00220										602 298-3358					
			<b>TOTAL GROSS</b>		<b>TOTAL ADJ</b>		<b>NET AMOUNT</b>		<b>TAX</b>		<b>TOTAL AMOUNT</b>						
			1003.40		0.00		1003.40		0.00		1003.40		( ) Denotes Reverse Entry Amount				

\*Shaded gray areas are optional fields.

# Manual Billing \ ISS

Invoice example 2 on the Invoice Summary Statement (See page 23.0.22).

## Exhibit 2.2

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
		00000000000052123	01052020			ABC PUBLISHING COMPANY								
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE							
C	0123 P	0770	003770	00055 AZ	TUSCON	122020	1200							
CMR #	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #								
0123	5700	A	TORO											
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
	00100											WHITE PAGES		
00002	00110	WBL							128.40		0.00	TORO LAWNMOWERS		
	00120											8204 E BROADWAY BLVD		
	00130											LAWN MOWERS-RETAIL		
	00160											TORO LAWNMOWERS		
00035	00170	FPC							45692.30		0.00	8204 E BROADWAY BLVD		
	00180											602 298-3358		
	00190											TORO LAWNMOWERS		
	00200	ABL							75.00		0.00	602 298-3358		
	00210													
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									45895.70	0.00	45895.70	0.00	45895.70	

\*Shaded gray areas are optional fields.

Invoice example 3 on the Invoice Summary Statement (See page 23.0.22).

**Exhibit 2.3**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
		00000000000052123	01052020			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER - STATE	DIRECTORY NAME	PUB DATE	LIFE						
C 0123	P 0770	003770	00055 AZ	TUSCON	122020	1200						
CMR #	CLIENT #	NAT	STANLEY DOORS			CLIENT NAME	NAT CLIENT ID #					
0123	5723	A										
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
00002	00100								81.00		0.00	WHITE PAGES
	00110	WBL										STANLEY GARAGE DOORS
	00120											8204 E BROADWAY BLVD
	00130											602 298-3358
		<b>TOTAL GROSS</b>		<b>TOTAL ADJ</b>		<b>NET AMOUNT</b>		<b>TAX</b>		<b>TOTAL AMOUNT</b>		( ) Denotes Reverse Entry Amount
		81.00		0.00		81.00		0.00		81.00		

\*Shaded gray areas are optional fields.

# Manual Billing \ ISS

Invoice example 4 on the Invoice Summary Statement (See page 23.0.22).

## Exhibit 2.4

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
C	0123	P	00000000000052123	01052020		ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
0123	0770	003770	00055	AZ	TUSCON	122020	1200					
CMR #	CLIENT #	NAT	CLIENT NAME			NAT CLIENT ID #						
0123	6899	A	GOLFSMITH									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
00002	00100	DHC							500.00		0.00	GOLF GOLFSMITH 5204 E LASALLE RD 247 278-3362
	00110											
	00120											
	00130											
TOTAL GROSS			TOTAL ADJ			NET AMOUNT			TAX	TOTAL AMOUNT		
500.00			0.00			500.00			0.00	500.00		

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( ) Denotes Reverse Entry Amount

\*Shaded gray areas are optional fields.

***Different Commission Amounts for Same Directory***

If a Publisher is paying different commission amounts for one directory, the Invoice Summary Statement transaction reflects each ordered item and the commission amount.

INVOICE SUMMARY STATEMENT																
TRANS	TRANS VER	ISS_NUMBER				ISS DATE	TO	FROM	PRINTED BY							
IV	V0002	000000000000054214				06162020	C	0101	P	0962	ABC PUBLISHING COMPANY					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT				
003567	00055	052020	1200	IR	1423	89.00	0.00	0.00	0.00	030.00	26.70	62.30				
003567	00055	052020	1200	IR	1423	5058.00	0.00	0.00	0.00	045.00	2276.10	2781.90				
003567	00055	052020	1200	IR	1423	500.00	0.00	0.00	0.00	020.00	100.00	400.00				
<b>TOTALS:</b>						<b>5647.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2402.80</b>	<b>3244.20</b>						

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( ) DENOTES REVERSE ENTRY AMOUNT



# Manual Billing \ ISS

## Advance Payments

A publisher may use a unique invoice type to reflect advance payments on the ISS statement at the client level. The advanced payment is reflected in the adjustment amount field and placed on a separate line from the regular invoice charges.

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
IR	V0002	00000000000052120	01052020			ABC PUBLISHING COMPANY								
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE							
C	0123	P	0770	003770	00055	AZ	TUSCON	122020	1200					
CMR #	CLIENT #	NAT	AAA AUTOMOBILE						CLIENT NAME	NAT CLIENT ID #				
0123	5678	A												
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
	00100											AUTOMOBILE SALES AND SERVICE		
00002	00200	CTM					C	CE	2400.00		0.00	AAA AUTOMOBILE		
	00250											12354565878988		
	00300											LOCATIONS		
00002	00400	TBLN							1200.00		0.00	RACHEL'S AUTO		
	00500											3445 MAIN ST		
	00600											(248) 256-8956		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									3600.00	0.00	3600.00	0.00	3600.00	

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### INVOICE SUMMARY STATEMENT

TRANS IR	TRANS VER	ISS NUMBER	ISS DATE	TO	FROM	PRINTED BY						
IR	V0002	00000000000052120	01152020	C	0123	P						
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT
003770	00055	122020	1200	IR	5678	3600.00	0.00	000.00	0.00	10.00	360.00	3240.00
003770	00055	122020	1200	AP	5678	0.00	3240.00	000.00	0.00	0.00	0.00	(3240.00)
<b>TOTALS:</b>						<b>TOTAL GROSS AMOUNT</b>	<b>TOTAL ADJ AMOUNT</b>	<b>TOTAL TAX AMT</b>	<b>TOTAL COMM AMT</b>	<b>PAY THIS AMOUNT</b>		
						3600.00	3240.00	0.00	360.00	0.00		

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( ) DENOTES REVERSE ENTRY AMOUNT

**Co-Op Billing**

A publisher may submit a client line item on the Invoice Summary Statement without a supporting invoice. The Co-Op Billing parameters are as follows:

- An Invoice Summary Statement (ISS) and Remittance (REM) will be sent to CMRs
- No Invoice or Tear Page is sent
- No Standing Order exists on the LSA ELITE™ system
- The **Directory/version exists** on the LSA ELITE™ system
- Regular, cutback and extension billing is allowed

**Transaction Types:**

- NR = No Invoice Regular
- NC = No Invoice Cutback
- NE = No Invoice Extension

INVOICE SUMMARY STATEMENT																
TRANS	TRANS VER	ISS NUMBER				ISS DATE	TO	FROM	PRINTED BY							
IV	V0002	000000000000052100				01152020	C	0123	P	0770	ABC PUBLISHING COMPANY					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT				
003770	00055	122020	1200	NR	5678	1000.00	900.00	000.00	0.00	10.00	100.00	0.00				
				↑	NR, NC or NE											
TOTALS:						TOTAL GROSS AMOUNT	TOTAL ADJ AMOUNT	TOTAL TAX AMT	TOTAL COMM AMT	PAY THIS AMOUNT						
						1000.00	(900.00)	0.00	100.00	0.00						

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( ) DENOTES REVERSE ENTRY AMOUNT

## Manual Billing \ ISS

### Flexible/Non-Traditional Billing

A publisher may submit a client line item on the Invoice Summary Statement for non-traditional billing, such as pay-per-call. The following parameters are as follows:

- An Invoice Summary Statement (ISS) and Remittance (REM) will be sent to CMRs
- No Invoice or Tear Page is sent
- No standing order exists on the LSA ELITE™ system
- **No Directory/version exists** on the LSA ELITE™ system
- **Only regular billing is supported**

### Transaction Types:

NT = Non-Traditional

INVOICE SUMMARY STATEMENT													
TRANS IV	TRANS VER	ISS NUMBER	ISS DATE	TO	FROM	PRINTED BY							
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT	
888888	00000	122020	1200	NT	5678	1000.00	0.00	000.00	0.00	10.00	100.00	900.00	
TOTALS:						1000.00	0.00	0.00	100.00	900.00			

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( ) DENOTES REVERSE ENTRY AMOUNT

**Billing - Manual Remittance Page**

Publishers may choose to include one remittance page per Invoice Summary Statement. It will contain the publisher’s payment information and terms and may include a bar code with their lock box information, if applicable. Upon receipt, CMRs will return it to the publisher with their payment.

**NOTE: The remittance page can vary from publisher to publisher.**

SAMPLE

REMITTANCE PAGE			
ISS NUMBER:	000003000000000018	INVOICE DATE:	05/01/2020
ACCOUNT #:	345677888		
ATTENTION:	JOHN SMITH		
CMR FIRM:	ABC COMPANY		
CMR ADDRESS:	7 CARLSON ROAD		
	DENVILLE, NJ 07088		
<u>Account Summary</u>			
Total Charges:	\$	201.60	
Adjustment:	\$	0.00	
Commission:	\$	0.00	
Tax:	\$	10.00	
Advance Payments:	\$	0.00	
Balance Forwarded:	\$	0.00	
Total Amount Due:	\$	211.60	
Contact: ABC Billing Department 1-800-444-5555			
Terms: If payment is not received within 30 days after invoice date, a 2% late fee may be accessed for any past due items.			
Message Area:			
Please detach and return with payment			
ISS NUMBER:	000003000000000018	ACCOUNT #:	345677888
INVOICE DATE:	05/01/2020		
TOTAL AMOUNT DUE:	\$211.60		
AMOUNT ENCLOSED:	_____		
MAIL TO:			
	ABC COMPANY - BILLING DEPARTMENT		
	PO BOX 123		
	NY CITY, NEW YORK 77851-1234		


# Manual Billing \ Statements

## Billing - Manual Monthly Statements

### Monthly Statement (Optional)

In addition to the ISS, a publisher may provide a CMR with a monthly statement of account.

### SAMPLE

S040123000055 Directory Advertising	<b>STATEMENT OF ACCOUNT</b> 06/28/2020	Page 1						
XYZ 0123 XYZ CMR Company 123 9th Street Chicago, IL 90911-0011	 <b>YELLOW PAGES PUBLISHER</b>							
<b>Account Activity Detail</b>								
Activity Type	Bill/Check Number	Activity Date	Activity Amount	Activity Comments				
<b>Account Activity Summary</b>								
Previous Balance	Billing Total	Adjustment Total	Payment Total	New Charges	Outstanding Balance			
\$92.64	\$0.00	\$0.00	\$0.00	\$0.00	\$92.64			
<b>Account Aging</b>								
Bill Type	Bill/Statement ID	Current	1 - 30 Days	21 - 60 Days	61 - 90 Days	91 - 120 Days	121 - 150 Days	151 + Days
S	040123000051			\$10.77				
S	040123000050					\$81.87		
TOTAL		\$0.00	\$0.00	\$10.77	\$0.00	\$81.87	\$0.00	\$0.00
<b>Total Outstanding</b>			<b>\$92.64</b>					

## Billing - Manual Cutback & Extended Invoices

### *General*

Invoices for cutback and extended directories are furnished at the same time as current issue billing.

It is highly recommended that invoices for cutback or extended directories not be issued if the extension or cutback is for **one month** or less.

A cutback or extended invoice would not be provided if no moneys were owed on the previous invoice.

### *Cutbacks*

A cutback happens when a directory is:

- on the street for a shorter period of time than originally billed

When a cutback occurs, after billing has been sent, a new invoice is created for each client using the previously billed invoice. Tear Pages are not sent for these situations, because they were provided with the original invoicing. A cutback will always be a credit.

### *Extensions*

An extension happens when a directory is:

- on the street for a longer length of time than originally billed

When an extension occurs, after billing has been sent, a new Invoice is created for each client using the previously billed Invoice. Tear pages are not sent for these situations, because as they were provided with the original invoicing. Additional moneys may be owed on an extended directory. **Extension billing from the previous issue (book on the street) should be billed at the same time the current issue is being invoiced.**

### *Trans Code Field*

For extension or cutback billing one of the following Trans Codes must be used denoting either a cutback or extension.

- IE = extended or greater than shown in Rates & Data
- IC = cutback or less than shown in Rates & Data
- ME = order not on LSA ELITE™, extended or greater than shown in Rates & Data
- MC = order not on LSA ELITE™, cutback or less than shown in Rates & Data
- NC = No Invoice Cutback
- NE = No Invoice Extension

Examples: 0200E = two month extension  
0300C = three month cutback

## Manual Billing \ Cutback & Extensions

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### *Life Field*

For extension or cutback billing, the life field is populated with the number of months for the cutback or extension.

Examples of both the Trans code and Life fields:

Trans Code = IC, Life = 0200 (two month cutback)

Trans Code = IE, Life = 0300 (three month extension)

### *CMR Transfers*

#### **“T” Transactions:**

The new CMR will always receive billing for any cutbacks or extensions. For example:

<i>Directory Close Date</i>	<i>Effective Transfer Date</i>	<i>Directory Billing Responsibility</i>	<i>Extension/Cutback Billing</i>
9-28-2020	10-15-2020	Former CMR	New CMR

#### **“N” Transactions:**

The former CMR will always receive billing for any cutbacks or extensions. For example:

<i>Directory Close Date</i>	<i>Effective Transfer Date</i>	<i>Directory Billing Responsibility</i>	<i>Extension/Cutback Billing</i>
9-28-2020	10-15-2020	Former CMR	Former CMR

**Previous Issue Invoice**

This directory was originally billed for 12 months, publication date 062020. The directory should have been on the street from 062020 through 062021. After the directory had been invoiced, the Publisher extended the issue until 082021, creating a 2 month extension.

**Exhibit 3.0**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER V0002	ISS NUMBER 00000000000052123	INVOICE DATE 01052020	SOURCE DIR #	SOURCE DIR VER	PRINTED BY ABC PUBLISHING COMPANY								
C TO 0123	P FROM 0770	DIR # 003770	DIR VER UUU55	STATE AZ	TUSCON	DIRECTORY NAME								
CMR # 0123	CLIENT # 5678	NAT A	AAA AUTOMOBILE CLUB			CLIENT NAME	NAT CLIENT ID #							
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
00002	00100								128.40		0.00	WHITE PAGES		
	00110	WBL										AAA ARIZONA AUTOMOBILE ASSOCIATION		
	00120											8204 E BROADWAY BLVD		
	00130											602 298-3358		
00005	00140	WCBL							150.00		0.00	ARIZONA AUTOMOBILE ASSOCIATION SEE		
	00150											AAA AUTOMOBILE ASSOCIATION		
	00160											AIRLINE TICKET AGENCIES		
00035	00170	DHC						CE	650.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION		
	00175											12345654444444		
	00180											8204 E BROADWAY BLVD		
	00190											602 298-3358		
00036	00200	ABL							75.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION		
	00210											8204 E BROADWAY BLVD		
	00220											602 298-3358		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									1003.40	0.00	1003.40	0.00	1003.40	

NA-INV ver 03/05b



# Manual Billing \ Cutback & Extensions

## Extended Invoice

The extended invoice reflects a Trans code of "IE" for an extended invoice.

### Exhibit 3.1

#### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
IE	V0002	00000000000052123	09152021			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C	0123 P	0770	003770	00055 AZ	TUSCON	062020	0200					
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0123	5678	A	AAA AUTOMOBILE CLUB									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
	00100											WHITE PAGES
00002	00110	WBL							21.40		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION
	00120											8204 E BROADWAY BLVD
	00130											602 298-3358
000005	00140	WCBL							25.00		0.00	ARIZONA AUTOMOBILE ASSOCIATION SEE
	00150											AAA AUTOMOBILE ASSOCIATION
	00160											AIRLINE TICKET AGENCIES
00035	00170	DHC							108.33		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION
	00175							CE				12345654444444
	00180											8204 E BROADWAY BLVD
	00190											602 298-3358
00036	00200	ABL							12.50		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION
	00210											8204 E BROADWAY BLVD
	00220											602 298-3358
			<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>				<b>TAX</b>	<b>TOTAL AMOUNT</b>		
			167.23	0.00	167.23				0.00	167.23		

NA INVOICE 02/05/11

( ) Denotes Reverse Entry Amount

*Current Issue Invoice*

**Exhibit 3.2**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY							
IR	V0002	00000000000052123	09152021			ABC PUBLISHING COMPANY							
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE	NAT CLIENT ID #					
C 0123	P 0770	003770	00056	AZ	TUSCON	082021	1200						
CMR #	CLIENT #	NAT	CLIENT NAME										
0123	5678	A	AAA AUTOMOBILE CLUB										
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP-BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA	
00002	00100	WBL							138.40		0.00	WHITE PAGES	
	00110											AAA ARIZONA AUTOMOBILE ASSOCIATION	
	00120											8204 E BROADWAY BLVD	
	00130											602 298-3358	
00005	00140	WCBL							155.00		0.00	ARIZONA AUTOMOBILE ASSOCIATION SEE	
	00150											AAA AUTOMOBILE ASSOCIATION	
	00160											AIRLINE TICKET AGENCIES	
00035	00170	DHC							675.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION	
	00175							CE				12345654444444	
	00180											8204 E BROADWAY BLVD	
	00190											602 298-3358	
00036	00200	ABL							90.00		0.00	AAA ARIZONA AUTOMOBILE ASSOCIATION	
	00210											8204 E BROADWAY BLVD	
	00220											602 298-3358	
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>
									1058.40	0.00	1058.40	0.00	1058.40

( ) Denotes Reverse Entry Amount

# Manual Billing \ Cutback & Extensions

## Invoice Summary Statement

Current issue billing is entered on Line 1 of the Summary Statement and the extension is entered on line 2. Notice that the ISS Number is the same for the Invoice Summary Statement and both associated invoices.

### Exhibit 3.3

INVOICE SUMMARY STATEMENT														
TRANS IV	TRANS VER	ISS_NUMBER				ISS DATE	TO	FROM	PRINTED BY					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT		
003770	00056	082021	1200	IR	5678	1058.40		0.00	0.00	0.00	020.00	211.68	846.72	
003770	00055	062020	0200	IE	5678	167.23		0.00	0.00	0.00	020.00	33.45	133.78	
TOTALS:						1225.63	0.00	0.00	245.13	PAY THIS AMOUNT		980.50		

NA-ISS Ver 03/05b

( ) DENOTES REVERSE ENTRY AMOUNT

**Cutback - Rates & Data Not Changed**

The Publisher knows that the current issue will be on the street for only nine months. Since the Rates & Data still indicates this is a 12 month publication, the Publisher will bill as a 9 month book with 9 month rates. This invoice is represented on line 1 of the ISS in Exhibit 4.1, notice the Life field contains 0900 indicating it is a 9 month invoice.

**Exhibit 4.0**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
IR	V0002	00000000000052123	06162020			SHAMROCK MEDIA INC								
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE							
C	0162 P	0983	045014	UUU44	OK TULSA	052020	0900							
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #							
0162	890 /	A	AVIS											
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
	00100											AUTOMOBILE RENTING & LEASING		
00056	00200	QC							878.00		0.00	AVIS		
	00250							CE				16245654444444		
	00300											800 331-1212		
00054	00400	ABL							167.00		0.00	AVIS RENT-A-CAR		
	00500											MARRIOTT SDL BRK		
	00600											405 843-4646		
	00700											TRUCK RENTING & LEASING		
01387	00800	BL							167.00		0.00	AVIS		
	00900											84 E LAYFAYETTE		
	01000											800 843-1212		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									1212.00	0.00	1212.00	0.00	1212.00	

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# Manual Billing \ Cutback & Extensions

## Exhibit 4.1

<b>INVOICE SUMMARY STATEMENT</b>																
TRANS IV	TRANS VER	ISS_NUMBER				ISS DATE	TO	FROM	PRINTED BY							
	V0002	00000000000054214				06162020	C	0162	P	0983	SHRAMROCK MEDIA INC					
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT				
045014	00044	052020	0900	IR	8967	1212.00	0.00	0.00	0.00	020.00	242.40	969.60				
056470	00033	042020	1200	IR	8967	5000.00	0.00	0.00	0.00	030.00	1500.00	3500.00				
069572	00044	052020	1200	IR	8967	3200.00	0.00	0.00	0.00	020.00	640.00	2560.00				
<b>TOTALS:</b>						<b>9412.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2382.40</b>	<b>7029.60</b>						

NA-ISS Ver 03/05b

( ) DENOTES REVERSE ENTRY AMOUNT



# Manual Billing \ Cutback & Extensions

The following exhibit shows billing for the current issue. This directory will be on the street from November 2021 through November 2022. The Publisher has changed the Rates & Data publication to reflect a twelve (12) month issue and the new publication date.

## Exhibit 5.1

### NATIONAL YELLOW PAGES ADVERTISING INVOICE

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
IR	V0002	00000000000052123	12152021			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0162 P	0770	003770	00045	AZ	TUSCON	112021	1200					
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0162	0556 /	A	AVIS									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
00056	00100								878.00		0.00	AUTOMOBILE RENTING & LEASING
	00200	QC						CE				AVIS
	00250											16244444444444
	00300											800 331-1212
00054	00400	ABL							167.00		0.00	AVIS RENT-A-CAR
	00500											MARRIOTT SDL BRK
	00600											405 843-4646
01387	00700								167.00		0.00	TRUCK RENTING & LEASING
	00800	BL										AVIS
	00900											23 BIG BEAVER
	01000											800 843-1212
<b>TOTAL GROSS</b>			<b>TOTAL ADJ</b>			<b>NET AMOUNT</b>			<b>TAX</b>	<b>TOTAL AMOUNT</b>		
1212.00			0.00			1212.00			0.00	1212.00		

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( ) Denotes Reverse Entry Amount

The following exhibit is the ISS reflecting both the cutback and current invoice.

**NOTE: Net Amount = Gross Amount minus Adjusted Amount plus Tax Amount minus Commission Amount.**

**Exhibit 5.2**

INVOICE SUMMARY STATEMENT														
TRANS IV	TRANS VER	ISS NUMBER				ISS DATE	TO	FROM	PRINTED BY					
003770	00045	112021	1200	IR	8967	06162020	C	0162	P	0983	SHAMROCK	MEDIA	INC	
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT		
003770	00045	112021	1200	IR	8967	1212.00		0.00	0.00	0.00	242.40	969.60		
003770	00044	012020	0200	IC	8967	(201.99)		0.00	0.00	0.00	(40.40)	(161.59)		
TOTALS:						1010.01	0.00	0.00	202.00	PAY THIS AMOUNT			808.01	
<small>NA-ISS Ver 03/05b</small>														
( ) DENOTES REVERSE ENTRY AMOUNT														



## Manual Billing \ Cutback & Extensions

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### ***Billing Adjustments***

#### Section 24.0

Click on the bookmark icon, on the upper left-hand side of Adobe Reader, to expand a list of bookmarks. If you have difficulties in viewing this document, please make sure you have the latest version of Adobe Reader software. Software can be downloaded by going to [www.adobe.com](http://www.adobe.com).

## Billing Adjustments

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## Billing Adjustments

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### Billing Adjustments - Manual

#### *General*

There are two types of adjustments. Negotiated and non-negotiated. One of these is required whenever there is a:

- Discrepancy in billing
- Advertising is omitted
- Discrepancy in the published advertising

The Publisher must ensure that any adjustments are shown on their “invoiced” records in case of future cutbacks or extensions.

All adjustments will be calculated on the original cost of the item as shown in the Gross Amount field.

#### *Time Frames*

Adjustments should be resolved within 30 days from the initiated date of the adjustment. If investigation and negotiations are not completed by the release date of the invoices, the invoice in question may be held until the next billing period. Adjustments should not take more than one additional billing period (30 days).

#### *Non-Negotiated Adjustments*

Either the Publisher or CMR may initiate a non-negotiated adjustment. The following 13 conditions are non-negotiated. Anything other than these 13 conditions require negotiations between the CMR and Publisher.

1. CMR billed for an item that failed to appear
2. CMR not billed for an item that failed to appear and commission was not paid
3. Mathematical error on the Invoice
4. Mathematical error on the Invoice Summary Statement
5. CMR commission rate is incorrect
6. Invoice belongs to a different CMR but was included on the Invoice Summary Statement
7. Invoice not listed on the Invoice Summary Statement but was attached
8. Invoice Summary Statement lists an Invoice not received
9. Previously adjusted amount not reflected on cutback or extended issue billing
10. Item(s) rate not consistent with rate hold policy
11. CMR not billed for an item that appeared
12. Order canceled prior to directory close, Publisher acknowledgement was received by CMR, advertising billed and/or printed. (A copy of the Publisher acknowledgement and a copy of the “D” transaction must accompany the Credit/Debit Memo.)
13. CMR billed for an item canceled or not ordered. (A copy of the Publisher acknowledgement and a copy of the “C” transaction must accompany the Credit/Debit Memo.)

***Non-Negotiated Adjustments (CMR Initiated)***

When the over or under billing is discovered by the CMR, they need to determine if the Invoice Summary Statement has been paid. If it has:

- not been paid, they will adjust the current Invoice Summary Statement
- been paid, they will apply the adjustment to the next Invoice Summary Statement

The following documentation will accompany the Invoice Summary Statement:

- one copy of the Invoice with adjustments noted on it.
- one copy of the NA-1080 form
- one copy of the Invoice Summary Statement

The CMR only sends the NA-1080 forms. They would never prepare, or send the NA-1090 form as it is only for Publisher use.

***Publisher Action to NA-1080***

Upon receipt of a NA-1080 form and payment from the CMR, the Publisher will:

- Review the NA-1080 for accuracy
- Contact the CMR if discrepancies are found
- Process the payment according to internal procedures
- Ensure the error is corrected for subsequent issues

## Billing Adjustments

### Billing Adjustments - Non-Negotiated CMR Credit/Debit Memo

*Overview*

This form is used by the CMR when a discrepancy doesn't require Publisher negotiations.

<b>NON-NEGOTIATED CMR CREDIT / DEBIT MEMO</b>										
										NA-1080
DATE OF MEMC:										
TO :										
ISS NO. IN ERROR										
DATE OF ISS NO.										
FROM :										
ISS NO. ADJUSTED										
DATE OF ISS NO.										
CMR CODE NO.										
DIRECTORY NO.	PUB DATE	CLIENT NO.	OVERBILLED CREDIT	UNDERBILLED DEBIT	(+/-) TAX AMOUNT	(+/-) COMM. AMOUNT	REASON NO.	INV. AT'D		
<b>TOTAL</b>										
<b>GRAND TOTAL ADJUSTMENTS-----&gt;</b>										

REFER QUESTIONS TO :

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

<i>Field Name</i>	<i>Action</i>
DATE OF MEMO	Date the Credit/Debit Memo is prepared.
TO	Company name and address.
FROM	Company name and address.
ISS NO IN ERROR	ISS No. appearing on the Invoice Summary Statement in question.
DATE OF ISS NO.	Date of the original Invoice Summary Statement.
ISS NO. ADJUSTED	Number of the Invoice Summary Statement adjusted.
DATE OF ISS NO.	Date of the Invoice Summary Statement being adjusted.
CMR #	LSA assigned CMR code.
DIRECTORY NO.	Six Digit LSA assigned directory code.
PUB DATE	Month and year of the directory issue.
CLIENT #	CMR assigned client number. Unique to each client. If deleted, cannot be reused for 4 years.
OVERBILLED CREDIT	Adjusted amount billed in error by the Publisher.
UNDERBILLED DEBIT	Adjusted amount not billed by the Publisher.
TAX	Amount of tax over billed or under billed.
COMM.	Amount of commission over billed or under billed.
REASON NO.	Appropriate number corresponding to the correct non-negotiated adjustment.
INV AT'D	An X is entered to indicate invoice is attached.
TOTAL	Total of the credit column and the total of the debit column.
GRAND TOTAL ADJUSTMENTS	Grand total of money adjusted.
REFER QUESTIONS TO	Name, title and telephone number.



## Billing Adjustments

### Billing Adjustments - Exhibits

This is an example of a CMR Credit/Debit (NA-1080) to be forwarded to the Publisher. A copy of the adjusted Invoice and the Invoice Summary Statement would be attached.

#### Exhibit 6.0

<b>NON-NEGOTIATED CMR CREDIT / DEBIT MEMO</b>											
										NA-1080	
DATE OF MEMC:		11/6/2020				ISS NO. IN ERROR		10054			
TO :		CDF Publishers 2900 Santa Barbara Blvd Los Angeles, CA 98210				DATE OF ISS NO.		11/1/2020			
FROM :		Master Agency 1020 9th St. Louis, MO 63129				ISS NO. ADJUSTED		10054			
						DATE OF ISS NO.		11/1/2020			
						CMR CODE NO.		162			
DIRECTORY NO.	PUB DATE	CLIENT NO.	OVERBILLED CREDIT	UNDERBILLED DEBIT	(+/-) TAX AMOUNT	(+/-) COMM. AMOUNT	REASON NO.	INV. AT'D			
23596	1098	4566	10 00		40	-2 00	10	X			
<b>TOTAL</b>			10 00		40	-2 00					
								<b>GRAND TOTAL ADJUSTMENTS-----&gt;</b>		8.40	
REFER QUESTIONS TO : <u>Carol Ann Kaufman</u> NAME <u>Account Rep</u> TITLE <u>904 546-7898</u> TELEPHONE											

The CMRs copy of the adjusted invoice attached to the Credit/Debit Memo.

**Exhibit 6.1**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY								
		00000000000052123	11012020			ABC PUBLISHING COMPANY								
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE							
C 0162	P 0984	023596	00055	AZ	KINGSLEY	102020	1200							
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #							
0162	4566	A	ROTO-ROOTER											
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA		
3	00100													
	00110	FP							3000.00			PLUMBING CONTRACTORS		
	00120											ROTO-ROOTER		
	00130											SAN LEANDRO MAIN OFC		
12	00140	ABL							57.00			602 261-4713		
	00150											ROTO-ROOTER SEWER SERVICE		
	00160											SAN LEANDRO MAIN OFC		
	00170											602 261-4713		
26	00180	BL							46.00			PLUMBING DRAINS & SEWER CLEANING		
	00190											ROTO-ROOTER		
	00200											14985 WASHINGTON		
												602 261-4714		
									<b>TOTAL GROSS</b>	<b>TOTAL ADJ</b>	<b>NET AMOUNT</b>	<b>TAX</b>	<b>TOTAL AMOUNT</b>	( ) Denotes Reverse Entry Amount
									3103.00	0.00	3103.00	124.12	3227.12	

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# Billing Adjustments

## Exhibit 6.2

<b>INVOICE SUMMARY STATEMENT</b>																					
TRANS		TRANS VER		ISS. NUMBER			ISS DATE		TO		FROM		PRINTED BY								
IV		V0002		00000000000052123			01152020		C		0123		P		0770		ABC PUBLISHING COMPANY				
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT									
003770	00055	122020	1200	IR	5678	1003.40		0.00	000.00	0.00	20.00	200.68	802.72								
003770	00055	122020	1200	IR	5700	45895.70		0.00	000.00	0.00	20.00	9179.14	36716.56								
003770	00055	122020	1200	IR	5723	81.00		0.00	000.00	0.00	20.00	16.20	64.80								
003770	00055	122020	1200	IR	6899	500.00		0.00	000.00	0.00	20.00	100.00	400.00								
<b>TOTALS:</b>						<b>47480.10</b>	<b>0.00</b>	<b>0.00</b>	<b>9496.02</b>	<b>37984.08</b>											

NA-ISS Ver 03/05b

( ) DENOTES REVERSE ENTRY AMOUNT

## Billing Adjustments - Publisher Debit/Credit Memo

### *Overview*

The Publisher fills out a Credit/Debit Memo when the Publisher has rendered billing and is:

- issuing a check to resolve an adjustment (negotiable or non-negotiable), or
- crediting the CMRs unpaid balance as a result of a non-negotiable discrepancy, or
- when an under billing or over billing has been discovered.

The adjustment amount will be determined by negotiations between the CMR and Publisher. Either the Publisher or CMR may initiate negotiations.

### *Publisher Initiated Non-Negotiated Adjustments*

When the Publisher discovers the discrepancy, after the Invoice Summary Statement has been sent to the CMR, the Publisher needs to determine if the Summary Statement has been paid. If it has:

- not been paid, they will prepare a NA-1090 form and send it to the CMR with a copy of the adjusted Invoice
- been paid, they will apply the adjustment to another unpaid Invoice Summary Statement or issue a check. In either case, the NA-1090 will be sent as accompaniment.

### *CMR Action to NA-1090*

Upon receipt of the NA-1090 form from the Publisher, the CMR will:

- review the form for accuracy
- contact the Publisher if discrepancies are found
- process the form internally
- adjust all internal records

# Billing Adjustments

## Billing Adjustments - Publisher Debit/Credit Memo - Form Preparation

### Publisher Credit/Debit Memo

NA-1090  
REV. 10/2009

DATE OF MEMO:

TO: ISS NO. IN ERROR  
DATE OF ISS NO.

FROM: ISS NO. ADJUSTED  
DATE OF ISS NO.  
CMR CODE NO.

DIRECTORY NO.	PUB DATE	CLIENT NO.	PAN NO.	NEG	NON NEG	OVERBILLED CREDIT	UNDERBILLED DEBIT	(+/-) TAX AMOUNT	(+/-) COMM. AMOUNT	REASON NO.	INV. AT'D
				<b>TOTAL</b>							X
							<b>GRAND TOTAL ADJUSTMENTS</b> →				

CHECK IS ATTACHED

ACCOUNT HAS BEEN CREDITED

PAY THIS AMMOUNT

REFER QUESTIONS TO:

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

<i>Field Name</i>	<i>Description</i>
DATE OF MEMO	Date the Credit/Debit Memo is prepared.
TO	Company name and address.
FROM	Company name and address.
ISS NO. IN ERROR	ISS No. appearing on the Invoice Summary Statement in question.
DATE OF ISS NO.	Date of the original Invoice Summary Statement.
ISS NO. ADJUSTED	Number of the Invoice Summary Statement adjusted.
DATE OF ISS NO.	Date of the Invoice Summary Statement being adjusted.
CMR #	LSA assigned CMR code.
DIRECTORY NO.	Six digit LSA assigned directory code.
PUB DATE	Month and year of the directory issue.
CLIENT #	CMR assigned client number. Unique to each client. If deleted, cannot be reused for 4 years.
PAN NO.	Publisher adjustment number.
NEG.	An "X" will be entered if the adjustment was negotiated.
NON NEG.	An "X" will be entered if the adjustment amount was not negotiated.
OVERBILLED CREDIT	Adjusted amount billed in error by the Publisher.
UNDERBILLED DEBIT	Adjusted amount not billed by the Publisher.
TAX	Amount of tax over billed or under billed.
COMM.	Amount of commission over billed or under billed.
REASON NO.	Appropriate number corresponding to the correct non-negotiated adjustment.
INV AT'D	An "X" is entered to indicate invoice is attached.
TOTAL	Total of the credit column and the total of the debit column.
GRAND TOTAL ADJUSTMENTS	Grand total of money adjusted.
CHECK IS ATTACHED	An "X" will be entered if settlement is by Publisher check.
ACCOUNT HAS BEEN CREDITED	An "X" will be entered if settlement is by credit.
PAY THIS AMOUNT	An "X" will be entered in this field if a debit has been issued to the CMR.
REFER QUESTIONS TO	Name, title and telephone number.

# Billing Adjustments

The Invoice Summary Statement on the following page has not been paid. Therefore, the Publisher will issue this Credit/Debit Memo adjusting ISS number 1256. A copy of the Invoice is attached to the NA-1090 form.

## Exhibit 7.0

Publisher Credit/Debit Memo												NA-1090 REV. 10/2009	
DATE OF MEMO:		11/30/2020											
TO:		EFG Agency 2900 Santa Barbara Blvd Los Angeles, CA 98210					ISS NO. IN ERROR:		1256				
FROM:		Ad Agencies 'R' Us 1313 Main St St. Louis, MO 63129					DATE OF ISS NO.:		11/15/2020				
							ISS NO. ADJUSTED:		1256				
							DATE OF ISS NO.:		11/15/2020				
							CMR CODE NO.:		0241				

DIRECTORY NO.	PUB DATE	CLIENT NO.	PAN NO.	NEG	NON NEG	OVERBILLED CREDIT	UNDERBILLED DEBIT	(+/-) TAX AMOUNT	(+/-) COMM. AMOUNT	REASON NO.	INV. ATD
069450	1020	1267			X	100 00				1	X
<b>TOTAL</b>						100 00					
										<b>GRAND TOTAL ADJUSTMENTS</b> → 100.00	

CHECK IS ATTACHED	<input type="checkbox"/>
ACCOUNT HAS BEEN CREDITED	<input type="checkbox"/>
PAY THIS AMMOUNT	<input type="checkbox"/>
REFER QUESTIONS TO:	Michael Bond NAME Accounting Supervisor TITLE 314 954-1227 TELEPHONE

**Exhibit 7.1**

**NATIONAL YELLOW PAGES ADVERTISING INVOICE**

TRANS IR	TRANS VER	ISS NUMBER	INVOICE DATE	SOURCE DIR #	SOURCE DIR VER	PRINTED BY						
		00000000000001256	11152020			ABC PUBLISHING COMPANY						
TO	FROM	DIR #	DIR VER	STATE	DIRECTORY NAME	PUB DATE	LIFE					
C 0241	P 0984	069450	00055	CA	LOS ANGELES	102020	1200					
CMR #	CLIENT #	NAT	CLIENT NAME				NAT CLIENT ID #					
0241	1267	A	AMERICAN GLASS									
PG #	LINE #	ITEM	CLR	CAT	PR/SF	SP BUYS	BAS	SPINS	GROSS AMT	CODE	ADJ / CREDIT	ADVERTISING DATA
56	00100								2500.00		0.00	MIRRORS-RESILVERING
	00110	DQC										AMERICAN GLASS
	00120											1516 W WEBSTER
	00130											207 989-1340
57	00140	WCBL							100.00		0.00	AMERICAN GLASS
	00150											1516 W WEBSTER
	00160											207 989-1340
<b>TOTAL GROSS</b>			<b>TOTAL ADJ</b>			<b>NET AMOUNT</b>			<b>TAX</b>	<b>TOTAL AMOUNT</b>		
2600.00			0.00			2600.00			0.00	2600.00		

NA-INV ver 03/05b

( ) Denotes Reverse Entry Amount



# Billing Adjustments

## Exhibit 7.2

<b>INVOICE SUMMARY STATEMENT</b>														
TRANS	TRANS VER	ISS_NUMBER				ISS DATE	TO	FROM	PRINTED BY					
IV	V0002	00000000000001256				11152020	C	0241	P	0984	TRI-STATE PUBLISHERS			
DIR #	DIR VER	PUB DATE	LIFE	INV TYPE	CLIENT #	GROSS AMT	ADJ AMT	TAX %	TAX AMT	COMM %	COMM AMT	NET AMOUNT		
059510	00055	102020	1200	IR	1160	2350.00		0.00	0.00	0.00	030.00	705.00	1645.00	
069450	00055	102020	1200	IR	1267	2600.00		0.00	0.00	0.00	030.00	780.00	1820.00	
<b>TOTALS:</b>						<b>4950.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1485.00</b>	<b>3465.00</b>				

NA-ISS Ver 03/05b

( ) DENOTES REVERSE ENTRY AMOUNT



## Billing Adjustments

---

### Billing Adjustments - Negotiated

#### *General*

When a discrepancy is not in the automatic category (not one of the 13 items on the back of the NA-1080 or NA-1090), the adjustment amount will be determined by negotiations between the CMR and Publisher.

When the discrepancy is discovered after billing, the CMR and Publisher will determine during negotiations if a check is being issued or an Invoice Summary Statement is being adjusted.

#### *Time Frames*

If investigation and negotiation are not completed by the required release date of Invoices, the Invoice in question may be held until the next billing period. Negotiations must not take more than one additional billing period (30 days).

#### *Publisher and CMR Responsibilities*

The Publisher and CMR will:

- Investigate the discrepancy
- Determine the amount to be adjusted
- Determine if a check is to issued or Invoice Summary Statement adjusted
- Adjust all internal records

#### *PAN Number*

Upon completion of negotiations, the Publisher will give the CMR a Publisher Adjustment Number (PAN) consisting of a maximum of 6 characters. This number is an arbitrary number used to identify a negotiated adjustment. The number is used as a reference for any future communications about the adjustment. A separate PAN number is assigned when adjustments are negotiated at different times for the same client and directory.

#### *Invoice Summary Statement Being Adjusted*

If there is an outstanding Invoice Summary Statement, the CMR will apply the adjustment to it.

The Publisher will not prepare the NA-1090 form because both parties will have internally noted their records during negotiations. The CMR may, however, elect to include the PAN number on their payment remittance.

**NOTE: Non-negotiated and negotiated adjustments may be applied to the same Invoice Summary Statement.**

This is an example of a Credit/Debit Memo prepared as a result of a negotiation. A check is issued because there is not an outstanding Invoice Summary Statement. Notice the PAN number assigned by the Publisher is entered in the appropriate field.

**Publisher Credit/Debit Memo**

NA-1090  
REV. 10/2009

DATE OF MEMO: 11/21/2021

TO: M & B Directories  
#1 Gulf Dr  
Honolulu, HI 00123

FROM: Kathy's Publishing  
Tamiami Trail  
Sarasota, FL 31452

ISS NO. IN ERROR 10509  
DATE OF ISS NO. 12/1/2021  
ISS NO. ADJUSTED NONE  
DATE OF ISS NO.  
CMR CODE NO. 0361

DIRECTORY NO.	PUB DATE	CLIENT NO.	PAN NO.	NEG	NON NEG	OVERBILLED CREDIT	UNDERBILLED DEBIT	(+) (-) TAX AMOUNT	(+) (-) COMM. AMOUNT	REA-SOON NO.	INV. AT'D
003745	1021	4041	897	X		100 00			-25 00		
<b>TOTAL</b>						100 00			-25 00		
<b>GRAND TOTAL ADJUSTMENTS</b> →											75.00

CHECK IS ATTACHED

ACCOUNT HAS BEEN CREDITED

PAY THIS AMMOUNT

REFER QUESTIONS TO: S.J. Samuels  
NAME  
Billing Supervisor  
TITLE  
213 800-0000  
TELEPHONE

## Billing Adjustments

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *White Pages Preparation* **(WP-3235)** Section 25.0

Click on the bookmark icon, on the upper left-hand side of Adobe Reader, to expand a list of bookmarks. If you have difficulties in viewing this document, please make sure you have the latest version of Adobe Reader software. Software can be downloaded by going to [www.adobe.com](http://www.adobe.com).

## White Pages Preparation (WP-3235)

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NOTES

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## White Pages Preparation (WP-3235)

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NOTES

## White Pages Procedures

### *General*

In order to provide service to the National Yellow Pages Advertising client, CMRs may process White Pages directory requests for changes in listed names, additions or deletions of listings, changes to listing sequence, or changes in the free classified Yellow Pages heading (SRL).

The Local Search Association™ (LSA™) White Pages Listing Request form (WP-3235) is used to make changes for both local and foreign listings, including 800 numbers. These forms may be obtained through LSA.

Publishers may have their own internal processes; however, these should in no way impact the CMRs request via the WP-3235 form. It is in the best interest of the Publisher to process the CMRs request timely, efficiently, and accurately so the national clients advertising is not placed in jeopardy.

### *Background*

Publishers act in different capacities.

- **A Publisher may also be a telephone company.** In this capacity, there may be special regulations that apply because of Federal and/or State regulations. For example, a Publisher may require that a White Pages Regular Listing be established with their company before an order for a Bold White Pages Listing is accepted.
- **A Publisher may be an agent for a telephone company and publish directories on their behalf.** The telephone company in these cases generally retains control and regulation over the White Pages Directory Listings and generally requires the establishment of a Regular White Pages Listing.
- **A Publisher may not be affiliated with a telephone company or be an agent for one.** Their sole purpose is publishing a directory. These publishers will insert both Regular and Bold White Pages Listings via the National Yellow Pages Order (NA-2000) without the prior establishment of a Regular White Pages Listing.

### *LSA White Pages Information Manual*

A CMR should check the LSA White Pages Information Manual to determine individual Publisher requirements before submitting White Pages information. This manual can be downloaded by visiting [www.localsearchassociation.org](http://www.localsearchassociation.org). The manual is listed alphabetical by Publisher name and provides the addresses for sending WP-3235 forms and identifies how a Publisher wants to receive the information.

## White Pages Preparation (WP-3235)

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### *Definitions*

#### **Local Listings**

A White Pages Listing is considered local when it appears in the coverage area designated by the Publisher. This is usually the area in which telephone service is provided.

#### **Foreign Listings**

A White Pages Listing is considered foreign when it appears in a directory that is not a part of the normal coverage area for that directory. All 800 numbers are considered foreign listings.

To verify the status of a listing, the directory coverage should be referenced in the LSA Rates & Data™ products. If the town is not listed for the directory where the telephone number is located, this would indicate the listing is foreign. For example, if a customer in Grand Rapids, Michigan wants to advertise in the Detroit, Michigan directory the coverage area for Detroit is:

Allen Park, Dearborn, Dearborn Heights, Delray, Ecorse, Grosse Pointe, Hamtramck, Harper Woods, Inkster, Lincoln Park, Melvindale, River Rouge.

Since Grand Rapids is not listed under the towns covered by Detroit, Grand Rapids would be considered a foreign listing.

### *Time Frames*

The Publishers' internal processes may require the preparation of several additional forms as well as contacting different business offices, departments, or companies; therefore, the following time frames must be observed:

- The WP-3235 form must be received by the Publisher 30 days prior to the close date of the directory involved.
- A confirmation copy of the CMR request must be sent to the CMR no later than 10 calendar days from receipt of the original WP-3235. If the CMR has not received the confirmation within 15 calendar days, they should contact the Publisher. (Follow up should be made earlier if a directory is closing immediately.)

***Rates for White Pages Listings***

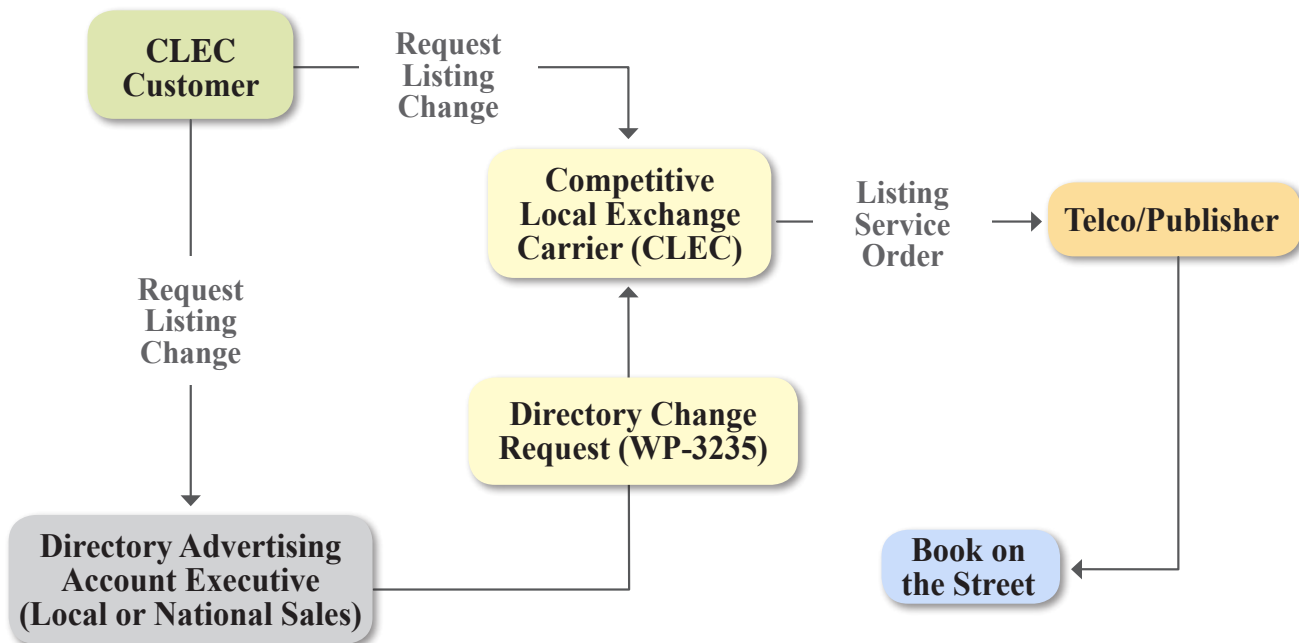
Many Publishers charge both a monthly rate for listings and a service charge for the paper work involved in establishing the listing.

Some Publishers charge for the full term of the directory even if the listing is removed prior to the expiration date of the directory. Other Publishers will not charge for the full directory term if the telephone number is terminated and there are no transfer of calls.

The rates for White Pages Listing advertising can be found in the LSA Rates & Data. To determine any additional service fees the individual Publisher’s business office should be contacted.

***Competitive Local Exchange Carriers (CLECs)***

Due to the federal deregulation, the White Pages listing process has become increasingly complex due to the increase in competition with competitive local exchange carriers (CLECs). CLECs operate as a reseller of the incumbent local exchange carrier’s telecommunications services, or enters the market as a facilities-based provider. The diagram below shows the process flow of a Directory Listing Change Request Form (WP-3235) when a CLEC is involved. (See page 25.0.34)



## White Pages Preparation (WP-3235)

### White Pages - Form Preparation

#### General

The WP-3235 is a three-page form which is forwarded to the appropriate White Pages Coordinator.

A separate WP-3235 form is required for both local and foreign numbers for:

- Each firm name
- Each directory where a listing is being added, deleted, or changed

For non-telephone company regulated White Pages, the form is sent to the local White Pages Coordinator for both foreign and local listings.

For telephone company regulated White Pages, the form is sent to the Local White Pages Coordinator if all the listings are local. For all foreign listings, or a combination of local and foreign, the form is sent to the Foreign Listing Coordinator.

NATIONAL WHITE PAGES LISTING REQUEST											
FORMS MUST BE TYPEWRITTEN											
WP-3235	DATE	ORDER DUE DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.	NATL DIR CLOSE	
CMR#	CLIENT #	CLIENT NAME			YPSRL	WPLIST	LOA	SECTION			
PUBLISHING CO NAME		LOCAL REQ	FRGN REQ	CMR COMPANY NAME			CMR TEL #				
CMR FAX #	CMR E-MAIL		CMR CONTACT NAME								
CMR ADDRESS					CITY	STATE	ZIP CODE				
CMR COMMENTS											
INFORMATION SECTION											
BILLING COMPANY NAME:											
BILLING ATTENTION NAME:											
BILLING CONTACT NUMBER:											
BILLING STREET ADDRESS:											
BILLING SPECIAL INSTRUCTIONS:											
ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):											
TELEPHONE # WHERE 800 # SHOULD BE BILLED:											
MISCELLANEOUS BILL #:											
SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):											
BUSINESS OFFICE COMMENTS:											
OTHER SERVICE PROVIDER INFORMATION											
(Only used if form rejected back to CMR)											
LOCAL SERVICE PROVIDER NAME:						FAX #:					
ADDRESS:						E-MAIL ADDRESS:					
TELEPHONE #:						CMR MUST CONTACT: LERG CLEC					

*Informational Section*

<i>Field Name</i>	<i>Length</i>	<i>Valid Code/Data</i>
Date	8	MMDDYYYY
Order Due Date	8	MMDDYYYY
DA (Directory Assistance)	1	X
Pub #	4	NNNN
Dir #	6	NNNNNN
State	2	Alpha
Directory Name	32	Alpha-numeric
Issue	6	MMYYYY
Nat'l Directory Close	8	MMDDYYYY
CMR #	4	Numeric
Client #	4	Numeric
Client Name	46	Alpha-numeric
YPSRL	1	X
WPLIST	1	X
LOA	1	X
Section	22	Alpha-numeric
Publishing Co Name	23	Alpha-numeric
Loc Req	1	X
Frgn Req	1	X
CMR Company Name	34	Alpha-numeric
CMR Tel #	12	Numeric
CMR Fax #	12	Numeric
CMR E-mail	32	Alpha-numeric
CMR Contract Name	45	Alpha
CMR Address	46	Alpha-numeric
City	31	Alpha
State	2	Alpha
Zip Code	10	Numeric
CMR Comments	92	Alpha-numeric

# White Pages Preparation (WP-3235)

## Informational Section

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

FORMS MUST BE TYPEWRITTEN

DATE	ORDER DUE DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.	
1	2	3	4	5	6	7	8	9	
CMR#	CLIENT #	CLIENT NAME				YPSRL	WPLIST	LOA	NATL DIR CLOSE
11	12	13				14	15	16	10
PUBLISHING CO NAME			LOCAL REQ	FRGN REQ	CMR COMPANY NAME	CMR TEL #		SECTION	
18			19	20	21	22		17	
CMR FAX #	CMR E-MAIL	CMR CONTACT NAME			25				
23	24			25					
CMR ADDRESS	CITY			STATE	ZIP CODE				
26			27						
CMR COMMENTS			27						

Field	Action
(1) Date Form Mailed	Enter the date the form is mailed to the Publisher or their agent.
(2) Order Due Date	Enter month, day, year that the form must be processed and returned to the CMR.
(3) DA	Enter "X" if information applies to directory assistance.
(4) Pub Code	Enter the four-digit numeric Publisher code.
(5) Directory Number	Enter the six-digit directory code where the listing is to appear.
(6) State	Enter the two-letter state abbreviation.
(7) Directory Name	Enter the applicable directory name.
(8) Issue	Enter the MMYYYY the directory will publish.
(9) Page No	Enter page number, i.e., 1 of 1, 1 of 2, etc.
(10) Nat Dir Close	Enter the directory close date listed in Rates & Data.
(11) CMR #	Enter the three-digit CMR number preceded by a zero.
(12) Client #	Enter the four-digit client number.
(13) Client Name	Enter the name of the client.
(14) YPSRL	Enter "X" if a Yellow Pages Service Regular Listing is affected.
(15) WPLIST	Enter "X" if a White Pages Listing is affected.
(16) LOA on File	Enter "X" if letter of authorization is on file with specific party.
(17) Section	For multi-section directories only, enter the name of the section where the listing should appear.
(18) Publishing Company	Enter the name of the Publisher.
(19) Local Request	Enter "X" if listings include local telephone numbers.
(20) Foreign Request	Enter "X" if listings include foreign telephone numbers.
(21) CMR Company Name	Enter the name of the CMR company.
(22) CMR Tel #	Enter the 10 digit telephone number of the CMR contact.
(23) CMR Fax #	Enter the 10 digit fax number of the CMR company.
(24) CMR Email	Enter the email address of the CMR contact, if applicable.
(25) CMR Contact Name	Enter the contact name of the CMR company representative.
(26) CMR Address	Enter address of CMR company.
(27) CMR Comments	Enter any pertinent comments about the account.

*Informational Section*

<b>INFORMATION SECTION</b>
BILLING COMPANY NAME:
BILLING ATTENTION NAME:
BILLING CONTACT NUMBER:
BILLING STREET ADDRESS:
BILLING SPECIAL INSTRUCTIONS:
ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):
TELEPHONE # WHERE 800 # SHOULD BE BILLED:
MISCELLANEOUS BILL #:
SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):
BUSINESS OFFICE COMMENTS:

<i>Field</i>	<i>Action</i>
Billing Company Name	Enter the company name that should appear on billing.
Billing Attention Name	Enter the contact name that should appear on billing.
Billing Contact Number	Enter the contact number to call relative to billing questions.
Billing Street Address	Enter the billing address. If there is only one listing, and the billing name and address are the same, enter Same.
Billing Special Instructions	Enter any special billing date, i.e., marketing, services USA, annual billing.
Address Where 800 # is Answered (City & State)	Enter the address, city, state and zip code where the 800# is answered. If more than one 800# is added, deleted, or changed, attach an additional page with the information.
Telephone # where 800# Should Be Billed	Enter the billing telephone number for the 800# charges, if known. Leave blank if unknown. Under no circumstances should the form be rejected if this field is not populated.
Miscellaneous Bill #	If a client is receiving billing under a miscellaneous bill number, enter the number, if known. Leave blank if unknown.
Business Office Comments	Enter any pertinent comments about the account.



## White Pages Preparation (WP-3235)

### *Other Service Provider Section*

This section is used for the Business Office to provide the CMR with any known information about an alternate service provider. It would only be completed if the form is being rejected back to the CMR.

<b>OTHER SERVICE PROVIDER INFORMATION</b>	
<b>(Only used if form rejected back to CMR)</b>	
LOCAL SERVICE PROVIDER NAME: _____	FAX #: _____
ADDRESS: _____	E-MAIL ADDRESS: _____
TELEPHONE #: _____	CMR MUST CONTACT: _____ LERG _____ CLEC _____

<i>Field</i>	<i>Action</i>
Local Service Provide Name	Enter the company name of the local service provider.
Fax #	Enter the fax number of the local service provider.
Address	Enter the address of the local service provider.
Telephone #	Enter the telephone number of the local service provider.
CMR Must Contact	Enter an X if the CMR should contact the LERG or CLEC.

**White Pages - Form Preparation - Insert Section**

*Insert Page*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE	ORDER DUE DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.
CMR#	CLIENT #	CLIENT NAME	YPSRL	WPLIST	LOA	SECTION	NATL DIR CLOSE	
YELLOW PAGES HEADING FOR SRL								
<b>INSERT</b>								
CHG	IND	C/V/I	LISTING			AREA CODE & TEL #	CHARGES (MN)**	SERVICE ORDER # & DATE

<i>Field</i>	<i>Action</i>
(1) Date Form Mailed	Enter the date the form is mailed to the Publisher or their agent.
(2) Order Due Date	Enter month, day, year by which the form must be processed and returned to the CMR.
(3) DA	Enter "X" if information applies to directory assistance.
(4) Pub Code	Enter the four-digit numeric Publisher code.
(5) Directory Number	Enter the six-digit directory code where the listing is to appear.
(6) State	Enter the two-letter state abbreviation.
(7) Directory Name	Enter the applicable directory name.
(8) Issue	Enter the MMYYYY the directory will publish.
(9) Page No	Enter page number, i.e., 1 of 1, 1 of 2, etc.
(10) Nat Dir Close	Enter the directory close date listed in Rates & Data.
(11) CMR #	Enter the three-digit CMR number preceded by a zero.
(12) Client #	Enter the four-digit client number.
(13) Client Name	Enter the name of the client.
(14) YPSRL	Enter "X" if a Yellow Pages Service Regular Listing is affected.
(15) WPLIST	Enter "X" if a White Pages Listing is affected.
(16) LOA on File	Enter "X" if letter of authorization is on file with specific party.
(17) Section	For multi-section directories only, enter the name of the section where the listing should appear.
(18) Yellow Pages Heading for SRL	If field 14 is populated, enter the new free classified heading.
(19) Change	Enter an asterisk (*) to denote a change on a specific line.
(20) Indent	Enter the indent level for the particular line.
(21) C/V/I	Indicate who owns listing by entering a "C" for CLEC, "V" for Vendor, or "I" for Independent. (Optional)
(22) Listing	Used to establish or change a listing. Enter the listing exactly as it should appear in the directory. If there is insufficient space on the order form, continue on the next line.
(23) Area Code & Tel #	Enter area code and telephone number that should appear in the directory.
(24) Charges	Enter the dollar amount if charges are applicable, followed by "M" for monthly reoccurring charges or "N" for non-reoccurring charges. (completed by carrier)
(25) Service Order # & Date	Enter the service order number and date the order was issued. (completed by carrier)

# White Pages Preparation (WP-3235)

## White Pages - Form Preparation - Remove Section

### Remove Section

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

DATE	ORDER DUE DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.
CMR#	CLIENT #	CLIENT NAME		YPSRL	WPLIST	LOA	SECTION	NATL DIR CLOSE
YELLOW PAGES HEADING FOR SRL								
<b>REMOVE</b>								
CHG	IND	C/V/I	LISTING			AREA CODE & TEL #	CHARGES (MN)**	SERVICE ORDER # & DATE

Field	Action
(1) Date Form Mailed	Enter the date the form is mailed to the Publisher or their agent.
(2) Order Due Date	Enter month, day, year by which the form must be processed and returned to the CMR.
(3) DA	Enter "X" if information applies to directory assistance.
(4) Pub Code	Enter the four-digit numeric Publisher code.
(5) Directory Number	Enter the six-digit directory code where the listing is to appear.
(6) State	Enter the two-letter state abbreviation.
(7) Directory Name	Enter the applicable directory name.
(8) Issue	Enter the MMYYYY the directory will publish.
(9) Page No	Enter page number, i.e., 1 of 1, 1 of 2, etc.
(10) Nat Dir Close	Enter the directory close date listed in Rates & Data.
(11) CMR #	Enter the three-digit CMR number preceded by a zero.
(12) Client #	Enter the four-digit client number.
(13) Client Name	Enter the name of the client.
(14) YPSRL	Enter "X" if a Yellow Pages Service Regular Listing is affected.
(15) WPLIST	Enter "X" if a White Pages Listing is affected.
(16) LOA on File	Enter "X" if letter of authorization is on file with specific party.
(17) Section	For multi-section directories only, enter the name of the section where the listing should appear.
(18) Yellow Pages Heading for SRL	If field 14 is populated, enter the new free classified heading.
(19) Change	Enter an asterisk (*) to denote a change on a specific line.
(20) Indent	Enter the indent level for the particular line.
(21) C/V/I	Indicate who owns listing by entering a "C" for CLEC, "V" for Vendor, or "I" for Independent. (Optional)
(22) Listing	Used to establish or change a listing. Enter the listing exactly as it should appear in the directory. If there is insufficient space on the order form, continue on the next line.
(23) Area Code & Tel #	Enter area code and telephone number that should appear in the directory.
(24) Charges	Enter the dollar amount if charges are applicable, followed by "M" for monthly reoccurring charges or "N" for non-reoccurring charges. (completed by carrier)
(25) Service Order # & Date	Enter the service order number and date the order was issued. (completed by carrier)


***Processing Requests***

When a CMR handles the White Pages for an advertiser the following steps should be followed:

1. Determine the Publisher of the directory by referring to Rates & Data.
2. Refer to the White Pages Information publication or Rates & Data to determine which form the Publisher requires for the establishment of the listing, WP-3235 or NA-2000.

If the WP-3235 form is required, have the advertiser prepare a letter of authorization to send to the CMR appointing them the agent in charge of their White Pages program.

***Sample Letter of Authorization***

  
**CHEVROLET®**

ABC Directory Publisher  
12345 Main  
Anytown, USA

Attention: To Whom It May Concern

Effective immediately, Directory Inc. is hereby authorized as our directory publishing agent. As such, they are authorized to add, delete, change or establish any and all listings. This will apply to both the White and Yellow Pages. All information pertinent to our account should be made available to our agent.

Sincerely,  
W. Wright  
President

# White Pages Preparation (WP-3235)

## White Pages - Exhibits

### *Establishing a Listing - Telephone Company Regulated White Pages*

- Prepare one informational form along with necessary insert and/or remove forms.
- Enter the listing exactly as it should appear in the directory.
- Enter an asterisk (\*) in the change column for each line affected by the request.

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

FORMS MUST BE TYPEWRITTEN

DATE	ORDER DUE DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.	
05202020	05302020	X	0724	034825	MI	Detroit	122020	1 of 2	
CMR #	CLIENT #	CLIENT NAME				YPSRL	WPLIST	LOA	NATL DIR CLOSE
0100	1234	Granite Home Loans Inc.					X	X	05302020
PUBLISHING CO NAME	LOCAL REQ	FRGN REQ	CMR COMPANY NAME			CMR TEL #	SECTION		
AT&T	X		National Marketing			245 656-9250			
CMR FAX #	CMR E-MAIL	CMR CONTACT NAME							
245 656-9820	<a href="mailto:bandrew@natmark.com">bandrew@natmark.com</a>	Brian Andrew							
CMR ADDRESS	CITY	STATE	ZIP CODE						
124 Crooks Dr	Troy	MI	48084						
CMR COMMENTS									

#### INFORMATION SECTION

BILLING COMPANY NAME:  
Granite Home Loans Inc

BILLING ATTENTION NAME:  
Sally Jones

BILLING CONTACT NUMBER:  
312 375-2612

BILLING STREET ADDRESS:  
126 Main St  
Troy, MI 48084

BILLING SPECIAL INSTRUCTIONS:

ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):

TELEPHONE # WHERE 800 # SHOULD BE BILLED:

MISCELLANEOUS BILL #:

SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):

BUSINESS OFFICE COMMENTS:

#### OTHER SERVICE PROVIDER INFORMATION

LOCAL SERVICE PROVIDER NAME: _____		(Only used if form rejected back to CMR)		FAX #: _____	
ADDRESS: _____			E-MAIL ADDRESS: _____		
TELEPHONE #: _____			CMR MUST CONTACT: _____ LERG _____ CLEC _____		

*Establishing a Listing, Cont'd*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE		ORDER DUE DATE		DA	PUB #	DIR #	STATE	DIRECTORY NAME			ISSUE	PAGE NO.	
05202020		05302020		X	0724	034825	MI	DETROIT			122020	2 of 2	
CMR #	CLIENT #	CLIENT NAME						YPSRL	WPLIST	LOA	NATL DIR CLOSE		
0100	1234	GRANITE HOME LOANS, INC.								X	X	05302020	
YELLOW PAGES HEADING FOR SRL													
<b>INSERT</b>													
CHG	IND	C/V/I	LISTING	AREA CODE & TEL #	CHARGES (M/N)**	SERVICE ORDER # & DATE							
			GRANITE HOME LOANS, INC.										
	1		204 E. Williams Ave Ada	313 756-5600									
	1		1933 N. Pleasant Central	313 759-9000									
	1		218 S. Livernois Troy	248 656-7891									

## White Pages Preparation (WP-3235)

### Change in Address Sequence

The physical move, installation or disconnect of telephone service cannot be made using the WP-3235. The relocation of telephone service is the client's responsibility and must be handled directly with the Business Service Center of the telephone company involved.

The CMR can arrange to change the listed address, such as the street address to the building name, shopping center or plaza name or vice versa.

**NOTE: Some Publishers might restrict the use of shopping center names or plazas.**

Enter the existing listing in the remove section of the form and indicate the line(s) changing by an asterisk (\*) in the "change" column to the left of the detail information. Enter the listing and new address to be reflected in the insert section and indicate with an asterisk (\*) all of the changed lines.

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

FORMS MUST BE TYPEWRITTEN

DATE										ORDER DUE DATE		DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.	
04292020										05092020		X	0650	071136	TX	HOUSTON	082020	1 of 3	
CMR #										CLIENT #		CLIENT NAME			YPSRL	WPLIST	LOA	NATL DIR CLOSE	
0288										5456		PIZZA HUT				X	X	06202020	
PUBLISHING CO NAME										LOCAL REQ	FRGN REQ	CMR COMPANY NAME			CMR TEL #		SECTION		
Directory Service										X		Directory Marketing, Inc.			201 649-5050				
CMR FAX #										CMR E-MAIL			CMR CONTACT NAME						
201 649-5051										<a href="mailto:jcranton@directory.com">jcranton@directory.com</a>			Jane Cranton						
CMR ADDRESS										CITY			STATE	ZIP CODE					
42 N University Place										Glen Ridge			NJ	07028					
CMR COMMENTS																			
<b>INFORMATION SECTION</b>																			
BILLING COMPANY NAME: Same																			
BILLING ATTENTION NAME: Same																			
BILLING CONTACT NUMBER: Same																			
BILLING STREET ADDRESS: 2947 Main St New York, NY 48000																			
BILLING SPECIAL INSTRUCTIONS:																			
ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):																			
TELEPHONE # WHERE 800 # SHOULD BE BILLED:																			

*Change in Address Sequence, Insert Page*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

ORDER DUE										PAGE NO.	
DATE	DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME			ISSUE	2 of 3	
04292020	05092020	X	0650	071136	TX	HOUSTON			082020	NATL DIR CLOSE 06202020	
CMR#	CLIENT #	CLIENT NAME			YPSRL	WPLIST	LOA	SECTION			
0288	5456	PIZZA HUT				X	X				
YELLOW PAGES HEADING FOR SRL											
<b>INSERT</b>											
CHG	IND	C/V/I	LISTING			AREA CODE & TEL #		CHARGES (MN)**		SERVICE ORDER # & DATE	
			PIZZA HUT								
*	1		1020 Eastgate Shopping Center			213 649-3827					
*	1		1094 Edgebrook Plaza			213 545-8789					
*	1		940 Hilltop Plaza			213 648-4565					
*	1		5458 Coolidge Rd			213 845-7898					
			Change st address to shopping center								

*Change in Address Sequence, Remove Page*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

ORDER DUE										PAGE NO.	
DATE	DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME			ISSUE	3 of 3	
04292020	05092020	X	0650	071136	TX	HOUSTON			082020	NATL DIR CLOSE 06202020	
CMR#	CLIENT #	CLIENT NAME			YPSRL	WPLIST	LOA	SECTION			
0288	5456	PIZZA HUT				X	X				
YELLOW PAGES HEADING FOR SRL											
<b>REMOVE</b>											
CHG	IND	C/V/I	LISTING			AREA CODE & TEL #		CHARGES (MN)**		SERVICE ORDER # & DATE	
			PIZZA HUT								
*	1		5456 Pizza Dr			213 545-8756					
*	1		1234 Main Blvd			213 878-7410					
*	1		5458 Franklin St			213 456-9656					



# White Pages Preparation (WP-3235)

## Adding a Listing to a Caption Set-Up

Additions to existing caption set-up listings can be made by entering the entire listing in the Insert section exactly as it appears in the directory and by entering an asterisk (\*) in the change column for every line changing.

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

FORMS MUST BE TYPEWRITTEN

ORDER DUE DATE										PAGE NO.	
DATE	DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME			ISSUE	1 of 3	
08292020	09082020	X	0650	071136	TX	HOUSTON			122020	NATL DIR CLOSE 09282020	
CMR #	CLIENT #	CLIENT NAME				YPSRL	WPLIST	LOA	SECTION		
0288	0245	FOTOMAT CORPORATION				X	X	X			
PUBLISHING CO NAME			LOCAL REQ	FRGN REQ	CMR COMPANY NAME			CMR TEL #			
National Directory Ser			X		Directory Marketing, Inc.			201 649-5050			
CMR FAX #	CMR E-MAIL		CMR CONTACT NAME								
201 649-5050	directmarket@yahoo.com		Jamie Becker								
CMR ADDRESS					CITY	STATE	ZIP CODE				
42 N University Place					Glen Ridge	NJ	07028				
CMR COMMENTS											
<b>INFORMATION SECTION</b>											
BILLING COMPANY NAME: Same											
BILLING ATTENTION NAME: Same											
BILLING CONTACT NUMBER: Same											
BILLING STREET ADDRESS: 2947 Main St  New York, NY 48000											
BILLING SPECIAL INSTRUCTIONS:											
ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):											
TELEPHONE # WHERE 800 # SHOULD BE BILLED:											
MISCELLANEOUS BILL #:											
SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):											
BUSINESS OFFICE COMMENTS:											
<b>OTHER SERVICE PROVIDER INFORMATION</b>											
(Only used if form rejected back to CMR)											
LOCAL SERVICE PROVIDER NAME:						FAX #:					
ADDRESS:						E-MAIL ADDRESS:					
TELEPHONE #:						CMR MUST CONTACT: LERG CLEC					

*Adding a Listing to a Caption Set-Up, Insert Page*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

ORDER DUE										PAGE NO.	
DATE	DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME			ISSUE	2 of 3	
08292020	09082020	X	0650	071136	TX	HOUSTON SO			122020	NATL DIR CLOSE 09282020	
CMR#	CLIENT #	CLIENT NAME			YPSRL	WPLIST	LOA	SECTION			
0288	0245	FOTOMAT CORPORATION					X	X			
YELLOW PAGES HEADING FOR SRL											
<b>INSERT</b>											
CHG	IND	C/V/I	LISTING			AREA CODE & TEL #	CHARGES (MN)**	SERVICE ORDER # & DATE			
			FOTOMAT CORPORATION								
*	1		1020 Eastgate Shopping Center			213 649-3827					
*	1		1094 Edgebrook Plaza			213 941-1622					
*	1		940 Hilltop Plaza			213 943-0251					
*	1		711 Midtown Shopping Center			213 485-5710					
*	1		42 Midway Shopping Center			213 643-2541					
*	1		200 Northland Center			213 481-0567					

*Adding a Listing to a Caption Set-Up, Remove Page*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

ORDER DUE										PAGE NO.	
DATE	DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME			ISSUE	3 of 3	
08292020	09082020	X	0650	071136	TX	HOUSTON			122020	NATL DIR CLOSE 09282020	
CMR#	CLIENT #	CLIENT NAME			YPSRL	WPLIST	LOA	SECTION			
0288	0245	FOTOMAT CORPORATION					X	X			
YELLOW PAGES HEADING FOR SRL											
<b>REMOVE</b>											
CHG	IND	C/V/I	LISTING			AREA CODE & TEL #	CHARGES (MN)**	SERVICE ORDER # & DATE			
			FOTOMAT CORPORATION								
*	1		6975 Bellfort			213 649-3827					
*	1		3414 E. Broadway			213 485-5710					
*	1		1094 Edgebrook Plaza			213 941-1622					
*	1		11600 Hughes Road			213 481-0567					
*	1		10014 Kieckley			213 944-7840					
*	1		1200 Spencer Highway			213 946-0251					

# White Pages Preparation (WP-3235)

## Change in Caption Sequence

When a client requests changes in a caption sequence insure each line affected is identified with an asterisk (\*).

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

FORMS MUST BE TYPEWRITTEN

PAGE NO. 1 of 3										
DATE	ORDER DUE DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	NATL DIR CLOSE		
04292020	05082020	X	0650	071136	TX	HOUSTON	082020	06152020		
CMR #	CLIENT #	CLIENT NAME				YPSRL	WPLIST	LOA	SECTION	
0288	5458	AMERICAN AIRLINES					X	X		
PUBLISHING CO NAME			LOCAL REQ	FRGN REQ	CMR COMPANY NAME			CMR TEL #		
National Directory Ser			X		Directory Marketing, Inc.			201 649-5050		
CMR FAX #	CMR E-MAIL		CMR CONTACT NAME							
201 649-5050	<a href="mailto:directmarket@yahoo.com">directmarket@yahoo.com</a>		Jamie Becker							
CMR ADDRESS					CITY	STATE	ZIP CODE			
42 N University Place					Glen Ridge	NJ	07028			
CMR COMMENTS										

#### INFORMATION SECTION

BILLING COMPANY NAME:  
Same

BILLING ATTENTION NAME:  
Same

BILLING CONTACT NUMBER:  
Same

BILLING STREET ADDRESS:  
2947 Main St  
New York, NY 48000

BILLING SPECIAL INSTRUCTIONS:

ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):

TELEPHONE # WHERE 800 # SHOULD BE BILLED:

MISCELLANEOUS BILL #:

SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):

BUSINESS OFFICE COMMENTS:

#### OTHER SERVICE PROVIDER INFORMATION

(Only used if form rejected back to CMR)

LOCAL SERVICE PROVIDER NAME:	FAX #:	
ADDRESS:	E-MAIL ADDRESS:	
TELEPHONE #:	CMR MUST CONTACT:	LEGR CLEC

*Change in Caption Sequence, Insert*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE 04292020 ORDER DUE DATE 05092020 DA X PUB # 0650 DIR # 071136 STATE TX DIRECTORY NAME HOUSTON SO ISSUE 082020										PAGE NO. 2 of 3	
CMR# 0288 CLIENT # 5458 CLIENT NAME AMERICAN AIRLINES YPSRL WPLIST LOA X X										NATL DIR CLOSE 06152020	
SECTION											
YELLOW PAGES HEADING FOR SRL											
<b>INSERT</b>											
CHG	IND	C/V/I	LISTING	AREA CODE & TEL #	CHARGES (MN)**	SERVICE ORDER # & DATE					
			AMERICAN AIRLINES INC								
	1		Passenger Reservations & Information	213 332-4168							
	1		Baggage Service	213 726-5834							
	1		Priority Parcel Service								
*	1		Toll Free-Dial 1 and then	800 638-7320							
*	1		Freight Information & Pick up	213 726-5836							
*	1		District Marketing Office	213 726-5830							

*Change in Caption Sequence, Remove*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE 04292020 ORDER DUE DATE 05092020 DA X PUB # 0650 DIR # 071136 STATE TX DIRECTORY NAME HOUSTON SO ISSUE 082020										PAGE NO. 3 of 3	
CMR# 0288 CLIENT # 5456 CLIENT NAME PIZZA HUT YPSRL WPLIST LOA X X										NATL DIR CLOSE 06202020	
SECTION											
YELLOW PAGES HEADING FOR SRL											
<b>REMOVE</b>											
CHG	IND	C/V/I	LISTING	AREA CODE & TEL #	CHARGES (MN)**	SERVICE ORDER # & DATE					
			PIZZA HUT								
*	1		5456 Pizza Dr	213 545-8756							
*	1		1234 Main Blvd	213 878-7410							
*	1		5458 Franklin St	213 456-9656							

## White Pages Preparation (WP-3235)

### Removing Part of a Caption Set-Up

Address and telephone numbers can be deleted in a listing set-up in one of two ways.

1. Provide the existing listing in its entirety in the Remove section of the form, or
2. Identify the lines affected by entering an asterisk (\*).

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

FORMS MUST BE TYPEWRITTEN

DATE	ORDER DUE DATE	DA	PUB#	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.
03082020	03182020	X	0558	017024	ID	ABERDEEN	082020	1 of 3
CMR#	CLIENT #	CLIENT NAME		YPSRL	WPLIST	LOA	SECTION	
0245	3200	AMERICAN AIRLINES		X	X	X	04112020	
PUBLISHING CO NAME		LOCAL REQ	FRGN REQ	CMR COMPANY NAME		CMR TEL #		
YP Publisher		X		National YP Inc		307 367-6370		
CMR FAX #	CMR E-MAIL	CMR CONTACT NAME						
201 649-5050	<a href="mailto:directmarket@yahoo.com">directmarket@yahoo.com</a>	David Gilbert						
CMR ADDRESS		CITY		STATE	ZIP CODE			
324 Main St		Pinedale		WY	82941			
CMR COMMENTS								

#### INFORMATION SECTION

BILLING COMPANY NAME:  
American Airlines

BILLING ATTENTION NAME:  
Rachel Grimm

BILLING CONTACT NUMBER:  
248 244-8295

BILLING STREET ADDRESS:  
1414 Airline Dr  
Troy, MI 48084

BILLING SPECIAL INSTRUCTIONS:

ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):  
Troy, MI

TELEPHONE # WHERE 800 # SHOULD BE BILLED:  
Troy, MI

MISCELLANEOUS BILL #:

SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):

BUSINESS OFFICE COMMENTS:

#### OTHER SERVICE PROVIDER INFORMATION

<b>(Only used if form rejected back to CMR)</b>	
LOCAL SERVICE PROVIDER NAME:	FAX #:
ADDRESS:	E-MAIL ADDRESS:
TELEPHONE #:	CMR MUST CONTACT: LERG CLEC

**Option 1:**

The first method is to list the entire caption set-up in the Remove section.

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

ORDER DUE										PAGE NO.	
DATE	DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME			ISSUE	2 of 2	
04292020	05092020	X	0650	071136	TX	HOUSTON			082020	NATL DIR CLOSE 06202020	
CMR#	CLIENT #	CLIENT NAME			YPSRL	WPLIST	LOA	SECTION			
0288	5458	AMERICAN AIRLINES				X	X				
YELLOW PAGES HEADING FOR SRL											
<b>REMOVE</b>											
CHG	IND	C/V/I	LISTING			AREA CODE & TEL #		CHARGES (MN)**		SERVICE ORDER # & DATE	
	1		AMERICAN AIRLINES INC								
	2		Passenger Reservations & Information			213 332-4168					
	2		Baggage Service			213 726-5834					
*	2		Freight Information & Pick up			213 726-5836					
*	2		Toll Free-Dial 1 then			800 638-7320					

**Option 2:**

The second method is to provide the client name, the first address and telephone number listed and the line(s) to be removed. Enter an asterisk for the lines that need to be removed.

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

ORDER DUE										PAGE NO.	
DATE	DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME			ISSUE	2 of 2	
04292020	05092020	X	0650	071136	TX	HOUSTON			082020	NATL DIR CLOSE 06202020	
CMR#	CLIENT #	CLIENT NAME			YPSRL	WPLIST	LOA	SECTION			
0288	5458	AMERICAN AIRLINES				X	X				
YELLOW PAGES HEADING FOR SRL											
<b>REMOVE</b>											
CHG	IND	C/V/I	LISTING			AREA CODE & TEL #		CHARGES (MN)**		SERVICE ORDER # & DATE	
	1		AMERICAN AIRLINES INC								
*	2		Freight & Pick up			213 726-5836					
*	2		Toll Free-Dial 1 then			800 638-7320					

**Remove Entire Listing**

If the entire listing is to be removed and the listing is in a telephone company regulated directory, provide a clear photocopy of the listing and enter an asterisk (\*) on every line that needs to be removed. If the listing is in a non-telephone company regulated directory and was established via the national order form (NA-2000), remove the listing via the NA-2000 form.

## White Pages Preparation (WP-3235)

### *Classified Heading Change for Service Regular Listing (SRL)*

Free classified listings may be changed on the National Yellow Pages Advertising order form (NA-2000), when acceptable by the publisher. The CMR should refer to the LSA White Pages Information Manual to determine how the publisher handles SRL activity. The manual is available for download at [www.localsearchassociation.org](http://www.localsearchassociation.org).

If the client does not have a National Yellow Pages program, then the White Pages Listing Request form (WP-3235) will be used.

A request to change a free classified heading can be the only request on the form or it can be combined with a request to make changes in the White Pages Listings.

**NATIONAL WHITE PAGES LISTING REQUEST**

FORMS MUST BE TYPEWRITTEN

WP-3235

PAGE NO. 1 OF 2										
DATE	ORDER DUE DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	NATL DIR CLOSE		
05172020	05272020	X	0724	034825	MI	DETROIT	122020	11172020		
CMR#	CLIENT #	CLIENT NAME				YPSRL	WPLIST	LOA	SECTION	
0100	1234	GRANITE HOME LOANS INC				X		X		
PUBLISHING CO NAME		LOCAL REG	FRGN REG	CMR COMPANY NAME			CMR TEL #			
AT&T		X		National YP Inc			248 656-9250			
CMR FAX #	CMR E-MAIL	CMR CONTACT NAME								
248 656-9251	<a href="mailto:bandrew@natmark.com">bandrew@natmark.com</a>	Brian Andrew								
CMR ADDRESS		CITY		STATE	ZIP CODE					
124 Crooks Dr		Troy		MI	48084					
CMR COMMENTS										
<b>INFORMATION SECTION</b>										
BILLING COMPANY NAME: Granite Home Loans Inc										
BILLING ATTENTION NAME: Sally Jones										
BILLING CONTACT NUMBER: 248 244-7981										
BILLING STREET ADDRESS: 126 Main St Troy, MI 48084										
BILLING SPECIAL INSTRUCTIONS:										
ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):										
TELEPHONE # WHERE 800 # SHOULD BE BILLED:										
MISCELLANEOUS BILL #:										
SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):										
BUSINESS OFFICE COMMENTS:										
<b>OTHER SERVICE PROVIDER INFORMATION</b>										
(Only used if form rejected back to CMR)										
LOCAL SERVICE PROVIDER NAME:					FAX #:					
ADDRESS:					E-MAIL ADDRESS:					
TELEPHONE #:					CMR MUST CONTACT:		LEGR CLEC			

***Classified Heading Change for Service Regular Listing (SRL), Insert Page***

Enter an "X" in the YPSRL box on the insert and/or remove section of the form.

Reflect the name, address and telephone number of the listing involved in the INSERT page of the form.

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE		ORDER DUE DATE		DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.	
05172020		05272020		X	0724	034825	MI	DETROIT	122020	2 of 2	
CMR#	CLIENT #	CLIENT NAME						YPSRL	WPLIST	LOA	NATL DIR CLOSE
0100	1234	GRANITE HOME LOANS INC						X		X	11172020
YELLOW PAGES HEADING FOR SRL											
LOANS											
<b>INSERT</b>											
CHG	IND	C/VII	LISTING				AREA CODE & TEL #	CHARGES (MN)**	SERVICE ORDER # & DATE		
*			GRANITE HOME LOANS, INC.								
	1		1455 Industrial Lane								
	1		Livonia				248 656-7891				



# White Pages Preparation (WP-3235)

## Client Name Change

Always identify the line(s) in the listing that is changing both in the "INSERT" and "REMOVE" section.

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

FORMS MUST BE TYPEWRITTEN

										PAGE NO. 1 of 3	
DATE 05172020	ORDER DUE DATE 05272020	DA X	PUB # 0724	DIR # 034825	STATE MI	DIRECTORY NAME DETROIT	ISSUE 122020	NATL DIR CLOSE 11172020			
CMR# 0100	CLIENT # 1234	CLIENT NAME GRANITE HOME LOANS INC					YPSRL	WPLIST X	LOA X	SECTION	
PUBLISHING CO NAME AT&T		LOCAL REQ X	FRGN REQ	CMR COMPANY NAME National YP Inc				CMR TEL # 248 656-9250			
CMR FAX # 248 656-9251	CMR E-MAIL <a href="mailto:bandrew@natmark.com">bandrew@natmark.com</a>			CMR CONTACT NAME Brian Andrew							
CMR ADDRESS 124 Crooks Dr					CITY Troy	STATE MI	ZIP CODE 48084				
CMR COMMENTS											
<b>INFORMATION SECTION</b>											
BILLING COMPANY NAME: Granite Home Loans Inc											
BILLING ATTENTION NAME: Sally Jones											
BILLING CONTACT NUMBER: 248 244-7981											
BILLING STREET ADDRESS: 126 Main St Troy, MI 48084											
BILLING SPECIAL INSTRUCTIONS:											
ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):											
TELEPHONE # WHERE 800 # SHOULD BE BILLED:											
MISCELLANEOUS BILL #:											
SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):											
BUSINESS OFFICE COMMENTS:											
<b>OTHER SERVICE PROVIDER INFORMATION</b>											
(Only used if form rejected back to CMR)											
LOCAL SERVICE PROVIDER NAME:						FAX #:					
ADDRESS:						E-MAIL ADDRESS:					
TELEPHONE #:						CMR MUST CONTACT: _____ LERG _____ CLEC _____					

*Client Name Change, Insert Page*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE		ORDER DUE DATE		DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.		
05172020		05272020		X	0724	034825	MI	DETROIT	122020	2 of 3		
CMR#	CLIENT #	CLIENT NAME						YPSRL	WPLIST	LOA	NATL DIR CLOSE	
0100	1234	GRANITE HOME LOANS INC							X	X	11172020	
YELLOW PAGES HEADING FOR SRL												
<b>INSERT</b>												
CHG	IND	C/V/I	LISTING				AREA CODE & TEL #	CHARGES (MN)**		SERVICE ORDER # & DATE		
*			GRANITE HOME LOANS, INC.									
	1		1455 Industrial Lane									
	1		Livonia				248 656-7891					

*Client Name Change, Remove Page*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE		ORDER DUE DATE		DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.		
05172020		05272020		X	0724	034825	MI	DETROIT	122020	3 of 3		
CMR#	CLIENT #	CLIENT NAME						YPSRL	WPLIST	LOA	NATL DIR CLOSE	
0100	1234	GRANITE HOME LOANS INC							X	X	11172020	
YELLOW PAGES HEADING FOR SRL												
<b>REMOVE</b>												
CHG	IND	C/V/I	LISTING				AREA CODE & TEL #	CHARGES (MN)**		SERVICE ORDER # & DATE		
*			GRANITE HOME LOANS, INC.									
	1		1455 Industrial Lane									
	1		Livonia				248 656-7891					

# White Pages Preparation (WP-3235)

## Line Overflow

When there is insufficient space in the listing column, the listing information would continue on the next line without an indent and include the telephone number, if applicable.

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

FORMS MUST BE TYPEWRITTEN

DATE										ORDER DUE DATE										DA										PUB #										DIR #										STATE										DIRECTORY NAME										ISSUE										PAGE NO.									
05172020										05272020										X										0724										034825										MI										DETROIT										122020										1 of 3									
CMR#										CLIENT #										CLIENT NAME										YPSRL										WPLIST										LOA										SECTION										NATL DIR CLOSE																			
0100										1234										GRANITE HOME LOANS INC																				X										X																				11172020																			
PUBLISHING CO NAME										LOCAL REQ										FRGN REQ										CMR COMPANY NAME										CMR TEL #																																																	
AT&T										X																				National YP Inc										248 656-9250																																																	
CMR FAX #										CMR E-MAIL										CMR CONTACT NAME																																																																					
248 656-9251										<a href="mailto:bandrew@natmark.com">bandrew@natmark.com</a>										Brian Andrew																																																																					
CMR ADDRESS										CITY										STATE										ZIP CODE																																																											
124 Crooks Dr										Troy										MI										48084																																																											
CMR COMMENTS																																																																																									

### INFORMATION SECTION

BILLING COMPANY NAME:  
Granite Home Loans Inc

BILLING ATTENTION NAME:  
Sally Jones

BILLING CONTACT NUMBER:  
248 244-7981

BILLING STREET ADDRESS:  
126 Main St

Troy, MI 48084

BILLING SPECIAL INSTRUCTIONS:

ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):

TELEPHONE # WHERE 800 # SHOULD BE BILLED:

MISCELLANEOUS BILL #:

SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):

BUSINESS OFFICE COMMENTS:

### OTHER SERVICE PROVIDER INFORMATION

(Only used if form rejected back to CMR)

LOCAL SERVICE PROVIDER NAME: _____		FAX #: _____	
ADDRESS: _____		E-MAIL ADDRESS: _____	
TELEPHONE #: _____		CMR MUST CONTACT: _____ LERG _____ CLEC _____	

*Line Overflow, Insert Page*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE		ORDER DUE DATE		DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.	
05172020		05272020		X	0724	034825	MI	DETROIT	122020	2 of 3	
CMR#	CLIENT #	CLIENT NAME			YPSRL	WPLIST	LOA	SECTION			
0100	1234	GRANITE HOME LOANS INC				X	X	11172020			
YELLOW PAGES HEADING FOR SRL											
<b>INSERT</b>											
CHG	IND	C/V/I	LISTING				AREA CODE & TEL #	CHARGES (MN)**	SERVICE ORDER # & DATE		
*			GRANITE HOME LOANS - MIDWEST, INC.								
*	1		1455 Granite Industrial								
*			Parkway, Livonia				248 656-7891				

*Line Overflow, Remove Page*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE		ORDER DUE DATE		DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.	
05172020		05272020		X	0724	034825	MI	DETROIT	122020	3 of 3	
CMR#	CLIENT #	CLIENT NAME			YPSRL	WPLIST	LOA	SECTION			
0100	1234	GRANITE HOME LOANS INC				X	X	11172020			
YELLOW PAGES HEADING FOR SRL											
<b>REMOVE</b>											
CHG	IND	C/V/I	LISTING				AREA CODE & TEL #	CHARGES (MN)**	SERVICE ORDER # & DATE		
*			GRANITE HOME LOANS, INC.								
*	1		1455 Industrial Lane								
*	1		Livonia				248 656-7891				

## White Pages Preparation (WP-3235)

### Toll Free Numbers (800)

800 numbers follow the same procedures as all other listings except for the additional requirements of providing the address, city, state, and zip code of the location that answers the toll free number. This information must be entered.

If more than one 800 number is involved and is answered at different locations within the state, attach a separate sheet with the location information.

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

FORMS MUST BE TYPEWRITTEN

DATE	ORDER DUE DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.
05172020	05272020	X	0724	034825	MI	DETROIT	122020	1 of 2
CMR#	CLIENT #	CLIENT NAME				YPSRL	WPLIST	LOA
0100	1234	GRANITE HOME LOANS INC					X	X
PUBLISHING CO NAME		LOCAL REQ	FRGN REQ	CMR COMPANY NAME			CMR TEL #	SECTION
AT&T		X		National YP Inc			248 656-9250	
CMR FAX #	CMR E-MAIL	CMR CONTACT NAME						
248 656-9251	<a href="mailto:bandrew@natmark.com">bandrew@natmark.com</a>	Brian Andrew						
CMR ADDRESS					CITY	STATE	ZIP CODE	
124 Crooks Dr					Troy	MI	48084	
CMR COMMENTS								
<b>INFORMATION SECTION</b>								
BILLING COMPANY NAME: Granite Home Loans Inc								
BILLING ATTENTION NAME: Sally Jones								
BILLING CONTACT NUMBER: 248 244-7981								
BILLING STREET ADDRESS: 126 Main St Troy, MI 48084								
BILLING SPECIAL INSTRUCTIONS:								
ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE): 126 Main St, Troy, MI								
TELEPHONE # WHERE 800 # SHOULD BE BILLED: 248 244-7981								
MISCELLANEOUS BILL #:								
SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):								
BUSINESS OFFICE COMMENTS:								

*Toll Free Numbers*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE										ORDER DUE										PAGE NO.																																		
05172020					05272020					X					0724					034825					MI					DETROIT					ISSUE					122020					NATL DIR CLOSE					11172020				
CMR#										CLIENT #										CLIENT NAME										YPSRL					WPLIST					LOA					SECTION									
0100										1234										GRANITE HOME LOANS INC															X					X														
YELLOW PAGES HEADING FOR SRL																																																						
<b>INSERT</b>																																																						
CHG	IND	C/V/I	LISTING																	AREA CODE & TEL #					CHARGES (MN)**					SERVICE ORDER # & DATE																								
			GRANITE HOME LOANS, INC.																																																			
*	1		TOLL FREE DIAL 1 AND THEN																	800 221-5730																																		
	1		DISTRICT SALES OFFICE																																																			
	1		1249 WASH BLVD																	213 963-0030																																		

# White Pages Preparation (WP-3235)

## Competitive Local Exchange Carrier (CLEC)

### NATIONAL WHITE PAGES LISTING REQUEST

WP-3235

FORMS MUST BE TYPEWRITTEN

DATE	ORDER DUE DATE	DA	PUB #	DIR #	STATE	DIRECTORY NAME	ISSUE	PAGE NO.
03082020	03182020	X	0558	017024	ID	ABERDEEN	082020	1 of 2
CMR#	CLIENT #	CLIENT NAME				YPSRL	WPLIST	LOA
0100	1234	GRANITE HOME LOANS INC					X	X
PUBLISHING CO NAME		LOCAL REQ	FRGN REQ	CMR COMPANY NAME		CMR TEL #		
YP PUBLISHER		X		National Marketing		248 656-9250		
CMR FAX #	CMR E-MAIL	CMR CONTACT NAME						
248 656-9251	<a href="mailto:bandrew@natmark.com">bandrew@natmark.com</a>	Brian Andrew						
CMR ADDRESS					CITY	STATE	ZIP CODE	
124 Crooks Dr					Troy	MI	48084	
CMR COMMENTS								

#### INFORMATION SECTION

BILLING COMPANY NAME:  
Granite Home Loans Inc

BILLING ATTENTION NAME:  
Sally Jones

BILLING CONTACT NUMBER:  
248 244-7981

BILLING STREET ADDRESS:  
126 Main St  
Troy, MI 48084

BILLING SPECIAL INSTRUCTIONS:

ADDRESS WHERE 800 # IS ANSWERED (CITY & STATE):  
126 Main St, Troy, MI

TELEPHONE # WHERE 800 # SHOULD BE BILLED:  
248 244-7981

MISCELLANEOUS BILL #:

SERVICE ORDER ISSUED BY (NAME, TEL#, EMAIL):

BUSINESS OFFICE COMMENTS:

#### OTHER SERVICE PROVIDER INFORMATION

(Only used if form rejected back to CMR)

LOCAL SERVICE PROVIDER NAME:		FAX #:	
AT&T		248 568-8952	
ADDRESS:	E-MAIL ADDRESS:		
1616 Big Beaver Rd, Troy, MI 48084			
TELEPHONE #:	CMR MUST CONTACT:	LERG	CLEC
248 568-5654			X

*Competitive Local Exchange Carrier (CLEC)*

**NATIONAL WHITE PAGES  
LISTING REQUEST**

WP-3235

DATE										ORDER DUE DATE										PAGE NO.																																		
03082020					03182020					X					0558					017024					ID					ABERDEEN					ISSUE					082020					NATL DIR CLOSE					04112020				
CMR#										CLIENT #										CLIENT NAME										YPSRL					WPLIST					LOA					SECTION									
0100										1234										GRANITE HOME LOANS INC															X					X														
YELLOW PAGES HEADING FOR SRL																																																						
<b>INSERT</b>																																																						
CHG	IND	C/V/I	LISTING																	AREA CODE & TEL #					CHARGES (MN)**					SERVICE ORDER # & DATE																								
			GRANITE HOME LOANS, INC.																																																			
	1	C	1249 WASH BLVD																	213 548-5854																																		



## White Pages Preparation (WP-3235)

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NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Glossary of Terms* Section 26.0

Click on the bookmark icon, on the upper left-hand side of Adobe Reader, to expand a list of bookmarks. If you have difficulties in viewing this document, please make sure you have the latest version of Adobe Reader software. Software can be downloaded by going to [www.adobe.com](http://www.adobe.com).

## Glossary

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***Account Qualifier Codes***

A single alphabetical code that indicates if the client’s advertising program meets the minimum definition of national advertising as defined in the LSA Bylaws and Guidelines.

***Acknowledgements***

A verification notification providing proof that transactions/order/GPIs mailed or transmitted by the sender are received.

***Action Code (ACT)***

A single alphabetical character which identifies the type of activity occurring on a specific line on the order/transaction and/or GPI i.e., “I” Insert Information, “O” Omit Information, etc.

***Adjustments***

The action initiated by either the Publisher or CMR to adjust billing.

***Advertising Data***

The area on a National Yellow Pages Advertising Order and GPI form, which is identified as “Advertising Data.” This field contains the data to be published or used for publication.

***Advice Line(s)***

This term identifies a communication line(s) received from a Publisher or CMR indicating a special instruction or to clarify editing.

***Advice Transaction***

A transaction used to identify a communication, indicating editing changes to the national order.

***Alphanumeric***

A general term for alphabetical letters (A through Z) and numerical digits (0-9).

***Alternate Call Listing***

An alternate call listing is used to provide an alternative number when businesses cannot be reached at the primary location. (If no answer call...)

***Anchor Listing***

A customer’s name, address, and telephone number, appearing alphabetically under a Yellow Pages heading that refers the user to a larger display ad under the heading. (See our ad on page...)

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<b><i>APRVD-Approved By</i></b>	Entered by the CMR and appears in the advertising data field on the Order/GPI when late order approval has been given by the respective Publisher.
<b><i>Art Identification Number</i></b>	The art id is a unique 14 character alphanumeric number assigned by the CMR. The number must always start with the originating sender's CMR number.
<b><i>Authorized Dealer or Service Representative</i></b>	An authorized representative is an individual firm, usually a distributor, dealer, factory outlet, etc., who is authorized to sell or service a national client's product(s).
<b><i>Basis Code</i></b>	Code used to indicate if trade programs are sold on an open, combination or closed basis.
<b><i>Batch Number</i></b>	The batch number is a two (2) alpha, eight (8) numeric code that identifies a particular stream of transmissions.
<b><i>Book On The Street (BOTS)</i></b>	The current version of a published directory that is available for use.
<b><i>Brand Sell</i></b>	A type of advertising designed where a product has no specific Yellow Pages heading available. For example, a soft drink advertiser may place an ad under the heading of pizza.
<b><i>Business Office Close</i></b>	The last day listing changes may be requested.
<b><i>Business/Residence Interfiled</i></b>	Business/residence listings are alphabetically combined (interfiled) together.
<b><i>Business/Residence Split</i></b>	Business and residence listings are filed alphabetically in separate sections.
<b><i>Business To Business (BTB)</i></b>	A classified business directory published primarily to identify products and services offered by businesses for businesses. These directories are delivered only to business customers.

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## Glossary

<b><i>Camera Ready Copy</i></b>	Copy that is ready to be photographed for reproduction. The Publisher should not alter copy in any way.
<b><i>Caption</i></b>	A caption consists usually of a word(s), which identifies the listings appearing under it. For example, a caption of “Dealers”, “Service” or “Branch Office” tells the user of the directory which location to contact (depending on the directory user needs).
<b><i>Caption Sequence</i></b>	The order in which the captions are to appear in the directory. The CMR will indicate the order in which the caption(s) should appear on the respective Order/GPI.
<b><i>CAT</i></b>	A column on the national order form that identifies the category of item being ordered. (This column is reserved for future use)
<b><i>Certified Marketing Representative (CMR)</i></b>	Companies that assist national and regional advertisers in placing their Yellow Pages Advertising.
<b><i>Client Code</i></b>	A four-digit code assigned to each client by the CMR. Assignment of Client Codes are at the discretion of the CMR, e.g., alphabetically by Client name or numerically as each new client is established. A client number of four zeros cannot be used.
<b><i>Closed Basis Trade Program</i></b>	Trade program where the national client pays for the trade item and all listings appearing underneath it.
<b><i>Competitive Local Exchange Carrier (CLEC)</i></b>	A business that operates as a reseller of the incumbent local exchange carrier’s telecommunications services, or enters the market as a facilities-based provider.
<b><i>CLR</i></b>	A column on the national order form that identifies the color option on an item code. (This column is reserved for future use.)
<b><i>CMR Code</i></b>	A 4 digit number assigned by the Local Search Association to identify a specific Certified Marketing Representative or one of its branches.

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<b><i>Consumer Directory</i></b>	A Yellow Pages book that lists businesses and organizations whose products and services are aimed at meeting residential customers' specific needs.
<b><i>Combination Basis Trade Program</i></b>	Trade program where the national client pays for the trade item and at least one listing appearing under it. All other listings are sold on a local basis.
<b><i>Communities Interfiled</i></b>	All business/residence listings for several communities are alphabetically combined (interfiled) together.
<b><i>Companion Directory</i></b>	A secondary directory derived from one or more standard (Core) directories. Some examples: Midi, Mini, or Plus directories.
<b><i>Co-Op Advertising</i></b>	Advertising jointly funded by the manufacturer and the local advertiser for their mutual benefit.
<b><i>Core Directory</i></b>	A traditional directory that serves as a base for one or more secondary (Companion) directories.
<b><i>Cross-Reference Listing</i></b>	Listings used to refer directory users from a commonly used or former name to another listing. Cross-reference listings are available with or without a phone number.
<b><i>Currently Billed File</i></b>	A complete record of invoices maintained by the Publisher, representing billing rendered to CMRs for the current issue of a directory.
<b><i>Cutback</i></b>	When the issue life of a directory is on the street for a shorter period of time than originally billed or listed in Rates & Data.
<b><i>Data Type</i></b>	A single alphabetical character which identifies the type of information that appears in the advertising data section i.e., "C" Trade Caption, "D" Special Dialing Instructions.
<b><i>Directory Advertising Item Codes</i></b>	A maximum five-character alpha/numeric code used to identify an advertising item. Example: QC represents a quarter column.

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## Glossary

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<b><i>Directory Code</i></b>	A six-digit code which identifies each publisher's directory. The code numbers are assigned by LSA and must print on the outside spine and/or inside front cover of each directory.
<b><i>Directory Rollover</i></b>	Date on which a directory rolls over to the next issue.
<b><i>Directory Version Number</i></b>	The number that references the issue of a directory. The directory version number rolls sequentially on the future order start date.
<b><i>E</i></b>	A data type used to indicate the end of the transaction/Order/GPI.
<b><i>Editing</i></b>	The process which a Publisher or CMR would implement to update or correct an Order or GPI.
<b><i>ELINC</i></b>	An electronic mailing list that targets the CMR community or the Publisher community. ELINC is a feature that is built into the LSA IRIS ONLINE™ product.
<b><i>LSA ELITE™</i></b>	A rapid method of transmitting data between CMRs and Publishers, providing confirmation of receipt, transaction history and reporting capabilities.
<b><i>LSA ELITE™ Web Interface</i></b>	The ELITE Web Interface provides users with web-based access for administration and reporting purposes. It also provides an interactive report capability allowing users to view the current order in the database along with incremental order activity.
<b><i>Extension</i></b>	When the issue life of a directory is on the street for a longer length of time than originally billed or listed in Rates & Data.
<b><i>Foreign Listing</i></b>	A listing in a directory that is outside the normal directory coverage area.
<b><i>Future Order Start Date (FOSD)</i></b>	The date Publishers and ELITE will begin accepting transactions for the next directory issue.

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<b><i>Garbled</i></b>	Term meaning information transmitted is unreadable due to unintelligible lines or words, missing lines or lines of information printed over other lines.
<b><i>Header Area</i></b>	The upper portion of an order form.
<b><i>Heading</i></b>	A word or group of words that describe a business, product or service that customers engage in or sell. It is used in the Yellow Pages to categorize advertisers in a given line of business.
<b><i>Heading Jumping</i></b>	When an advertiser attempts to place advertising under headings that are not intended specifically for the type of product/service they provide in order to move up alphabetically. This is generally unacceptable in the Yellow Pages. For example, a Distributor for Watkins Products or a Tupperware Consultant cannot promote these products/services under Beauty Salons & Services.
<b><i>In-column Advertising</i></b>	Any listing (space, trade, or listing) alphabetically arranged in a column.
<b><i>Indents</i></b>	When a customer has two or more business listings with the identical name, different telephone number and/or address, the listings may be indented under the main listing of the customer. The main listing would be comprised of name, address, and telephone number.
<b><i>IRIS</i></b>	The CD version of Rates & Data.
<b><i>LSA IRIS ONLINE™</i></b>	This site, developed by the LSA, is an innovative marketing tool used to access the industry's most reliable Rates & Data, by virtually any combination of search criteria.
<b><i>Issue Life</i></b>	The length of time the directory will be on the street.
<b><i>Item Code</i> (AKA: UDACS)</b>	A code used to identify an advertising item.

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## Glossary

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<b><i>Line Numbers</i></b>	A five-digit code assigned sequentially (in increments from low to high) found on the order/transaction/GPI, which identifies a specific line, i.e., 00100, 00200, etc. Permanent line numbers must always be reflected with the data to be retained.
<b><i>Listings</i></b>	The name, address and telephone number of a customer who is currently reflected in the Publisher's records as an existing listing or as a listing which has been established to appear in the next issue of the directory.
<b><i>Logo</i></b>	Special designs or symbolic representations of the name of the advertiser's product.
<b><i>NAT CLIENT ID #</i></b>	Number assigned to each national client. (Held for future use.)
<b><i>New Order</i></b>	An order for which there are no existing national records on file for the client in that individual directory.
<b><i>Open Basis Trade Program</i></b>	Trade program where the national client pays for only the trade item. All listings are sold on a local basis.
<b><i>Partial Order</i></b>	Refers to changes, additions, and/or deletions to a standing order. Only that advertising data being changed, added or deleted will be transmitted/appear on the Order/GPI.
<b><i>PR/SF</i></b>	A column on the national order form that is used for a prefix or suffix added to an item code. (This column is reserved for future use and appears on the national order.)
<b><i>Prefix</i></b>	Refers to the first three digits of the telephone number.
<b><i>Printed Copies</i></b>	This field is keyed by the Association and is based on the printer bills the publisher provides for the book on the street and is found in Rates & Data products.
<b><i>Proof</i></b>	A proof is a copy of the advertisement, which is used with the LSA ELITE™ Graphic module.

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<b><i>Prototype Directory</i></b>	A new directory in which advertising items are usually free or discounted during the “prototype” year. The directory can only be a prototype the first year.
<b><i>Publisher Codes</i></b>	The Publisher Code is a four-digit code, which identifies a specific Publisher or Publisher’s branch office. This code is assigned by LSA.
<b><i>Publisher Specs</i></b>	The exact dimensions of the individual Publisher’s ad size specifications.
<b><i>Query</i></b>	A method of verifying or questioning information, or lack of necessary information, on any transaction.
<b><i>RAC</i></b>	Acknowledgement generated by the LSA ELITE™ system verifying receiver’s receipt of a transaction.
<b><i>Rates &amp; Data</i></b>	A comprehensive source of national advertising rates, close dates, publication dates, column sizes, etc., for Yellow Pages, White Pages Special Interest and Internet directories.
<b><i>Rate Hold</i></b>	Is a period where rates are locked and cannot be raised, lowered, or changed in any manner. Rate hold goes into affect four months prior to the directory close month, including the month of close.
<b><i>Rescoping</i></b>	A reconfiguration of a current directory. It may be to add or to delete exchanges, combine two or more directories into one, or separate one directory into smaller directories.
<b><i>Remote Call Forwarding</i></b>	A local exchange service which automatically forwards all incoming calls dialed to another telephone number in a same or different exchange.
<b><i>SAC</i></b>	Acknowledgement generated by the LSA ELITE™ system to verify system receipt of a transaction.

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## Glossary

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<b><i>Scoping</i></b>	Defines the geographic coverage of a directory and defines the listing content base of a directory.
<b><i>Sectionalized Directory</i></b>	Contains multiple towns with each town listed alphabetically with all listings grouped in alpha order under it.
<b><i>Service Order Activity</i></b>	Activity processed by the business office of the telephone company to establish the listing in the White Pages portion of a directory.
<b><i>Service Order Number</i></b>	The number assigned by the telephone company for any change activity to the service or listing of a customer.
<b><i>Service Regular Listing (SRL)</i></b>	A courtesy or complimentary Yellow Pages listing is provided to a business subscriber under a Yellow Pages heading appropriate to the type of business.
<b><i>Set As Shown</i></b>	A code used to indicate the content of the advertising is different than the Publisher's standard. (Located on the national order.)
<b><i>Set in Sequence</i></b>	A code used to request that advertising be printed out of the standard alphabetical sequence. (Located on the national order.)
<b><i>Solicitation Account</i></b>	Trade item account where the CMR solicits and bills the local dealers, franchises, etc. for their advertising.
<b><i>SP BUYS</i></b>	A column on the national order form that identifies a special pricing program number shown in Rates & Data. (This column is reserved for future use.)
<b><i>Special Instructions (SP INS)</i></b>	A 1-3 digit alphanumeric character(s), which further identifies the information that appears in the advertising data section on the order/transaction.
<b><i>Standing Order/Lines/ Existing Lines</i></b>	Where lines of information are not changed. It is the latest record on file in the Publisher and the CMR operation.

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<b><i>Surname Suppression</i></b>	Process in alphabetizing where a surname will be printed once and the individual’s first name, address and telephone number with the same surname are indented under the original surname.
<b><i>Tear Pages</i></b>	A page from the Publisher’s directory on which the advertising appears. A tear page(s) accompanies the Publisher’s billing invoice as proof of publication. (See LSA Directories Online™)
<b><i>Trade Programs</i></b>	<p>There are three types of trade programs.</p> <p><b>Closed basis:</b> National client pays for trade items and listings appearing under it.</p> <p><b>Open basis:</b> National client pays for trade items; listings are purchased and billed locally.</p> <p><b>Combination basis:</b> National client pays for the trade items and at least one listing; additional listings are purchased and billed locally.</p>
<b><i>Transaction</i></b>	Orders, changes, additions and deletions are typical business transactions transmitted/retrieved and stored in the LSA ELITE™ system.
<b><i>Trans Code</i></b>	A single alphabetical character, which identifies the type of activity occurring on the transaction/Order, i.e., “I” New Order, “C” Change Order.
<b><i>TRANS ID</i></b>	Unique identifier for each transaction sent.
<b><i>TRANS VER</i></b>	Version of LSA ELITE™ software being used by the sender.
<b><i>Transmission</i></b>	A process where the CMR and Publisher connect to the centralized computer (LSA ELITE™) electronically and transmits batches of information (Orders, Queries, etc.) to the determined CMR or Publisher mailbox.
<b><i>UDAC</i></b> <b><i>(AKA: Item Codes)</i></b>	Universal Directory Advertising Code is a code that identifies items of advertising. Examples: DHC, SHS, ABLN
<b><i>Utility Book</i></b>	Directory produced by or for the local telephone company.

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## Glossary

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***Velox (AKA: Camera-ready art)***

Photographic process of deriving positive copy from a negative.

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***YAL***

A request that a listing not be verified against business office records and that the entire listing is set as shown.

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***Local Search Association™ (LSA)***

An organization that promotes the Yellow Pages advertising medium. The Association is comprised of Publishers who publish National Yellow Pages Advertising, Certified Marketing Representatives, and Associate Members.

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***LSA CO-OP Online™***

This site offers searching, navigating and reporting features for manufacturers who offer Yellow Pages Co-Op advertising programs.

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***LSA Directories Online™ (DOL)***

An electronic tear page library, which serves as a central source for the CMR community in obtaining electronic tear pages.

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***LSA ELITE™***

A rapid method of transmitting data between CMRs and Publishers, providing confirmation of receipt, transaction history and reporting capabilities.

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***LSA IRIS ONLINE™***

This site, developed by the LSA, is an innovative marketing tool. Access the industry's most reliable Rates & Data by virtually any combination of search criteria.

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# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Resources*

#### Section 27.0

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## LSA Resources

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### LSA™ Resources for Order Processing

#### *Publications*

##### **Contact Lists (Pub, CMR, International and Billing):**

The Publisher, CMR, International and Billing contact lists are updated on a monthly basis. Download the information by accessing [www.ypassociation.org](http://www.ypassociation.org), and select “Products & Services” and “Publications.”

##### **Products & Services Catalog:**

This catalog provides a description of LSA publications, materials, forms and prices. Download the information by accessing [www.localsearchassociation.org](http://www.localsearchassociation.org), and select “Products & Services.”

##### **LSA Ad Specifications Manual:**

The LSA Advertising Specifications Manual reflects the graphic requirements for member and non-member publishing companies. Download the data by accessing [www.localsearchassociation.org](http://www.localsearchassociation.org), and select “Products and Services” and “Publications.”

##### **LSA Order Processing and Procedures Manual:**

This manual details the national order processing standards and is available for purchase or downloadable for free by accessing [www.ypassociation.org](http://www.ypassociation.org), selecting “Products & Services” and “Order Processing and Procedures Manual.”

##### **LSA Rates & Data™ Directory Index:**

This monthly publication contains all pertinent non-rate information for placing directory advertising. The Directory Index provides sectionalized and companion data, prototype indicators and more. (See the Products & Services catalog for ordering.)

##### **LSA Training & Development Catalog:**

This catalog is downloadable from the LSA website and contains a current list of course offerings and training tools. Access [www.ypassociation.org/training](http://www.ypassociation.org/training) for more information.

##### **LSA White Pages Information Manual:**

This manual provides contact information for sending the WP-3235 forms. Download the manual by accessing [www.ypassociation.org/publications](http://www.ypassociation.org/publications).

#### *National Tools/Job Aids*

##### **National Advertising Industry Item Codes and Illustrations Quick Reference Manual:**

This product is designed to assist in deciphering item codes for over 200 of the most commonly ordered advertising items in the industry. Colorful illustrations and descriptions are in directory format. (See Products and Services catalog for ordering information.)

##### **National Order Laminates:**

Several laminates are available to assist CMRs and Publishers in order processing. (See the Products and Services catalog for ordering information.)

### *Communications/Newsletters*

#### **LSA Electronic Link for Industry News and Communication (ELINC):**

ELINC is an electronic mailing list that targets either the CMR community or the Publisher community. This is a feature built into the LSA IRIS ONLINE™ product. To subscribe, contact Sharon Grider at [Sharon.Grider@localsearchassociation.org](mailto:Sharon.Grider@localsearchassociation.org).

#### **LSA Insider's Digest:**

This free monthly newsletter is designed to keep operations personnel up-to-date with new procedures, reminders and upcoming news. This is a must-have for everyone! Please send your name and email address to Val Onyski at [Val.Onyski@localsearchassociation.org](mailto:Val.Onyski@localsearchassociation.org).

### *Websites*

#### **Association Website:**

Access the LSA website at [www.ypassociation.org](http://www.ypassociation.org) for industry news and events, resources, and information to help you in your professional career.

#### **Competitive Local Exchange Carrier (CLEC):**

With the deregulation of the telephone industry, thousands of Competitive Local Exchange Carriers (CLECs) have emerged. The Local Search Association has a list that contains information for all 50 states and Canada. Go to [www.localsearchassociation.org](http://www.localsearchassociation.org), select "Products & Services" and then "CLEC information."

#### **LSA Directories Online™:**

This electronic tear page library serves as a central source for the CMR community to obtain electronic tear pages. Send an e-mail to [dironline@localsearchassociation.org](mailto:dironline@localsearchassociation.org) or contact Kevin Kalinowski at (248) 244-0713 for more information on how to access the system or, for placing directories into the library.

#### **LSA ELITE™ Web Interface:**

The Web Interface provides LSA ELITE™ users with web-based access to the system for administration and reporting purposes. It provides an interactive report capability allowing users to view the current order in the database along with incremental order activity. Users are able to request various reports for Orders, Graphics and E-Billing. Contact Ed Halasz at [ed.halasz@localsearchassociation.org](mailto:ed.halasz@localsearchassociation.org) for a free login.

#### **LSA IRIS ONLINE™:**

This site, developed by the LSA, is an innovative marketing tool used to access the industry's most reliable Rates & Data, by virtually any combination of search criteria. Obtain a subscription or free trial by accessing <http://irisonline.localsearchassociation.org>.



NOTES

# LOCAL SEARCH ASSOCIATION™

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## Order Processing & Procedures Manual

### *Index* Section 28.0

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