

Book	LE Rep #	Campaign # (LE Acct #)	LE Contract #
Reseller Acct #	Business Name		
Sales Rep #	Sales Rep Name	Sales Rep Email	
Additional Sales Email Addresses			

BILLING & CONTACT INFORMATION

Address		City		State	Zip
Business # (w/ Area Code)	Website www .		Cell # (w/ Area Code)	Fax # (w/ Area Code)	
Customer Name (First & Last)		Customer # (w/ Area Code)	Use Business #	Customer Login Email	

LISTING # 1 & ELT1 INFO (LISTING FOR LANDING PAGE HEADER)

Use Billing Information

Business Name			
Address			
City	State	Zip	
Phone # (w/ Area Code) - Will a LocalTrack RCF be in this Listing?			
No Phone #	Use Business #	Yes LT RCF #	
Website www .			
<p><i>ELT1 Customers Only – If Orders ELT3/6 Please Fill Out Full LocalTrack Form (It is recommended for businesses that provide confidential information over the phone to turn OFF the Call Recording option. Examples include Finance/Banking, Legal, and Medical fields.)</i></p>			
Campaign Name			
Destination # (w/ Area Code)	Use Business #	Call Record?	Toll Free?
Will there be a LocalTrack Proxy?	No Yes	Destination URL www .	

Category & Listing Information				
(How Listing should be found in Local Search & in what Category – 1 Mandatory)				
Category (Heading Code)	Listing Type (Select either Premium Placement – EPPL or Regular Listing – EDLA)			
	None	EPPL	EDLA	Rate:
	None	EPPL	EDLA	Rate:
	None	EPPL	EDLA	Rate:
	None	EPPL	EDLA	Rate:
	None	EPPL	EDLA	Rate:
Requested URL www .				

PRODUCT SELECTION

<p>Landing Page and Fixed/Managed SEM</p> <p>Rate: _____</p> <p>Landing Page Custom Domain Name – EPURL</p> <p>Domain Name: www. _____</p> <p>Rate: _____</p> <p>Video Upgrades</p> <p>Rate: _____</p>	<p>Search Engine Optimization (SEO)</p> <p>Rate: _____</p>	<p>SMM Standard/Advanced and Fixed Clicks</p> <p>ES/EASMM Rate: _____ EF50/100/250 Rate: _____</p> <p>SMM Custom Facebook Clicks – EFBCS, EFVCV, EFVCM</p> <p>EFBCS Rate: _____</p> <p>EFBCV Rate: _____</p> <p>EFBCM Rate: _____</p> <p>SMM Custom Facebook Page -- EFBP</p> <p>Rate: _____</p>
	<p>Reputation Management</p> <p>Rate: _____</p>	
	<p>LocalTrack</p> <p>Rate: _____</p>	
<p>Website</p> <p>Domain Name: www. _____</p> <p>WEBSS/AS/CS Rate: _____</p> <p>WEBSM/AM/CM Rate: _____</p> <p>EPURL/ECURL Rate: _____</p>	<p>Mobile Websites</p> <p>MWBSS/AS/CS Rate: _____ MWBSM/AM/CM Rate: _____</p>	<p>FreeB – EF5C</p> <p>Rate: _____</p>
	<p>Press Releases</p> <p>Rate: _____</p>	<p>Custom Search Engine Marketing (SEM)</p> <p>ESMCS Rate: _____ ESMCV Rate: _____</p> <p>ESMCM Rate: _____ ELP Rate: _____</p>
	<p>Constant Contact</p> <p>Rate: _____</p>	

LISTING # 2 (LISTING FOR LANDING PAGE HEADER)

Business Name			
Address			
City	State	Zip	
Phone # (w/ Area Code) - Will a LocalTrack RCF be in this Listing?			
No Phone #	Use Business #	Yes LT RCF #	
Website www .			

Category & Listing Information				
(How Listing should be found in Local Search & in what Category – 1 Mandatory)				
Category (Heading Code)	Listing Type (Select either Premium Placement – EPPL or Regular Listing – EDLA)			
	None	EPPL	EDLA	Rate:
	None	EPPL	EDLA	Rate:
	None	EPPL	EDLA	Rate:
	None	EPPL	EDLA	Rate:

NOTES

			Internal Use Only		
Analyze	Entry	Proofing			

LE Account #	LE Rep #	Book	Contract #	Art ID #	LP ID #
Business Name		Sales Rep Name		Sales Rep Email	
Additional Sales Email Addresses					
Customer Name		Customer Phone #	Customer Login Email		
ELT1 RCF #			ELT1 Proxy URL www. _____		

SEM

Destination URL www. _____	FIXED Scoping: Local National MANAGED Proposal ID # _____
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VIDEO

Basic Barcode #/ TKV ID #/LP ID # _____	Video Script/Notes for Basic/DIFM Video (100-200 words) Barcode # _____	SEO3/6	
Video Keyphrases (separate by comma, minimum 10 required)		SEO3 (3 search terms, 1 geo)	
Video Focus for TKV Video _____		1.	
		2.	
		3.	
		SEO6 (Keyword/Geographic Term ex. Recording Studio/Buffalo NY)	
		1.	/
		2.	/
		3.	/
		4.	/
		5.	/
		6.	/

LANDING PAGE

Specials (4000 character max)	At A Glance
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	Display URL www. _____	
	Display Email	Year Established
	Fax #	Logo Barcode

Business Description (300 word min, must include SEO Keyphrases)

<p>TEXT:</p> <p>Barcode # _____ Use Below Text</p>	<p>Brands Carried (4000 character max)</p> <p>Affiliations (4000 character max)</p> <p>Areas Served</p> <p>Hours of Operation</p> <p>Payments Accepted</p> <table style="width: 100%;"> <tr> <td>AMEX</td> <td>Visa</td> <td>Diners Club</td> <td>Personal Checks</td> </tr> <tr> <td>MC</td> <td>Discover</td> <td>PayPal</td> <td>Travelers Checks</td> </tr> <tr> <td></td> <td></td> <td>Company Cards</td> <td>Debit Card</td> </tr> </table>	AMEX	Visa	Diners Club	Personal Checks	MC	Discover	PayPal	Travelers Checks			Company Cards	Debit Card
AMEX	Visa	Diners Club	Personal Checks										
MC	Discover	PayPal	Travelers Checks										
		Company Cards	Debit Card										
	Products/Services (200 character min, 4000 character max)												
	Barcode # _____ Use Below Text												

Other Landing Page Notes

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OTHER BUSINESS DESCRIPTION LAYOUT INSTRUCTIONS:



LE Account #	LE Rep #	Book	Contract #	Art ID #	LP ID #
Business Name		Sales Rep Name		Sales Rep Email	
Additional Sales Email Addresses					
Customer Name		Customer Phone #		Customer Login Email	
ELT1 RCF #			ELT1 Proxy URL www.		

REPUTATION MANAGEMENT

Listing #	Primary #	Alternate #	Cell #	Fax #	LT RCF #
Common Business Names		Competitors (1 Required)		Key Employees	
				First Name	Last Name
				First Name	Last Name
				First Name	Last Name

Services (5 Required)			<div style="border: 1px solid gray; padding: 20px; background-color: #f0f0f0;"> <p>FOR PRODUCTION USE ONLY – LABEL AREA</p> </div>

SMM

Opt out of Pre-Written Updates Create New Facebook Page Does the customer want to be an admin of the page? No Yes FB Email Account _____ Use Customer's Existing Page URL of Page www.facebook.com/ _____	Update 1 Name: _____ Update 1: _____ Image Barcode: _____
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Additional Updates

Update 2 Name: _____ Update 2: _____ Image Barcode: _____ Post Date (M/D/Y): _____	Update 4 Name: _____ Update 4: _____ Image Barcode: _____ Post Date (M/D/Y): _____
Update 3 Name: _____ Update 3: _____ Image Barcode: _____ Post Date (M/D/Y): _____	Update 5 Name: _____ Update 5: _____ Image Barcode: _____ Post Date (M/D/Y): _____

Banner

Coupon

	Exp Date: _____
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SMM Info – Timeline Info (If left blank Cover Art & Profile Photo will be created at Artist's discretion)

Cover Art Image Barcodes: _____ and _____	<div style="border: 1px solid gray; padding: 20px; background-color: #f0f0f0;"> <p>FOR PRODUCTION USE ONLY – LABEL AREA</p> </div>
Profile Photo Image Barcode: _____	
Year Established (M/D/Y): _____ Use Landing Page	

SMM Info – Timeline Info (If left blank Cover Art & Profile Photo will be created at Artist's discretion)

1	Month	Date	Year	Text (up to 500 characters)	Milestone Image Barcode
2	Month	Date	Year	Text (up to 500 characters)	Milestone Image Barcode
3	Month	Date	Year	Text (up to 500 characters)	Milestone Image Barcode
4	Month	Date	Year	Text (up to 500 characters)	Milestone Image Barcode
5	Month	Date	Year	Text (up to 500 characters)	Milestone Image Barcode

SMM Info – Advanced Optional Features (EASMM Advanced Customers Only)

Quarterly Video Focus or Barcode	Video 1	Video 2	Video 3	Video 4
Initial Foursquare Special	Loyalty: unlocked after user checks in ___ times in ___ days		Mayorshop Special	

LE Account #	LE Rep #	Book	Contract #	Art ID #	LP ID #
Business Name		Sales Rep Name		Sales Rep Email	
Additional Sales Email Addresses					
Customer Name		Customer Phone #		Customer Login Email	
ELT1 RCF #			ELT1 Proxy URL www.		

MOBILE WEBSITE WORKSHEET (SHORT FORM)

Domain Name: (URL For Re-Direct code)
www. _____

Mobile Website Site Name: _____ Use Default

Theme:
(Standard – Select Theme/
Advanced – Select 'ADVANCED') _____

Logo: _____

Include Blog (SMM Customers Only)

Include Click-To-Text

Cell Number (must be able to receive texts): _____

Include Weather Application (Info pulled from Business Information – only if zip code is provided)

Include RSS Feed URL

(URL must end in .rss or.xml) http:// _____

Include StoreLocator

(3-10 Locations/Fill out .CSV
StoreLocator Template and upload to TAC) _____

Include Ecommerce

(Customer PayPal Email Address) _____

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ONLY – LABEL AREA**

Site Notes

Artist's Discretion & Standard Template will be used when creating this Mobile Website. If wanting to provide a specific layout, please fill out the Mobile Website Worksheet – Full Version instead.

Business Information (Address/City/State/Zip/Phone #)

Will appear as text on Mobile Website. At least one Phone Number is mandatory and will be used for 'Click-To-Call'. Address/City/State/Zip are optional and if provided will be used to create 'Map' and if noted above, the 'Weather Application'. Recommended 1-2 Locations. If 3-10 Locations, it is recommended to fill out StoreLocator Template and use the StoreLocator option noted above instead.

Use Default

Specials (Call To Action)

Will appear at the top of Mobile Website with all other elements/pages to follow.

About Us Typically the Home Page of customer's website.

Use content from Webpage:

(Provide the Webpage URL or Page Name) _____

Use content from Landing Page section:

(Ex. The About Us section in the Business Description) _____

Images:

(Barcodes or Pick up Artwork From) _____

Notes:

Page Name 1: _____

Use content from Webpage:

(Provide the Webpage URL or Page Name) _____

Use content from Landing Page section:

(Ex. The About Us section in the Business Description) _____

Images:

(Barcodes or Pick up Artwork From) _____

Notes:

Page Name 2: _____

Use content from Webpage:

(Provide the Webpage URL or Page Name) _____

Use content from Landing Page section:

(Ex. The About Us section in the Business Description) _____

Images:

(Barcodes or Pick up Artwork From) _____

Notes:

Page Name 3: _____

Use content from Webpage:

(Provide the Webpage URL or Page Name) _____

Use content from Landing Page section:

(Ex. The About Us section in the Business Description) _____

Images:

(Barcodes or Pick up Artwork From) _____

Notes:

Page Name 4: _____

Use content from Webpage:

(Provide the Webpage URL or Page Name) _____

Use content from Landing Page section:

(Ex. The About Us section in the Business Description) _____

Images:

(Barcodes or Pick up Artwork From) _____

Notes:

Page Name 5: _____

Use content from Webpage:

(Provide the Webpage URL or Page Name) _____

Use content from Landing Page section:

(Ex. The About Us section in the Business Description) _____

Images:

(Barcodes or Pick up Artwork From) _____

Notes:

Contact Us

Contact Us page contains Email Form with Name, Phone or Email, and Comments fields. Please indicate any additional information to add, if any. If no email address is provided, a Contact Us page will not be made.

Additional Content or Notes:

Footer

The Business Information will be in the Footer of the Mobile Website. Please indicate any additional information to add, if any.

Additional Content or Notes:

Include SMM Links (SMM Customers Only)

Email Address forms should go to: _____ Use Login

CA Initial	PROC Initial	PROOF Initial
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LE Account #	LE Rep #	Book	Contract #	Art ID #	LP ID #
Business Name		Sales Rep Name		Sales Rep Email	
Additional Sales Email Addresses					
Customer Name		Customer Phone #		Customer Login Email	
ELT1 RCF #			ELT1 Proxy URL www.		
CONSTANT CONTACT			PRESS RELEASE		
General Account Information			General Account Information		
Display Business Name _____ From Email _____ Use Default/ Login Logo _____ URL www. _____ Phone # _____ Use Default Main Location Information (Will appear on CC Emails) Address _____ City _____ State _____ Zip _____			About The Company Notes URL www. _____ Phone # _____ Use Default Customer Name _____ Display Email _____ Use Default/ Login		
Contacts			Focuses		
Barcode # _____			Industry		
SMM Links			Regional		
www.facebook.com/ _____ www.twitter.com/ _____ www.linkedin.com/ _____			Media Lists		
First Email			1st Release		
No First Email			Send Out This Release		
Email Subject			Date (M/D) _____		
Email Body Intro Use Standard Announcement or Promotion Expiration Date _____ Conclusion Use Standard			General Topic/Headline (80 characters max) Summary Of Release (2-3 sentences max) Content Providing 5 Bullet Points Providing Full Release (300-800 characters max)		
Image Barcodes & Layout Instructions			Release Image Barcode _____ Other Attachments _____ and _____ Quote (150 characters max) Other Releases (Barcodes of PR Submittal Forms)		
<div style="border: 1px solid black; border-radius: 15px; padding: 10px; background-color: #e0e0e0;"> <p>FOR PRODUCTION USE ONLY – LABEL AREA</p> </div>			<div style="border: 1px solid black; border-radius: 15px; padding: 10px; background-color: #e0e0e0;"> <p>FOR PRODUCTION USE ONLY – LABEL AREA</p> </div>		
CA Initial		PROC Initial		PROOF Initial	

LE Account #	LE Rep #	Book	Contract #	Art ID #	LP ID #
Business Name		Sales Rep Name		Sales Rep Email	
Additional Sales Email Addresses					
Customer Name		Customer Phone #		Customer Login Email	
ELT1 RCF #			ELT1 Proxy URL www.		

MANAGED SEO

General Account Information		SEO6 (Keyword/Geographic Term ex. Recording Studio/Buffalo NY)	
Website We Are Optimizing www. _____		1. _____ / _____	
Main Location Information (used to research customer's internet presence)		2. _____ / _____	
Business # _____ Address _____		3. _____ / _____	
City _____ State _____ Zip _____		4. _____ / _____	
Tech Contact Information Customer Does Not Have Tech		5. _____ / _____	
Name _____ Phone # _____		6. _____ / _____	
Email Address _____		FOR PRODUCTION USE ONLY – LABEL AREA	

LOCALTRACK

Use Business # For All Use Website For All

LT6	LT3	LT1	1	Campaign Name	Destination Phone #	Call Record? Toll Free?	LT3/6 Only LocalEdge	RCF # (INTERNAL)
				Requested URL www .	Destination URL www .		Yes No	
			2	Campaign Name	Destination Phone #	Call Record? Toll Free?	Books	RCF # (INTERNAL)
				Requested URL www .	Destination URL www .			
			3	Campaign Name	Destination Phone #	Call Record? Toll Free?		RCF # (INTERNAL)
				Requested URL www .	Destination URL www .			
			4	Campaign Name	Destination Phone #	Call Record? Toll Free?		RCF # (INTERNAL)
				Requested URL www .	Destination URL www .			
5	Campaign Name	Destination Phone #	Call Record? Toll Free?		RCF # (INTERNAL)			
	Requested URL www .	Destination URL www .						
6	Campaign Name	Destination Phone #	Call Record? Toll Free?		RCF # (INTERNAL)			
	Requested URL www .	Destination URL www .						

FREEB

General Account Information		FOR PRODUCTION USE ONLY – LABEL AREA	
Display Business Name (20 character max) _____			
Display Email (From) _____ Use Login			
FREEB Keyword Approval (5-20 character max) _____ (Must attach FREEB Keyword Approval)			
Sign-Up Offer		10 Email Addresses or Cell Phone Numbers	
Text (100 characters max)		Barcode: _____ (If >10 Email/Cells fill out FREEB template and upload to Art Center)	
Email Subject		1. _____	
Email Body		2. _____	
Image Barcode: _____		3. _____	
		4. _____	
		5. _____	
		6. _____	
		7. _____	
		8. _____	
		9. _____	
		10. _____	
Push Offer		Push Offer	
Text (100 characters max)		Text (100 characters max)	
Email Subject		Email Subject	
Email Body		Email Body	
Image Barcode: _____		Image Barcode: _____	
Sent Out this Offer:		Sent Out this Offer:	
Month (Single)/Months (Recurring) _____		Month (Single)/Months (Recurring) _____	
Day _____ Hour (in EST, include AM or PM) _____		Day _____ Hour (in EST, include AM or PM) _____	