

# IMPORTANT

Please keep a copy of the rough original contract until you receive a confirmation from us. Also, please keep the confirmation report that we fax to you and PROOF ALL DETAILS so we can fix anything that is incorrect before the flyers are distributed. It is very frustrating to find out about errors after they have happened when they could have been prevented had the contract been proofed at the time the confirmation was sent.

## ADVERTISING CONTRACT CONFIRMATION REPORT

Shown below are samples of the contract report, imprint report and mailing list report. Listed is a brief description of what each heading on each page signifies, to help you better understand your confirmation report that you receive from us by fax.

1. Qty Rq'd - Total quantity of Dist, Direct, SCB, SCU, P/U columns
2. L - language code should be E for English or F for French for catalogues, and E for English or BIL for Bilingual flyers
3. Zn - This is the hardware price zone you are in
4. Imprint - The imprint key shows here. The imprint copy is shown in the imprint report
5. Dist - Distribution quantity - The distribution list with details will also be included. These details will be channeled thru Transcontinental to your distributor on a purchase order form.
6. Direct - A quantity in this column signifies that the flyers are to be shipped directly to a distributor or warehouse (somewhere other than the dealer) This means that the flyers will be shipped directly to the distributor without any distribution instructions. The dealer is responsible for communicating with the distributor in this case.
7. SCB - Store copies billed
8. SCU - Store copies unbilled
9. P/U - Pickup from the printer
10. Release Date - Dealer requested Date or the default date if no date requested
11. Promotion - Deal number and description
12. Cost/M - Indicates cost per thousand
13. Calc Cost - This is the qty. rq'd multiplied by the cost/M. Your cost for your requested number of that flyer (Applies to budgeted contracts only).
14. Dollar Amount - Total of column 13 costs.
15. Monthly Budget Charge - Total Dollar Amount divided by 12 months.

## 2012 Contract Report

Home Hardware  
Printed Jul 3, 2012 at 3:18 PM

Advertising Contract Number 2012-1001-3

For 1001-3 : Blind River Hhbc  
Fax: 705-356-2416 Area: 7

Qty Rq'd	L	Zn	Imprint	Dist.	Direct	SCB	SCU	P/U	Release Date	Promotion	Cost/M	Calc Cost
2,355	E	1/2/3	1001-3A	2,255		100			12/28/2011	9201 HOUSEWARES	\$150.00	\$353.25
1,920	E	1/2/3	1001-3	1,820		100			1/11/2012	9203 National Hardware	\$140.00	\$14.00
1,920	E	1/2/3	1001-3	1,820		100			1/11/2012	9204 National Combo P/E/H	\$12.00	\$13.00

Monthly Budget Charge : \$696.95

\$8,368.48

## IMPRINT REPORT

Lists all imprint keys (imprint code from contract) and imprint copy details of all imprints attached to the contract.

## Imprint Report

Home Hardware  
Printed Jul 3, 2012 at 3:20 PM

Imprints On File For 1001-3 : Blind River Hhbc  
Fax: 705-356-2416 Area: 7

Page 1

Imprint Key	Imprint Text
1001-3A	BLIND RIVER HOME HARDWARE BUILDING CENTRE 325 Leacock St., Blind River, ON TEL 705-356-1671 FAX 705-356-2416

## DISTRIBUTION LIST REPORT

16. Town Name - self explanatory
17. Event Type - This indicates optional if it is for an optional promotion and either National Hardware Mini, National Combo Mini, or Building Supply for each possible National program.
18. Qty. - Quantity of flyers needed for each town
19. APT - Apartments Coverage - Y for yes and N for No
20. Hme - Houses Coverage - Y for yes and N for No
21. Box - Post Office Boxes Coverage - Y for yes and N for No
22. Farm - Farm Delivery Coverage - Y for yes and N for No
23. Col. 1,2,3 - Details regarding Walk or Route Numbers, Rural Route numbers, etc.

## Distribution List Report

Home Hardware  
Sorted by Dealer

Printed Jul 3, 2012 at 3:21 PM

walks / rural routes

Town Name	Event Type	Qty	Apt	Hme	Box	Farm	1	2	3
1001-3 BLIND RIVER HHBC									
Serpent River	P0P 1V0 Optional	59	N	Y	N	Y	ALL		
Blind River	P0R 1B0 Optional	1,652	N	Y	N	Y	ALL		
Spragge	P0P 2A0 Optional	56	N	Y	N	Y	LB1		

FAX: 705-356-2416