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Agency Rewards 

In partnership with  
The Herald Media Group

# The Herald Media Group

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**The Herald**  
*Life. Captured Every Day.*

**YAHOO!**<sup>®</sup>

**herald**online.com

**FORT MILL TIMES**  
*Your Life, Your Times*

**careerbuilder.com**

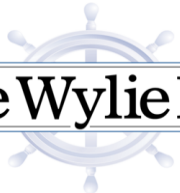
**York County**  
MAGAZINE

*The Newcomers Guide for Fort Mill, Tega Cay and Indian Land*  
**FOCUS**

**Herald**  
M A R K E T I N G

 **HomeFinder**  
.com

**Rejuvenate**

  
**Lake Wylie Pilot**

**Enquirer-Herald**  
*enquirerheraldonline.com*  
The voice of York, Clover and Western York County

THE NEWCOMER'S GUIDE  
**Gateway**  
*to the Carolinas*

**Western Watch**  
Western York County Newcomers' Guide

**YorkCountyMoms.com** 

**AgencyRewards** 

# A program designed with you in mind!

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- Exclusively for local agencies
  - Earn commission on entire billing
  - Open to current and new clients\*
  - In-office training for your staff
  - Dedicated point of contact
  - Continued support and involvement from Publisher, Director/Advertising and Director/Marketing
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- \*Some Restrictions Apply

# Local Agency Defined

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- ❑ Maintain a permanent brick & mortar location in the Charlotte DMA
- ❑ Act as a full service agency: Recommend media buys, prepare artwork and process billing
- ❑ Act as the agency of record for those you represent

At this time, the program is not open to affiliated or in-house agencies, only to third party agencies.

# 15% Commission Qualifications

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- Provide camera-ready artwork
- Meet published deadlines
- Agency and accounts must maintain good credit status

# Eligible Businesses

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New accounts.

Or,

\*Incremental spending from existing accounts.

\*Consult with your sales rep for details.

# Comprehensive product training

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- Complete Herald Media Group portfolio
- Ongoing follow-up training
- Reverse training: Invitation to visit a sales meeting and discuss agency needs

# Start-Up Incentives June 1 – December 31, 2009

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- Buy one ad, get one free ad for new account development (have not advertised with any of our products in the last 12 months). The “free” ad must run during the same seven-day period as the “paid ad”.
- Frequency Discounting: 30-40-50% vs. rate card’s 20-30-40%.
- For incremental business: In addition to the 15% commission, receive Extra 5% for incremental revenue period over period year prior. Incremental revenue will be defined as a minimum of \$500 in incremental revenue period over period year prior. The incremental spending is done by the agency, not the client.

# Dedicated Support

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## □ Donna Pontus

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# Commitment

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