



# **Products and Services Catalog**

**NOVEMBER 2018**

901 Wilshire Drive, Suite 485  
Troy, MI 48084  
[www.theLSA.org](http://www.theLSA.org)

PRODUCTS & SERVICES CATALOG – ALPHABETICAL INDEX

|                                      |             |  |     |
|--------------------------------------|-------------|--|-----|
|                                      | <b>Page</b> |  |     |
| <b>Bogus Yellow Pages</b>            |             | <b>National Order Processing/Training</b>                            |     |
| When Yellow Pages Invoices are Bogus | 3           | ELINC  | 5   |
|                                      |             | Intellectual Property Training in the<br>Yellow Pages Industry       | 5   |
| <b>Communications</b>                |             | National Advertising Industry Item                                   | 5   |
| Sponsored Blog Posts                 | 3           | Codes & Illustrations  |     |
|                                      |             | National Order Processing &<br>Procedures Field Tools                | 6   |
| <b>ELITE</b>                         |             | National Order Processing & Procedures<br>Field Tools Bundle Package | 6   |
| ELITE Directories Online (DOL)       | 3           | National Order Processing & Procedures<br>Manual                     | 6   |
| ELITE eBilling                       | 3           | National Order Processing & Procedures<br>Training Course            | 6   |
| ELITE Graphics                       | 4           | New Employee Starter Kit   | 6   |
| ELITE Mailbox Fee                    | 4           | Create High Impact in the Yellow Pages                               | 7   |
| ELITE Usage Fee                      | 4           | Maximizing your dollar in Yellow Pages                               | 7   |
| <b>Marketing &amp; Research</b>      |             |  |     |
| Custom Consulting Projects           | 4           |  |     |
| Local Media Tracking Study           | 4           |  |     |
| <b>Membership</b>                    |             | <b>Rates &amp; Data</b>  |     |
| Bylaws & Guidelines                  | 5           | Advertising Specifications Manual                                    | 7   |
| Membership Roster                    | 5           | Billing List   | 7   |
| Member Guide                         | 5           | Contact Lists  | 7   |
| Products and Services Catalog        | 5           | Rates & Data Directory Codes   | 8   |
|                                      |             | Rates & Data Monthly Files   | 8/9 |
|                                      |             | Rates & Data Weekly Files  | 9   |
|                                      |             | Local Search Association IRIS®                                       | 9   |
|                                      |             | White Pages Manual   | 10  |

---

TO ORDER PRODUCTS OR SERVICES - Email: [Barb@theLSA.org](mailto:Barb@theLSA.org) OR Fax: 248/244-0732 OR Phone: 248/244-0732  
(In addition to shipping charges - a handling fee of \$5 will be added for orders over \$25 and up to \$50, \$10 for orders over \$50.  
*On material orders under \$25, there is a handling fee of \$10 plus shipping costs.*)

## BOGUS YELLOW PAGES

| <i>PRODUCT/SERVICE</i>               | <i>DESCRIPTION</i>   | <i>CODE</i>            | <i>AVAILABILITY</i> | <i>PRICE</i> |
|--------------------------------------|--|------------------------|---------------------|--------------|
| When Yellow Pages Invoices are Bogus | A color two-sided piece that provides tips on how to recognize a bogus invoice. Also included is information about how to file a complaint if an advertiser has received/paid a bogus bill. Produced in conjunction with the U.S. Federal Trade Commission. (Updated 2007) | BPPP0103<br>Set of 500 | Non-Member          | \$116.00     |
|                                      |  |                        | Member              | \$75.00      |

## COMMUNICATIONS

| <i>PRODUCT/SERVICE</i> | <i>DESCRIPTION</i>  | <i>CODE</i> | <i>AVAILABILITY</i> | <i>PRICE</i> |
|------------------------|---|-------------|---------------------|--------------|
| Sponsored Blog Posts   | The posting of custom created articles by members/non-members to appear on The LSA Insider. | LSA1BLOG    | Non-Member          | \$1000.00    |
|                        |   |             | Member              | \$500.00     |

## ELITE

| <i>PRODUCT/SERVICE</i>         | <i>DESCRIPTION</i>   | <i>CODE</i>    | <i>AVAILABILITY</i>                | <i>PRICE</i>                |
|--------------------------------|--|----------------|------------------------------------|-----------------------------|
| ELITE Directories Online (DOL) | Gives you the ability to perform market research for directory advertising. Securely access directories using refined search capabilities. Find what you are looking for quickly and efficiently. Over 7,000+ current and 17,000+ historical issue directories available for search.   | DOLNM011       | Non-Member                         | \$5,250.00                  |
|                                |  | DOL-TIER1      | Member (CMR):<br>Tier 1            | \$4,105.50                  |
|                                |  | DOL-TIER2      | Tier 2                             | \$3,465.00                  |
|                                |  | DOL-TIER3      | Tier 3                             | \$2,887.50                  |
|                                |  | DOL-TIER4      | Tier 4                             | \$1,443.75                  |
|                                |  | DOL-TIER5      | Tier 5                             | \$577.50                    |
| ELITE eBilling                 | ELITE eBilling is a module within the ELITE System providing Media Publishers the ability to electronically create and forward tear pages, invoices and invoice summary statements to the Agency/CMR community. ELITE eBilling reduces or eliminates the time normally associated with manual invoice preparation and mailing. All Agency/CMRs regardless if they use ELITE or not, receive ELITE eBilling from participating Media Publishers. Various management reports are available through ELITE eBilling. | EBILLxxxxN1    | Non-Member Pub:<br>↑51 directories | \$73.50                     |
|                                |  | EBILLxxxxN2    | 26-50 directories                  | \$44.63                     |
|                                |  | EBILLxxxxN3    | 25↓ directories                    | \$21.00                     |
|                                |  | EBILLxxxxP1-4  | Member:<br>Tiers 1-4               | \$55.13                     |
|                                |  | EBILLxxxxP5-7  | Tiers 5-7                          | \$28.88                     |
|                                |  | EBILLxxxxP8-10 | Tiers 8-10                         | \$21.00                     |
|                                |  |                |                                    | <b>Billed<br/>Quarterly</b> |

**ELITE (cont'd)**

| <i>PRODUCT/SERVICE</i>   | <i>DESCRIPTION</i>  | <i>CODE</i> | <i>AVAILABILITY</i>              | <i>PRICE</i>                            |
|--------------------------|---|-------------|----------------------------------|---|
| ELITE Graphics           | ELITE Graphics is a module within the ELITE System providing Agency/CMRs the ability to electronically forward Artwork Transmittals and Copy to participating Media Publishers. ELITE Graphics eliminates the need to create and mail velox copy to participating Media Publishers. |             | Non-Member (Pub)<br>Member (Pub) | Please see page 13 for pricing details. |
| ELITE Mailbox Set Up Fee | One time only set up fee.   |             | Non-Member<br>Member             | Please see page 13 for pricing details. |
| ELITE Mailbox Fee        | Annual fee for each Media Publisher-Agency/CMR code. Pricing per code varies. Billed quarterly.   |             | Non-Member<br>Member             | Please see page 13 for pricing details. |
| ELITE Usage Fee          | ELITE usage fee - Based on the number of kilo characters sent for send and retrieve activity on the LSA-ELITE system. (A kilo character=1,024 characters and spaces.)   |             | Non-Member<br>Member             | Please see page 13 for pricing details. |
| ELITE Adm. User Fee      | Applies to above ELITE minimum usage.   |             | Non-Member<br>Member             | Please see page 13 for pricing details. |

**MARKETING & RESEARCH**

| <i>PRODUCT/SERVICE</i>     | <i>DESCRIPTION</i>   | <i>CODE</i> | <i>AVAILABILITY</i>  | <i>PRICE</i>                             |
|----------------------------|--|-------------|----------------------|--|
| Custom Consulting Projects | Individually quoted and executed custom consulting projects for our members.                                       | CONSULT0    | Non-Member<br>Member | <i>(Please Call for Pricing Details)</i> |
| Local Media Tracking Study | Contact Jason Peaslee at: <a href="mailto:jason.peaslee@thriveanalytics.com">jason.peaslee@thriveanalytics.com</a> |             |                      |  |

## MEMBERSHIP

| <i>PRODUCT/SERVICE</i>                | <i>DESCRIPTION</i>   | <i>CODE</i> | <i>AVAILABILITY</i> | <i>PRICE</i> |
|---------------------------------------|--|-------------|---------------------|--------------|
| Bylaws & Guidelines<br>(Website only) | Complete text of the Association's Bylaws & Guidelines. Available only on the Local Search Association Web site.             | Website     | Non-Member          | \$0.00       |
|                                       |  |             | Member              | \$0.00       |
| Membership Roster (Website only)      | The Membership Roster lists Media Publishers, Agency/CMR, and Partner Members.   | Website     | Non-Member          | N/A          |
|                                       |  |             | Member              | \$0.00       |
| Member Guide                          | Premier Reference Guide to companies serving Local Search.   | Website     | Non-Member          | \$0.00       |
|                                       |  |             | Member              | \$0.00       |
| Products and Services Catalog         | The catalog provides a description of Local Search Association publications, research materials, training pieces and prices. | Website     | Non-Member          | \$0.00       |
|                                       |  |             | Member              | \$0.00       |

## NATIONAL ORDER PROCESSING/TRAINING

| <i>PRODUCT/SERVICE</i>   | <i>DESCRIPTION</i>  | <i>CODE</i>              | <i>AVAILABILITY</i> | <i>PRICE</i> |
|--|---|--------------------------|---------------------|--------------|
| ELINC  | Electronic Link for Industry News and Communication group mailbox system for members to communicate national order processing information. Membership changes for new, re-instated and terminated members are also communicated through ELINC.  | RDEE0101<br>Subscription | Non-Member          | \$322.00     |
|  |   |                          | Member              | \$0.00       |
| Intellectual Property Training in the Yellow Pages Industry                      | This product has been designed to assist the management and staff of Local Search Association members (and non-member media publishers) in their efforts to comply with copyright and related laws as well as minimize the risk of claims being asserted against companies involved in the production of Yellow Pages directories. The program has been tailor-made for local sales representatives, in-house graphics departments and other employees who sell, create or process graphics used in Yellow Pages ads. Available on CD and the Local Search Association password protected Web site. | PPEC1001<br>CD           | Non-Member          | \$1,000.00   |
|  |   |                          | CMR                 | \$500.00     |
|  |   |                          | Publisher           | \$0.00       |
| National Advertising Industry Item Codes & Illustrations – Quick Reference Guide | Designed to assist you 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.  | RDPP0003                 | Non-Member          | \$74.00      |
|  |   |                          | Member              | \$35.00      |

## NATIONAL ORDER PROCESSING/TRAINING (cont'd)

| <i>PRODUCT/SERVICE</i>   | <i>DESCRIPTION</i>  | <i>CODE</i>            | <i>AVAILABILITY</i> | <i>PRICE</i> |
|--|---|------------------------|---------------------|--------------|
| National Order Processing & Procedures Field Tool – National Advertising Order               | Laminated training tool to assist Agency/CMRs and Media Publishers identify national advertising order format fields, in the header and body, and the appropriate descriptions.   | RDPP2020<br>Each       | Non-Member          | \$5.25       |
|  |   |                        | Member              | \$2.50       |
| National Order Processing & Procedures Field Tool – National Query Conditions                | Laminated training tool to assist Agency/CMRs and Media Publishers in identifying standard query conditions.  | RDPP2030<br>Each       | Non-Member          | \$5.25       |
|  |   |                        | Member              | \$2.50       |
| National Order Processing & Procedures Field Tool – National Standard Abbreviations          | Laminated training tool to assist Agency/CMRs and Media Publishers with standard abbreviations.   | RDPP2040<br>Each       | Non-Member          | \$5.25       |
|  |   |                        | Member              | \$2.50       |
| National Order Processing & Procedures Field Tool – Rates & Data Deadline Dates & Rate Hold  | Laminated training tool to assist Agency/CMRs and Media Publishers with Rates & Data deadline dates and rate hold.  | RDPP2010               | Non-Member          | \$5.25       |
|  |   |                        | Member              | \$2.50       |
| National Order Processing & Procedures Field Tool - ELITE Error Messages and Reports Job Aid | Laminated training tool to assist Agency/CMRs and Media Publishers in understanding ELITE Error codes & various ELITE reports.  | RDPP2061               | Non-Member          | \$5.25       |
|  |   |                        | Member              | \$2.50       |
| National Order Processing & Procedures Field Tool Bundle Package                             | Bundle includes national order, query conditions, standard abbreviations, Rates & Data and ELITE error messages and reports laminates   | RDPP2000               | Non-Member          | \$19.00      |
|  |   |                        | Member              | \$9.00       |
| National Order Processing & Procedures Manual  | An in depth reference manual that provides all information necessary to process advertising orders for both Media Publishers and Agency/CMRs.   | RDPP0004<br>Each       | Non-Member          | \$221.00     |
|  |   |                        | Member              | \$105.00     |
| National Order Processing & Procedures Training Course                                       | This course teaches you all of the processes and procedures required to place an order for Yellow Pages advertising.  | RDPS0101<br>Per person | Non-Member          | \$2,762.00   |
|  |   |                        | Member              | \$1,315.00   |
| New Employee Starter Kit   | This kit is a compilation of publications/products to assist new employees in learning about the Yellow Pages industry at a quicker pace. Includes: National Item Code & Illustrations Guide, 5 National Laminates, Local Media Tracking Study, and Create High Impact in the Yellow Pages. | NEWEMPSK               | Non-Member          | \$271.00     |
|  |   |                        | Member              | \$129.00     |

## NATIONAL ORDER PROCESSING/TRAINING (cont'd)

| <i>PRODUCT/SERVICE</i>                  | <i>DESCRIPTION</i>  | <i>CODE</i>     | <i>AVAILABILITY</i>      | <i>PRICE</i>         |
|---|---|-----------------|--------------------------|----------------------|
| Create High Impact in the Yellow Pages  | This four-page brochure shows how to create the most eye-catching and effective Yellow Pages ad.  | HIMYPA          | Non-Member<br>Member     | \$2.10<br>\$1.00     |
| Maximizing your dollars in Yellow Pages | This pocket guide explains the basics of the Yellow Pages for the Advertiser. This excellent 'leave behind' piece can be used for local and national sales and contains pockets for business cards. | RDP2100<br>Each | Non-Member<br><br>Member | \$3.15<br><br>\$1.50 |

## RATES & DATA

| <i>PRODUCT/SERVICE</i>               | <i>DESCRIPTION</i>  | <i>CODE</i> | <i>AVAILABILITY</i>  | <i>PRICE</i>     |
|--------------------------------------|---|-------------|----------------------|------------------|
| Advertising Specifications Manual    | Individual sheets that reflect each Local Search Association Media Publisher member's graphic requirements such as pica sizes, borders, screens, type styles, space precedence, etc.  | Website     | Non-Member<br>Member | \$0.00<br>\$0.00 |
| Advertising Specifications Revisions | Advertising Specifications publication content revisions.   | Website     | Non-Member<br>Member | \$0.00<br>\$0.00 |
| Billing List                         | Used to determine the proper address to send invoices or payments for national orders. Available only on the Local Search Association Web site.   | Website     | Non-Member<br>Member | \$0.00<br>\$0.00 |
| Contact List – Agency/CMR            | Publication containing contact information for key personnel in Agency/CMR member offices. Available only on the Local Search Association Web site.   | Website     | Non-Member<br>Member | \$0.00<br>\$0.00 |
| Contact List – International         | Designed to assist Agency/CMRs in placing advertising internationally for their clients. Lists companies, contacts, addresses, telephone numbers, fax numbers, e-mail and Web site addresses for over 100 countries. Available only on the Local Search Association Web site. | Website     | Non-Member<br>Member | \$0.00<br>\$0.00 |
| Contact List – Publisher             | Publication containing contact information for key personnel in Media Publisher member offices. Available only on the Local Search Association Web site.  | Website     | Non-Member<br>Member | \$0.00<br>\$0.00 |

**RATES & DATA (cont'd)**

| <i>PRODUCT/SERVICE</i>   | <i>DESCRIPTION</i>  | <i>CODE</i>              | <i>AVAILABILITY</i> | <i>PRICE</i> |
|--|---|--------------------------|---------------------|--------------|
| Rates & Data Directory Codes – Publisher                               | Media Publisher keys – This is the annual charge to have a directory listed in the Rates & Data when a publisher submits all rates and other pertinent information.   | RDPC0301<br>Each         | Non-Member          | \$232.56     |
|  |   |                          | Member              | \$134.92     |
| Rates & Data Directory Codes – Local Search Association                | Local Search Association keys – This is the annual charge to have a directory listed in the Rates & Data keyed by a Local Search Association staff member.  | RDPC0101<br>Each         | Non-Member          | \$311.84     |
|  |   |                          | Member              | \$182.16     |
| Rates & Data Item Codes – Additional                                   | With each directory listed in Rates & Data, there are 150 item codes allowed. If a Media Publisher offers more than 150 item codes, there is an additional cost for each additional item code listed in the Rates & Data. | RDPC0201<br>Each         | Non-Member          | \$2.08       |
|  |   |                          | Member              | \$1.12       |
| Rates & Data Monthly Full Files – Subscription – CD - Ground           | An annual subscription of Rates & Data monthly full files – CD. Coverage and Special Pricing information is included. Shipped UPS Ground. (12 issues)   | RDND0201<br>Subscription | Non-Member          | \$1,552.92   |
|  |   |                          | Member              | \$903.52     |
| Rates & Data Monthly Full Files – Subscription - CD – Second Day       | An annual subscription of Rates & Data monthly full files – CD. Coverage and Special Pricing information is included. Shipped UPS Second Day. (12 issues)   | RDND0202<br>Subscription | Non-Member          | \$1,605.40   |
|  |   |                          | Member              | \$945.52     |
| Rates & Data Monthly Full Files – Subscription - CD – Overnight        | An annual subscription of Rates & Data monthly full files – CD. Coverage and Special Pricing information is included. Shipped UPS Overnight. (12 issues)  | RDND0203<br>Subscription | Non-Member          | \$1,731.96   |
|  |   |                          | Member              | \$977.00     |
| Rates & Data Monthly Full Files – Subscription - Download files        | An annual subscription of Rates & Data monthly full files – download. Coverage and Special Pricing information is included. (12 downloads)  | RDNE0301<br>Subscription | Non-Member          | \$1,414.32   |
|  |   |                          | Member              | \$826.32     |
| Rates & Data Monthly Changes Only Files Subscription - CD – Ground     | An annual subscription of Rates & Data monthly files with changes only – CD. Coverage and Special Pricing information is included. Shipped UPS Ground. (12 issues)  | RDND0501<br>Subscription | Non-Member          | \$1,552.95   |
|  |   |                          | Member              | \$903.53     |
| Rates & Data Monthly Changes Only Files Subscription - CD – Second Day | An annual subscription of Rates & Data monthly files with changes only – CD. Coverage and Special Pricing information is included. Shipped UPS Second Day. (12 issues)  | RDND0502<br>Subscription | Non-Member          | \$1,605.45   |
|  |   |                          | Member              | \$945.53     |
| Rates & Data Monthly Changes Only Files Subscription - CD – Overnight  | An annual subscription of Rates & Data monthly files with changes only – CD. Coverage and Special Pricing information is included. Shipped UPS Overnight. (12 issues)   | RDND0503<br>Subscription | Non-Member          | \$1,731.98   |
|  |   |                          | Member              | \$977.03     |



## RATES & DATA (cont'd)

| <i>PRODUCT/SERVICE</i>  | <i>DESCRIPTION</i>   | <i>CODE</i>              | <i>AVAILABILITY</i> | <i>PRICE</i> |
|---|--|--------------------------|---------------------|--------------|
| Rates & Data Monthly Changes Only Files Subscription - download files | An annual subscription of Rates & Data monthly files with changes only – download. Coverage and Special Pricing information is included. (12 downloads)  | RDNE0601<br>Subscription | Non-Member          | \$1,414.35   |
|   |  |                          | Member              | \$826.35     |
| Rates & Data Weekly Files Subscription - download files               | An annual subscription of Rates & Data weekly files with changes only – download. Coverage and Special Pricing information is included. Not available on CD.   | RDNE0701<br>Subscription | Non-Member          | \$1,414.35   |
|   |  |                          | Member              | \$826.35     |
| Local Search Association-IRIS– Subscription – Ground                  | Local Search Association-IRIS CD allows you to run reports from a personal computer for any of the 7,000+ directories in the Rates & Data. A 12-month subscription. Shipped UPS Ground. (Cannot be used on Macintosh.)     | RDED0801<br>Subscription | Non-Member          | \$312.90     |
|   |  |                          | Member              | \$173.78     |
| Local Search Association-IRIS— Subscription – Second Day              | Local Search Association-IRIS CD allows you to run reports from a personal computer for any of the 7,000+ directories in the Rates & Data. A 12-month subscription. Shipped UPS Second Day. (Cannot be used on Macintosh.) | RDED0802<br>Subscription | Non-Member          | \$392.18     |
|   |  |                          | Member              | \$217.88     |
| LSA IRIS Online™  | IRIS Online is a unique and innovative marketing tool used to retrieve media publisher rates, data and other critical information or for creating key reports. This product also includes mapping capabilities.            | RDEE2005                 | Non-Member          | \$201.60     |
|   |  |                          | Member              | \$103.95     |
| LSA IRIS Online 25 User Subscription                                  | Purchase 25 LSA IRIS Online user ids and receive a 10% discount.   | IRISOL25                 | Non-Member          | \$4,534.95   |
|   |  |                          | Member              | \$2,344.13   |
| LSA IRIS Online 25 User – Additional Users                            | If purchasing a 25 user subscription, each additional user (from user 26 - 49) can receive a 10% discount.   | IRISO25A                 | Non-Member          | \$181.65     |
|   |  |                          | Member              | \$93.98      |
| LSA IRIS Online 50 User Subscription                                  | Purchase 50 LSA IRIS Online user ids and receive a 15% discount.   | IRISOL50                 | Non-Member          | \$8,565.90   |
|   |  |                          | Member              | \$4,427.85   |
| LSA IRIS Online 50 User – Additional Users                            | If purchasing a 50 user subscription, each additional user (from users 51 - 74) can receive a 15% discount.  | IRISO50A                 | Non-Member          | \$171.15     |
|   |  |                          | Member              | \$88.73      |

| <b>RATES &amp; DATA (cont'd)</b> |   |             |                      |                  |
|----------------------------------|---|-------------|----------------------|------------------|
| <i>PRODUCT/SERVICE</i>           | <i>DESCRIPTION</i>  | <i>CODE</i> | <i>AVAILABILITY</i>  | <i>PRICE</i>     |
| White Pages Manual               | This manual describes the procedure to follow when making White Pages requests and provides addresses for mailings of NA-3235s and NA-2000. | Website     | Non-Member<br>Member | \$0.00<br>\$0.00 |
| White Pages Manual – Revisions   | White Pages Manual content revisions. Updated approximately.  | Website     | Non-Member<br>Member | \$0.00<br>\$0.00 |

**TO ORDER PRODUCTS OR SERVICES**

Email: Barb@theLSA.org OR Fax: 248-244-0732 OR Phone: 248-244-0732

Sales tax will be added for CA, IL, MI and TX orders where applicable. All orders are subject to shipping and handling.  
(In addition to shipping charges, a handling fee of \$5 will be added for orders \$25 up to \$50, and \$10 for orders over \$50.  
On material orders under \$25, there is a handling fee of \$10 plus shipping costs.)



## PRODUCTS/SERVICES ORDER FORM

DATE: \_\_\_\_\_

| Item Code | Product/Service Requested | Quantity | Cost | Total |
|-----------|---------------------------|----------|------|-------|
|           |                           |          |      |       |
|           |                           |          |      |       |
|           |                           |          |      |       |
|           |                           |          |      |       |
|           |                           |          |      |       |

Email: [barb@theLSA.org](mailto:barb@theLSA.org) **OR** Fax: 248-244-0732 **OR** Phone: 248-244-0732

Sales tax will be added for CA, IL, MI and TX orders where applicable. All orders are subject to shipping and handling.

(In addition to shipping charges, a handling fee of \$5 will be added for orders over \$25 up to \$50, and \$10 for orders over \$50.

On material orders under \$25, there is a handling fee of \$10 plus shipping costs.)

**Method of Payment:**       Credit Card       Bill my company  
 AMEX       Diner's Club       MasterCard       Visa

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

***Bill To:***

**Name:** \_\_\_\_\_ **Telephone Number:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

***Ship To (if different):***

**(NO P.O. BOXES PLEASE)**

**Name:** \_\_\_\_\_ **Telephone Number:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

***Method of Shipment is UPS***

Overnight       Second Day       Three Day       Ground

Local Search Association-ELITE™  
ELITE System Prices

**RATES**

|   | Media Publisher &<br>Agency/CMR<br><u>Member</u> | Media Publisher<br>Tier 8 - 10<br>(Less than \$5 Million YP<br>Revenue)<br><u>Member</u> | Media Publisher<br><u>Non-Member</u> |
|---|--|--|--------------------------------------|
| ELITE Usage Fees (per kilo-character (kc)/per month): |  |  |                                      |
| 1 to 500 kilo-characters (minimum usage fee)          | \$124.43   | \$55.13  | \$202.13                             |

Kilo-characters over the minimum usage are calculated as follows:

Base Rate + (kc used - tier minimum) \* incremental rate

| Tiers                                     | Incremental Rate | Incremental Rate | Incremental Rate |
|---|------------------|------------------|------------------|
| 501 to 1,000 kc (see base rate below)     | 0.30             | 0.30             | 0.47             |
| 1,001 to 2,000 kc (see base rate below)   | 0.28             | 0.28             | 0.43             |
| 2,001 to 5,000 kc (see base rate below)   | 0.25             | 0.25             | 0.40             |
| 5,001 to 10,000 kc (see base rate below)  | 0.22             | 0.22             | 0.34             |
| 10,001 to 20,000 kc (see base rate below) | 0.19             | 0.19             | 0.30             |
| 20,001 and Greater (see base rate below)  | 0.17             | 0.17             | 0.27             |

**Base Rate**

|                     |            |            |            |
|---------------------|------------|------------|------------|
| 501 to 1,000 kc     | \$124.73   | \$124.73   | \$202.59   |
| 1,001 to 2,000 kc   | \$276.98   | \$276.98   | \$436.22   |
| 2,001 to 5,000 kc   | \$555.23   | \$555.23   | \$871.97   |
| 5,001 to 10,000 kc  | \$1,295.48 | \$1,295.48 | \$2,068.97 |
| 10,001 to 20,000 kc | \$2,397.98 | \$2,397.98 | \$3,748.97 |
| 20,001 and Greater  | \$4,340.48 | \$4,340.48 | \$6,741.47 |

|  |          |          |          |
|--|----------|----------|----------|
| Admin User Fee (Applies only to usage above minimum)       | \$55.13  | \$55.13  | \$68.25  |
| Mailbox Set up Fees (One time charge)                      | \$173.25 | \$173.25 | \$300.30 |
| Graphics (no charge for Agency/CMRs to use ELITE Graphics) | 0.28     | 0.28     | 0.50     |

Mailbox Fee (Annual) - Media Publisher and Agency/CMR Codes:

|                             |          |          |            |
|-----------------------------|----------|----------|------------|
| Price per code - first five | \$725.00 | \$330.76 | \$1,251.04 |
| Price per code - six plus   | 289.80   | N/A      | \$500.32   |

**Revised:** January 1, 2017