

**Office Buildings Phone Research for Advertisers**  
**Manual**

Ian or Sal (depending on the book) will provide an ad log listing the advertiser companies, contact information and building(s) being advertised. Use this log to keep track of ads that have not been sent out. Throughout the process, remind Ian or Sal about these ads.

### **Sending ads out**

- Fax or email the ad to the advertisers
- Log date you sent ad to the advertisers
- Wait a day or two and call to see if they received
- If you don't receive an ad back, contact the advertiser by phone and leave a message.
- When it is close to the day that Henry takes the forms, inform him of any outstanding ads.

### **When receiving ads back**

- Log on your sheet that you received the ad
- Write received with changes or no changes in the box
- When you receive the ad back make 2 copies.
  - 1 copy for Henry to be placed in folder and given to him at appropriate date
  - 1 copy for Ian or Sal
  - 1 copy (original received fax) for you

### **Final Proofs**

- If they have changes and require a final proof, create a final folder.
- Log name of company, contact person, phone number, fax number, date faxed, and the response you received. Mark if it has been received with changes, needs to be re-sent to reflect requested changes or needs to be resent with a new photo, etc.
- Provide a copy of this log to Ian or Sal.

### **Special Circumstances**

- *Sending PDFs*
  - If an advertiser requests the ad to be e-mailed, give the page number of the ad and the advertiser's e-mail address to Steve. He will send a PDF. Or he can send the PDF to you to email.
  - For bigger projects, i.e., those involving several ads being sent as once to an advertiser, it would be useful to use the RT Tracker system when working with Steve.
- *Photo changes*
  - Sometimes we request photos or the advertiser wants to change a photo. They can e-mail you the photo in a tiff or j-peg format at 300dpi. Then forward to Dianne.

### **Henry's folder**

- Henry's folder should be organized in street order (like the book) and alphabetical order when he requests it. It should be available to Ian or Sal for when they give the forms to Henry for review.