



### What is the Affiliate Program?

The Affiliate Program is designed to deliver valuable partnership through integrated marketing opportunities.

- Provides a framework to offer you a variety of integrated marketing offerings
- Creates a partnership where you receive greater value through discounts and additional program offerings as you make additional integrated marketing purchase decisions
- TELEPHONY makes value commitments through rates and benefits to those that commit to us in partnership across our integrated marketing portfolio

### Why this program?

The Affiliate Program is a model that better reflects audience behavior and advertiser needs.

- Media consumers have demonstrated their desire to consume information differently, through various mediums
- Advertisers need to surround those media consumers with their message to:
  - Take advantage of the blend of branding and response available in a mixed media environment
  - Use those total touch points to speed up the conversion process of first contact • recognition • awareness • curiosity • response • purchase decision



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## TELEPHONY Tiered Partnerships

TWO WAYS TO YOUR EARNED TIER:

### Participating Partner

We'll take all of your proposed marketing items, and total them using our Open Rate, which will determine where you fall in the program. You will then receive that discount level for all proposed marketing items, along with that program level benefit package.

### Negotiating Partner

Some of you simply want to negotiate the lowest rate possible. For those customers, we will negotiate a rate and use that negotiated rate (not the higher Open Rate) to determine where you fall in the program and the benefits you are eligible to receive.

	<b>AFFILIATE</b> (\$10,000-\$24,999)	<b>SPONSOR</b> (\$25,000-\$59,999)	<b>PARTNER</b> (\$60,000-\$99,999)	<b>PREMIER</b> (\$100,000-\$174,999)	<b>PLATINUM</b> (\$175,000+)
<b>Discount off 1x rate on all additional</b>	5%	10%	15%	20%	25%
<b>FREE Ad Perception Study Enrollment</b> (January & July issues – 1/2 page and larger ads)					
<b>FREE Access to Direct Mail names</b> (One time usage)		25% of total database	50% of total database	75% of total database	100% of total database
<b>Discount on one (1) TELEPHONY or Telephony Web or newsletter e-Print</b>		25%	50%	75%	one (1) FREE
<b>FREE Quarterly Plan to Purchase Study</b> (Leads delivered in specific categories)			Leads delivered Q2 & Q4	Leads delivered each quarter	Leads delivered each quarter
<b>FREE Sponsored Link on TelephonyOnline</b> (based on availability)			one (1) month	two (2) months	three (3) months
<b>FREE White Paper Library Hosting</b> (includes up to two white papers per month)			one (1) month	two (2) months	three (3) months
<b>FREE Custom eBlast</b>				one (1) time usage	two (2) time usage
<b>FREE TelephonyOnline survey</b> (vendor responsible for survey prize)				one (1) survey	two (2) surveys



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