



DETACHED ADDRESS CARD (DAC)

Product Description: Height: 5.00"
Width: 9.00"
Card Stock: 100 lb Cover

Cost: \$41.75/m (includes printing, shipping, samples)
Additional Cost \$100/m for postage

Provider

Town Money Saver, Inc.

Contact: TMS Corporate

Phone: 800-481-8696

Fax: 419-892-2371

e-mail: tms@townmoneysaver.com

Primary Advertiser: When a single advertiser is on the front of a DAC. This client is the Primary Advertiser in the event that additional advertisers appear on the address side of card. The Primary Advertiser is the Advertiser of record for purposes of booking a DAC.

Multiple Advertisers & Self Promotion: Multiple advertisers or self-promo can appear on the front of a DAC given the following conditions

- DAC can only be in that franchisees market
- DAC must be booked less than 30 days prior to the In Home Date
- DAC advertisers cannot claim first right of refusal for next year's bookings.

Booking Procedure:

- A. Any Selling Franchisee must confirm availability of dates and markets with TMS Corporate.
- B. Selling Franchisee submits DAC Booking form online.
- C. Selling franchisee is not to commit until they receive confirmation from TMS Corporate. If it is not received back within 24 hours call for an explanation.
- D. After receiving confirmation back, confirm that booking has been added to TMS website on the DAC bookings table. If it has not been added within 24 hours call for an explanation.
- E. E-mail notification is sent to selling & receiving franchisee from TMS, Inc.
- F. Selling Franchise is to list booking on Ad Submission form.
- G. If additional bookings are made for the same client a new form is to be used. Do not revise a form that has already been submitted.

Booking A DAC in a New Market

Franchisee managing New Market has DAC Booking rights for first 12 mailers of the new market. Other franchisees can book a DAC in first 12 mailers 30 days or less before print date of the card for available months other than the first month (mailer). During the first month of opening a market, a franchisee's exclusive rights to book a DAC are in effect up to and including the Monday one and a half weeks before the DAC print date.

November DAC Booking Process for New Market – Franchisee managing New Market has first right of refusal for all open months in the new market.

i.e. Market opens in June. Market could not have had a DAC booked for January through May of that year so the new franchisee has the first right of refusal (Week 1) of DAC bookings, in January through May of following year. Normal booking process will be in effect for the balance of the year.

Canceling Procedure:

- A. DAC Cancellations require 30 Day confirmed written notice prior to print to TMS Corporate using the online DAC Cancellation form. If the form is not received back within 24 hours call for an explanation.
- B. After receiving confirmation back, confirm booking has been removed from TMS website on the DAC bookings table. If it has not been removed within 24 hours call for an explanation.
- C. E-mail notification is sent to selling & receiving franchisee from TMS, Inc.
- D. If additional cancellations are made for the same client the online form is to be used.
- E. If cancellation is less than 30 days prior to print, Selling Franchisee may be required to furnish DAC at his/her own cost. The receiving franchisee will get paid 50% of current commission.
i.e. \$10/m = half of the current \$20/m commission.
- E. Any client that cancels 3 print cycles or more bookings in a calendar year with a minimum 30 day notice prior to print will waive the bookings already made for that year. Any client that cancels a booking with less than a 30 day notice prior to print will waive the bookings already made for that year. The only condition in which this type client will be able to run a DAC for the current year is in an open booking (a market that still has a DAC available with less than 30 days to a given print.

Commission:

Selling Franchisee is responsible for payment to Receiving Franchisee of \$20.00/M (per thousand).

Booking Priorities:

1. Book DAC for calendar year only, January through December.
2. Submit bookings to TMS, Inc. using online DAC booking form.
3. First right of refusal
 - a. Primary Advertiser (advertiser on front of DAC in the event that additional advertisers appear on the address side of card) that booked DACs in a given month and market, in current year, has first rights for those same months and market for next year's bookings. Those bookings are to be made the first Tuesday in November through the following Monday.
 - b. Any Primary Advertiser that booked a DAC in a given market, in current year, has second rights to book all open months in that given market for next year's bookings. In the case that multiple clients want the same booking, the Primary Advertiser that booked more DACs in that market in the current year will have preference. In the case of a tie, the Primary Advertiser that booked more DACs companywide in the current year will have preference, followed by those with fewer bookings. Those bookings are to be made the second Tuesday in November through the following Monday.
 - c. Any Primary Advertiser that booked a DAC in current year has third rights to book any available months and markets for next year's bookings. Those bookings are to be made the third Tuesday in November through the following Monday. In the case that multiple clients want the same booking, the Primary Advertiser that booked more DAC's companywide in the current year will have preference.
 - d. After above bookings, DACs will be booked on a first come first serve basis.
4. Each mailer is limited to only 1 DAC per month

Pricing:

- A. The minimum sale price for a DAC is \$175.00 /m (per thousand). There is not a maximum sale price for a DAC.

TMS recommends franchisees sell a DAC for no less than \$200/m. Actual markets conditions may vary but TMS, Inc. estimates for a client to do the same solo mail piece on their own would cost \$275-\$325/m.

Commission: Selling Franchisee pays receiving Franchisee \$20.00/m, except for the first 6 months of a new market. In the first 6 months of a new market, any out of market DAC bookings into the new market result in the receiving franchisee getting double the commission on the DAC.

Addressing: The address for each item must be placed on the DAC parallel to the longest dimension of the DAC and may *not* appear on the item it accompanies. The DAC must contain the recipient's delivery address and the mailer's return address.

Designer Specs – refer to Graphics Program in Section 16.

Required Information:

The following words must appear in bold type at least 1/8" high on the address side of each DAC: "USPS regulations require that this address label be delivered with its accompanying postage-paid mail. If you should receive this label without its accompanying mail, please notify your local postmaster." Town Money Saver (which may include an illustration of the item) must also appear on the front or back of the DAL to associate it with the accompanying item.

Other Required Information (on address side)

- A. Postal Indicia: In the upper right corner of the postage area of the DAC, specific information must be imprinted in a specific format. If a DAC does accompany the mailer the postal indicia must be on the DAC and removed from the mailer. The current design is:

PRSRST STD
ECRWSS
U.S. POSTAGE
PAID
Town Money Saver, Inc.

- B. Label Area: In the center of the postage area of the DAC the words "Postal Customer" must be imprinted parallel to the longest dimension of the DAC.
- C. Return Address: In the left side of the postage area of the DAC the return address of the TMS, Inc. must be imprinted along with the words "Published by" and the name of the market the DAC is mailing to. Phone number of franchisee can also be imprinted only in their market(s). OOM DACs should not contain contact information for selling franchisee.

Brunswick
Published By:
Town Money Saver, Inc.
Corporate Office
PO Box 356
Lucas, OH 44843
For advertising information
call John at 888-888-8888

Advertising on Address Side

A. Advertising is allowed on the address side of the DAC per the following specifications.

NOTE: Any cards designed outside of these specs are not in accordance with USPS **regulations** and TMS, Inc. policy. Any cards that are submitted for use that are not in accordance with these specifications are liable for **FULL Retail Replacement Cost** and any subsequent damages for all ads in the accompanying mailer if the DAC and/or mailer are not deliverable due to improper design.

Out of Market DACs – Self-promotion is not allowed on out of market DACs nor is the solicitation of business in another franchisees market. The selling franchisee is not to place their name or contact information on out of market DACs. Franchisee are not allowed to run a self-promotional card in another franchisees market.

DAC & Post Card with Advertising on Address Side - USPS Approved Design

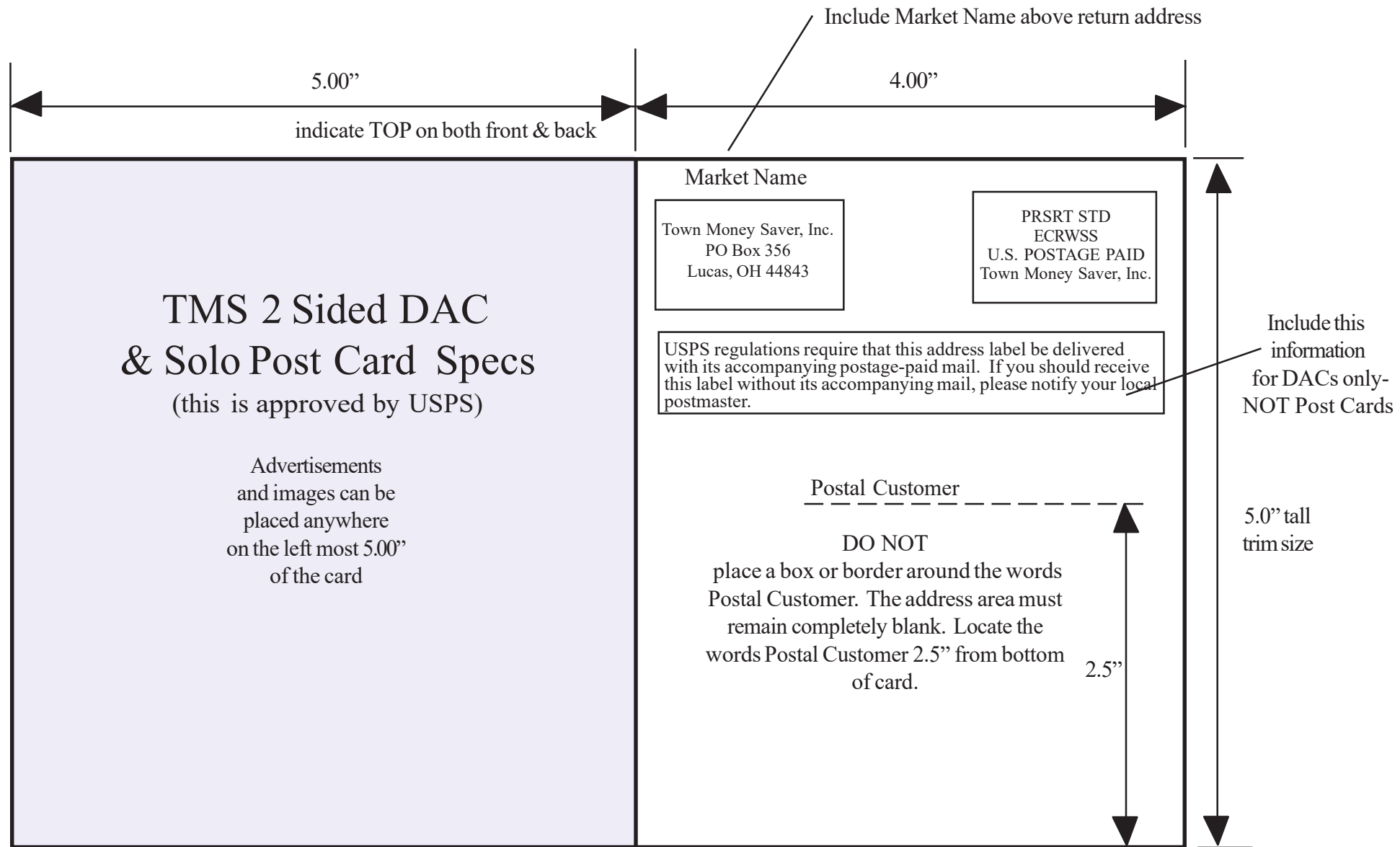


image area is 9.00" x 5.00"
bleed size is 9.25" x 5.25" - include crop marks