



Products and Services Catalog

OCTOBER 2017

820 Kirks Blvd., Suite 100
Troy, MI 48084-4836
www.theLSA.org

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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 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

CO-OP ADVERTISING

<i>PRODUCT/SERVICE</i>	<i>DESCRIPTION</i>	<i>CODE</i>	<i>AVAILABILITY</i>	<i>PRICE</i>
LSA CO-OP Service Bureau (Under 75M Rev.)	The Service Bureau was designed to assist the sales reps with the administrative aspects of CO-OP. This option includes the lead lists, dealer lists (upon request), prior approval and claim form/tear sheet activities, userids to Co-Op Online and quarterly CO-OP newsletters. (1-5 users)	COOPSBTL	Member	2500.00
LSA Co-Op Service Bureau (Over 75M Rev.)	The Service Bureau was designed to assist the sales reps with the administrative aspects of Co-Op. This option includes the lead lists, dealer lists (upon request), prior approval and claim form/tear sheet activities, userids to CO-OP Online and quarterly CO-OP newsletters. (1-5 users – contact LSA for 6+ user pricing)	COOPSBTM	Member	5000.00
CO-OP Raw Data File –Subscription (Under 75M Rev.)	CO-OP handbook subscription updates sent electronically (sent monthly). Full or changes only files available.	CODI0101	Non-Member	\$7,500.00
			Member	\$5,000.00

CO-OP ADVERTISING (Cont'd)

<i>PRODUCT/SERVICE</i>	<i>DESCRIPTION</i>	<i>CODE</i>	<i>AVAILABILITY</i>	<i>PRICE</i>
CO-OP Raw Data File –Subscription (Over 75M Rev.)	CO-OP handbook subscription updates sent electronically (sent monthly). Full or changes only files available.	CODI0102	Non-Member Member	\$15,000.00 \$10,000.00
CO-OP Online (Under 75M Rev.)	LSA CO-OP ONLINE is a web-based tool designed specifically for identifying manufacturers who offer Co-Op funds for a variety of media types. This product contains all the data that appears in the LSA CO-OP Advertising Programs handbook and also allows for many types of searches and reports.	COOPONLN Per Person	Non-Member Member	\$1,500.00 \$750.00
CO-OP Online (Over 75M Rev.)	LSA CO-OP ONLINE is a web-based tool designed specifically for identifying manufacturers who offer Co-Op funds for a variety of media types. This product contains all the data that appears in the LSA CO-OP Advertising Programs handbook and also allows for many types of searches and reports.	COOPONLO	Non-Member Member	\$3,000.00 \$1,500.00

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 DOL-TIER1 DOL-TIER2 DOL-TIER3 DOL-TIER4 DOL-TIER5	Non-Member Member (CMR): Tier 1 Tier 2 Tier 3 Tier 4 Tier 5	\$7,500.00 \$5,865.00 \$4,950.00 \$4,125.00 \$2,062.50 \$825.00
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 EBILLxxxxN2 EBILLxxxxN3 EBILLxxxxP1-4 EBILLxxxxP5-7 EBILLxxxxP8-10	Non-Member Pub: ↑51 directories 26-50 directories 25↓ directories Member: Tiers 1-4 Tiers 5-7 Tiers 8-10	\$105.00 \$63.75 \$30.00 \$78.75 \$41.25 \$30.00 Billed Quarterly

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) Member (Pub)	Please see page 13 for pricing details.
ELITE Mailbox Set Up Fee	One time only set up fee.		Non-Member 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 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 Member	Please see page 13 for pricing details.
ELITE Adm. User Fee	Applies to above ELITE minimum usage.		Non-Member 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 Member	<i>(Please Call for Pricing Details)</i>
Local Media Tracking Study	Annual survey of over 8,000 U.S. consumers exploring media usage across 10 + media outlets.	LSAInsights.com	Non-Member Member (Agency, Publisher & Gold Partner) Member (Silver Partner)	\$20,000.00 \$0.00 \$15,000.00

MEMBERSHIP

<i>PRODUCT/SERVICE</i>	<i>DESCRIPTION</i>	<i>CODE</i>	<i>AVAILABILITY</i>	<i>PRICE</i>
Bylaws & Guidelines (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 Subscription	Non-Member	\$460.00
			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 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 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 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 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 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 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 Member	\$2.10 \$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.	RDPP2100 Each	Non-Member Member	\$3.15 \$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 Member	\$0.00 \$0.00
Advertising Specifications Revisions	Advertising Specifications publication content revisions.	Website	Non-Member Member	\$0.00 \$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 Member	\$0.00 \$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 Member	\$0.00 \$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 Member	\$0.00 \$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 Member	\$0.00 \$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 Each	Non-Member	\$332.24
			Member	\$192.76
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 Each	Non-Member	\$445.48
			Member	\$260.24
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 Each	Non-Member	\$3.00
			Member	\$1.64
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 Subscription	Non-Member	\$2,218.50
			Member	\$1,290.75
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 Subscription	Non-Member	\$2,293.50
			Member	\$1,350.75
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 Subscription	Non-Member	\$2,474.25
			Member	\$1,395.75
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 Subscription	Non-Member	\$2,020.50
			Member	\$1,180.50
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 Subscription	Non-Member	\$2,218.50
			Member	\$1,290.75
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 Subscription	Non-Member	\$2,293.50
			Member	\$1,350.75
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 Subscription	Non-Member	\$2,474.25
			Member	\$1,395.75

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 Subscription	Non-Member	\$2,020.50
			Member	\$1,180.50
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 Subscription	Non-Member	\$2,020.50
			Member	\$1,180.50
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 Subscription	Non-Member	\$447.00
			Member	\$248.25
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 Subscription	Non-Member	\$560.25
			Member	\$311.25
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	\$288.00
			Member	\$148.50
LSA IRIS Online 25 User Subscription	Purchase 25 LSA IRIS Online user ids and receive a 10% discount.	IRISOL25	Non-Member	\$6,478.50
			Member	\$3,348.75
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	\$259.50
			Member	\$134.25
LSA IRIS Online 50 User Subscription	Purchase 50 LSA IRIS Online user ids and receive a 15% discount.	IRISOL50	Non-Member	\$12,237.00
			Member	\$6,325.50
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	\$244.50
			Member	\$126.75

RATES & DATA (cont'd)

<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 Member	\$0.00 \$0.00
White Pages Manual – Revisions	White Pages Manual content revisions. Updated approximately.	Website	Non-Member Member	\$0.00 \$0.00

TO ORDER PRODUCTS OR SERVICES

Email: Sharon@theLSA.org OR Fax: 248-244-0745 OR Phone: 248-244-0745

Sales tax will be added for MI, NJ 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: sharon@theLSA.org **OR** Fax: 248-244-0745 **OR** Phone: 248-244-0745
Sales tax will be added for MI, NJ, 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 & Agency/CMR <u>Member</u>	Media Publisher Tier 8 - 10 (Less than \$5 Million YP Revenue) <u>Member</u>	Media Publisher <u>Non-Member</u>
ELITE Usage Fees (per kilo-character (kc)/per month):			
1 to 500 kilo-characters (minimum usage fee)	\$177.75	\$78.75	\$288.75

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)	0.44	0.44	0.67
1,001 to 2,000 kc (see base rate below)	0.40	0.40	0.62
2,001 to 5,000 kc (see base rate below)	0.35	0.35	0.57
5,001 to 10,000 kc (see base rate below)	0.32	0.32	0.48
10,001 to 20,000 kc (see base rate below)	0.28	0.28	0.43
20,001 and Greater (see base rate below)	0.24	0.24	0.38

Base Rate

501 to 1,000 kc	\$178.19	\$178.19	\$289.42
1,001 to 2,000 kc	\$395.69	\$395.69	\$623.17
2,001 to 5,000 kc	\$793.19	\$793.19	\$1,245.67
5,001 to 10,000 kc	\$1,850.69	\$1,850.69	\$2,955.67
10,001 to 20,000 kc	\$3,425.69	\$3,425.69	\$5,355.67
20,001 and Greater	\$6,200.69	\$6,200.69	\$9,630.67

Admin User Fee (Applies only to usage above minimum)	\$78.75	\$78.75	\$97.50
Mailbox Set up Fees (One time charge)	\$247.50	\$247.50	\$429.00
Graphics (no charge for Agency/CMRs to use ELITE Graphics)	0.40	0.40	0.72

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

Price per code - first five	\$1,035.76	\$472.52	\$1,787.24
Price per code - six plus	414.00	N/A	\$714.76

Revised: January 1, 2017