



Community Classifieds – Merging the BCYCNA ads with your own

We are attempting to provide a system that will enable you to better merge ads taken by the association into your workflow. Please take a moment to answer the following questions so that we can make this transition easy and smooth for you.

1) Newspaper name:

2) Contact person:

3) Contact's phone:

4) Contact's email:

5) What system are you currently using to place your classified ads?

6) What is the standard point size and column width for your classified ads? (for example: 8 pt. Helvetica, 1.25" column width)

7) What is the brand name of your Order Entry System?

➤ Platform: Mac or PC?

➤ Number of terminals?

8) Do you have a system that enables customers to place their ads online? If so, what is the brand name?

9) Do you have a system that enables you to display your ads online? If so, what is the brand name?

➤ If yes, please describe how to get the ads into the online module:

➤ If you send a file to the Internet component, please email us a sample file (to info@bcccommunitynews.com - subject line: "*newspaper name - Online Ads file for AdWorks.*") This will enable us to determine if the ads that the association provides can be merged into your existing workflow.

10) How do you place the ads onto the pages? Quark? InDesign? Other?

➤ Platform: Mac or PC?

➤ If the system you use to get the ads to Quark or InDesign involves sending a file, email us a sample file (to info@bcccommunitynews.com - subject line: "*newspaper name – Quark sample for AdWorks.*") This will enable us to determine if the ads that the association provides can be merged into your existing workflow.

11) Please send us a full listing of your classifications. This will allow us to better provide you with ads in the appropriate classification. (Please email the list to info@bccommunitynews.com - subject line: "*newspaper name – classifications for AdWorks.*")

12) Do you use xtags? If so, what version?

13) To help us with this process, it would be helpful to have some samples of your classified flow files. Please email a sample of your Publish file (the file you use to flow your ads onto a page). This will be used to test the matching of the file format. (Please attach them in an email and send to info@bccommunitynews.com - subject line: "*newspaper name - pubfile test for Adworks.*")

**Thank you so much for taking the time to answer these questions.
Please either email this survey back to Kerry Slater (Burgess) at
info@bccommunitynews.com, or fax it to the BCYCNA office at**

604-684-4713.

**If you have any concerns, don't hesitate to ask. You can also reach
me toll-free at 1-866-669-9222, ext.2.**