



AUDIT PROMOTION CHECKLIST

All of the services listed below are FREE promotions included with your audit.

Your audit is complete, and the most important part of your audit process is about to begin! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to get started:

- DISPLAY THE CVC LOGO** - The enclosed CD contains a variety of CVC logos. After your printed audit report has been issued, you can run the CVC logo in your publication, and on your rate card and media kit. Refer to the audit promotion kit for more logo promotion ideas.
- GET CONFERENCE CALL TRAINING** - Call (800) 262-6392 to schedule training on analyzing your personalized CVC audit report and readership study. Training sessions take 30 minutes, and can be scheduled during regular weekly sales meetings.
- LET US SEND A LOCAL AUDIT PROMOTION** - Send CVC 25 pre-addressed mailing labels for potential advertisers in your area. CVC will personalize an audit promotion letter for your publication and send each advertiser a copy of your report. After completing their conference call training, your sales staff should follow up with the recipients of the letter.
- NATIONAL AUDIT PROMOTION** - CVC automatically releases your audit to Standard Rate and Data Service, AdWeek Directories and other national media listing firms. If there is an additional national media directory of particular importance to your publication, call our office to verify we are releasing your audit data to them. The enclosed CD includes a list of national media buyers.
- REGIONAL AUDIT PROMOTION** - CVC maintains a database of more than 4,900 advertising agencies nationwide. The enclosed CD includes a list of advertising agencies located in your state.
- CREATE IN-HOUSE AUDIT PROMOTION ADS** - The enclosed CD contains sample promotional ads run by other publishers. Drop your name and logo into an existing ad, or create your own promotions. If you create your own ads, please send a sample PDF to tbingaman@cvcaudit.com so CVC can share your idea with other publishers and media buyers.

Need Posters?

CVC's "power" poster is free and looks great in offices, conference rooms and training areas. Make sure your office visitors know about the power of your CVC audit. Order your free poster today by calling (800) 262-6392.



FREE

NADA

ZIP

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GRATIS

COMPLIMENTARY

All of these audit promotions are included in the cost of your audit.

