

Common Postering ?'s

SAMPLE POSTERING PROPOSAL

LOCATIONS:

Number of locations per campus?

Answer: The number of locations varies from campus to campus. We have a recommended sampling list provided in our media kit.

How often are boards cleaned off?

Answer: It depends on the campus and the location on the campus.

List criteria for evaluating school's take-one potential.

Answer: The client dictates which campuses would be a take-one potential. It would depend on the client's target list of schools. Every client has specific target audience (i.e. age group, major or area of the country etc.).

Can vendor provide competitive environment @ schools with our product?

Answer: Yes

Do you have any strong geographic territories? If yes, please substantiate.

Answer: All geographic territories are strong and this has been demonstrated by the responses of our existing clients.

MONITORING:

Who supervises program and what's their position in the company?

Answer: Mark Sorel — Head of postering division

Who manages reps and where are they (mgrs) located?

Answer: Mark Sorel. He is located in Boston.

Communication channels — what voluntary feedback on program is given, by vendor and reps?

Answer: There is a constant communication channel on a daily and weekly basis between the managers and the reps. The field agents give feedback on programs and report the progress for each of the postering clients. And,

every month we send out a monthly newsletter. There is no direct channel of communication between the vendor and the individual reps. However, we can provide a weekly progress report to our vendors.

Describe our complete quality control function.

Answer: The most important concern of our clients is regarding fulfillment or quality control. That's why we have several levels of quality control:

- 1) Shipping receipts
- 2) Nationwide Warehouse Affidavits
- 3) On-Campus Affidavits
- 4) On-Campus Wave Photos*

*Client will have to pay for the initial cost

EXPERIENCE/COMMITMENTS:

Length of time company in business and how long postering?

Answer: CMB has been postering for 37 years.

For what clients have you previously run programs (postering and other)?

Answer: **Postering**
American Lawyer
Around The World Adventure
Bank of America
Bentley College
Boston College
Choice Visa
Clark Photos
College Bike Tours
Commercial National Bank
Current Checks
Discover
Diversified Enterprises
Duquesne University
Eastern Michigan University
Engineering Press
Firstier Bank
GTE
IBM
Language Experience Programs
MCI
Paris Internship Program
Philadelphia Institute
Semester in Spain
Ski Americard
U.S. News
Universal Screen Art
US Sprint
Word One Claretians

Print

(*Insider* - see sample copy in media kit)

Anheuser Busch
Apple Computers
Army National Guard
Army ROTC
Bank of America
Benetton
Camp Beverly Hills
Chevrolet
Citibank
Club Sportswear
Esprit
Family Planning Associates
FBI
Ford
Los Angeles Times
Miller Brewing
Navy ROTC
New York Seltzer
Nike/Side 1
Nissan
Standard Brands Paint Co.
U.S. Army Reserve

How many postering programs are you currently running? What clients and products?

Answer: (see above list)

How many schools?

Answer: It varies from client to client?

How many reps?

Answer: We have over 100 agents and the number of agents involved in any one campaign varies from client to client.

What are your reps credentials?

Answer: All of our agents are full-time and their experience ranges from 5-25 years.

Compensation (flat rate/commission/both)?

Answer: Each rep's compensation varies due to breakdown of areas.

How many others will they run simultaneously to client?

Answer: It depends on the time of the year. We run approximately 5-25 other postering clients simultaneously.

Do they work exclusively for vendor?

Answer: Currently, we have running contracts that have been signed by “middleman” agents that have to be fulfilled. Otherwise, for future postering business, our agents will be exclusive.

Is the rep’s compensation level the same for each client?

Answer: No

Total reps for program and total schools per rep and geographic territories.

Answer: We have over 100 reps and they are broken down into several geographic territories. Our agents have anywhere from 5-50 campuses each that they are responsible for. It varies on the area.

What client references can you provide?

Answer: Most of our postering has been through “middleman agents”. In order to pass the savings to our clients, we have started to work directly with our clients. In addition, we have other reports that substantiate that we have done the work. Other references available upon request.

What are your companies capabilities and client/product histories beyond take-ones for the following direct sales, on-going rep programs?

Answer: We are presently executing programs such as tabletops, product sampling, newspaper placement, college magazine, promotion, College expos etc.

DISTRIBUTION:

Are you aware of respective school requirement/approval process?

Answer: Yes

What’s the timing of your dual wave material distribution?

Answer: Generally for most clients, we distribute posters on a monthly basis. However, this could be adjusted according to your needs. Depending on the area, we do a consistent routine maintenance check to make sure that everything is in order.

What type of shipping process do you use?

Answer: We employ all of them. Depending on the situation, we utilize each one to best suit our client’s needs.

RESULTS:

What are your projections for response rate/# completed applications?

Answer: This varies by client. Variables include the time of year; the quality of the poster; the quality of the creative; and the incentives behind each postering campaign. We have had anywhere from a 1%-15% response rate depending upon the number of applications distributed.

What’s your definition of processable vs. completed applications?

Answer: It depends on what the client considers to be processable and completed applications. The client would need to inform us what is needed to properly process the applications.

What measures are taken to ensure applications are processable?

Answer: We are capable of checking every application to ensure that all applications are processable. If the client needs more information on the application, then we can find out the information that is needed. Generally, there is a \$2 per application processing fee which was not included in the initial proposal. However, we need to see the application to determine an accurate processing fee.

Can you provide monthly results by school?

Answer: Yes, if we do the processing. The client must be willing to code each school’s applications or make sure that in the application it requests the applicant’s school that they are attending.

PAYMENT STRUCTURE:

Do they include shipping?

Answer: We can provide you with the addresses so that you may break down the shipments and then send them directly to our reps., or you can send all your posters to us and then for a nominal fee including postage, we will send the posters directly to our reps.