

## APT/Phoenix Edison/Digital Connect systems overview

### Edison

NO package functionality exists in either system today to support Edison packages and pricing. Pricing and package controls will be managed by contracts. Media Pkg # (1-X) contracts created with package pricing assigned per product/service as part of Edison setup.

Customer number 1234 'Mike's Bikes' sold Edison package 3

1. Contract signed and sent to RFC
2. RFC assigned Media Pkg 3 contract to customer 1234 Mike's Bikes
  - a. Includes start and end date
3. Orders booked for Edison package products are assigned Media Pkg 3 contract code
  - a. AdCharges & Services priced using package 3 rates
  - b. Revenue automatically assigned to normal GL code for financial reporting
  - c. Edison revenue will be tracked by contract code
    - i. Can compare to prior year based on Edison contract start/end date

River Valley Edison packages include \$39 per period SB charge

### Search Boost Today

Non- Edison customer	Activity in period	\$39 SB charge automatically added
Edison customer	Activity in period	\$39 SB charge automatically added

Active SB customer list sent to TownNews weekly. Inactive list sent monthly

### Digital Connect 10/1 (LAC & MUN)

Non- Edison customer	Activity in period	\$39 SB charge automatically added
Existing Edison customer (LAC only)	Activity in period	\$39 SB charge automatically added
New Edison customer	Exclude from SB	\$89 DC charge added <u>manually</u> /period

Active SB customer list sent to TownNews weekly. Inactive list sent monthly

Active Edison customers list (Media Pkg contract) sent to Own Local daily. All order manifests and PDF's sent to Own local

Own Local creates profiles for all customers in daily customer manifest and uploads all (within and outside Edison package) print ads submitted

**Digital Connect Plus 10/1**

Non- Edison w/o DCP	Activity in period	\$39 SB charge automatically added
Edison customer	Exclude from SB	\$349 charge added <u>manually</u> /period

Active SB customer list sent to TownNews weekly. Inactive list sent monthly

Active Edison customers list (Media Pkg contract) sent to Own Local daily already so profile will be created. All order manifests and PDF's sent to Own local

Own Local creates profiles for all customers in manifest file and uploads all (within and outside Edison package) print ads submitted

**Digital Connect Plus (ETA 10/10)**

2 Additional contracts added by local site or RFC

Digital Connect Plus Offers 'Media Pkg DCPO'

Digital Connect Plus Products 'Media Pkg DCPD'

One of these contracts would be assigned to non-Edison customers who purchase stand- alone DCP.

Local site or RFC would need to determine Shop and Offers amplified digital pubs/sections to tie contract to. Customers would be included in the Own Local Customer manifest

Non- Edison w/o DCP	Activity in period	\$39 SB charge automatically added
Non- Edison w/ DCP	Exclude from SB	\$349 charge added <u>manually</u> /period
Edison customer	Exclude from SB	\$349 charge added <u>manually</u> /period

Active SB customer list sent to TownNews weekly. Inactive list sent monthly

Active Edison customers list (Media Pkg contract) sent to Own Local daily already so profile will be created. All order manifests and PDF's sent to Own local

Own Local creates profiles for all customers in manifest file and uploads all (within and outside Edison package) print ads submitted