



## RENEWAL BY ANDERSEN TV PRE AND POST-LOG COLLECTION POLICY

Pre-Logs and Post-Logs are essential to operations at Lead Surge. Our clients ask us to send this information to them for each scheduled week and it serves a variety of needs:

- 1.) To prepare the client's call center
- 2.) To monitor media spend
- 3.) To check for traffic accuracy
- 4.) To calculate the client's cost per lead analysis
- 5.) To ensure proper separation between scheduled spots

When this information is not sent to us in a timely manner, it causes major problems for the client and us. As a DR advertiser we need this attention to detail. When we have to request this information multiple times, it is a waste of our agency's energy and resources. **If you have not already, please devise a system that reliably delivers our pre and post-logs as requested.**

	PRE-LOG CHECKLIST		POST-LOG CHECKLIST
	<b>PRE-LOG DUE:</b> on the Friday before our scheduled start		<b>POST-LOG DUE:</b> on the Monday following a schedule. <i>If logs are not reconciled by Monday, please send by Tuesday at the latest</i>
<input checked="" type="checkbox"/>	Excel spreadsheet format	<input checked="" type="checkbox"/>	Excel spreadsheet format
<input checked="" type="checkbox"/>	Spot rate	<input checked="" type="checkbox"/>	Spot rate
<input checked="" type="checkbox"/>	Spot length	<input checked="" type="checkbox"/>	Spot length
<input checked="" type="checkbox"/>	Scheduled air date	<input checked="" type="checkbox"/>	Actual/verified airdate
<input checked="" type="checkbox"/>	Scheduled air time	<input checked="" type="checkbox"/>	Actual/verified airtime
<input checked="" type="checkbox"/>	Program Name	<input checked="" type="checkbox"/>	Program Name
<input checked="" type="checkbox"/>	Zone/network (if applicable)	<input checked="" type="checkbox"/>	Zone/network (if applicable)
<input checked="" type="checkbox"/>	ISCI/Ad-ID (if possible, we understand this is typically not available on pre)	<input checked="" type="checkbox"/>	ISCI/Ad-ID

**Effective immediately, please send all Renewal by Andersen pre and post-logs to: [logs@leadsgurleadvertising.com](mailto:logs@leadsgurleadvertising.com).**

Please be sure to inform your team of this request.

The undersigned agrees to the schedule terms and conditions as stated above.

**X**  
 \_\_\_\_\_  
 SALES REPRESENTATIVE – PRINT NAME

**X**  
 \_\_\_\_\_  
 SALES REPRESENTATIVE – SIGNATURE

\_\_\_\_\_  
 DATE



## RENEWAL BY ANDERSEN RADIO POST-LOG COLLECTION POLICY

Post-Logs are essential to operations at Lead Surge. Our clients ask us to send this information to them for each scheduled week and it serves a variety of needs:

- 1.) To prepare the client's call center
- 2.) To monitor media spend
- 3.) To check for traffic accuracy
- 4.) To calculate the client's cost per lead analysis
- 5.) To ensure proper separation between scheduled spots

When this information is not sent to us in a timely manner, it causes major problems for the client and us. As a DR advertiser we need this attention to detail. When we have to request this information multiple times, it is a waste of our agency's energy and resources. **If you have not already, please devise a system that reliably delivers our post-logs as requested.**

POST-LOG CHECKLIST	
	<b>POST-LOG DUE:</b> on the Monday following a schedule. <i>If logs are not reconciled by Monday, please send by Tuesday at the latest</i>
<input checked="" type="checkbox"/>	Excel spreadsheet format
<input checked="" type="checkbox"/>	Spot rate
<input checked="" type="checkbox"/>	Spot length
<input checked="" type="checkbox"/>	Actual/verified airdate
<input checked="" type="checkbox"/>	Actual/verified airtime
<input checked="" type="checkbox"/>	ISCI/Ad-ID

**Effective immediately, please send all Renewal by Andersen post-logs to: [logs@leadsurgeadvertising.com](mailto:logs@leadsurgeadvertising.com).**

Please be sure to inform your team of this request.

The undersigned agrees to the schedule terms and conditions as stated above.

**X**  
\_\_\_\_\_  
SALES REPRESENTATIVE – PRINT NAME

**X**  
\_\_\_\_\_  
SALES REPRESENTATIVE – SIGNATURE

\_\_\_\_\_  
DATE