



**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	
	PRE-LOG DUE: on the Friday before our scheduled start		POST-LOG DUE: 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"/>	The spot rate	<input checked="" type="checkbox"/>	The spot rate
<input checked="" type="checkbox"/>	Scheduled airdate	<input checked="" type="checkbox"/>	Actual airdate
<input checked="" type="checkbox"/>	Scheduled airtime	<input checked="" type="checkbox"/>	Actual airtime
<input checked="" type="checkbox"/>	ISCI code/ad-ID	<input checked="" type="checkbox"/>	ISCI code/ad-ID
<input checked="" type="checkbox"/>	Total gross spend for the week	<input checked="" type="checkbox"/>	Actual gross spend for the week
<input checked="" type="checkbox"/>	We prefer to receive this information in an Excel Spreadsheet	<input checked="" type="checkbox"/>	We prefer to receive this information in an Excel Spreadsheet

Effective immediately, please send all Renewal by Andersen pre and post-logs to: 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