Interlink Circulation

An introduction to the most widely used newspaper circulation system in America

Interlink

Introduction to Interlink Circulation

Top 10 Reasons Publishers Choose Interlink

1. High Productivity

- ✓ High-speed label printer drivers
- ✓ Fully automated list services
- ✓ Fully automated software updates
- ✓ Quick menu-free access to all functions required for list updates

2. Postal Perfect

- ✓ All USPS address quality databases updated monthly
- ✓ Includes address coding required for bar-coded automation rate mail
- ✓ Includes CASS, DPV, LACS, eLOT and USPS-certified Walk Sequence coding

3. Customer Care

- ✓ Live support Mon - Thu 9 a.m. to 6 p.m. Eastern and Fri 9 a.m. to 5 p.m. Eastern
- ✓ Connect the way you want by phone, fax, email and online
- ✓ Affordable one-on-one training options

4. Subscription Management

- ✓ Renewals
- ✓ Payments
- ✓ Vacations / Snowbirds

5. Circulation Building

- ✓ Integrated newspaper sampling
- ✓ Integrated USPS CDS list service
- ✓ Call-back list for sub-saver calls
- ✓ Interlink's exclusive Print-to-Mail renewal service

6. Delivery

- ✓ Insert management
- ✓ Non-mail home delivery management
- ✓ Single copy sales management
- ✓ PAVE-certified Periodical Mail with exclusive newspaper extensions

7. Records Management

- ✓ Earned / unearned income
- ✓ Subscription revenue forecasting
- ✓ Paid and total circulation by issue or averaged over range of issues
- ✓ Current-issue press run estimate
- ✓ Subscription payment revenue
- ✓ Master subscriber list

8. Accounting

- ✓ Paid subscription audit tracking
- ✓ Earned / unearned income
- ✓ Subscription payment tracking
- ✓ Subscription revenue forecasting
- ✓ Single copy dealer sales billing
- ✓ Single copy rack collections tracking

9. High Security

- ✓ Built in automated off-site backup
- ✓ Uses bank-grade encryption when communicating with Interlink servers

10. Non-Duplicated Shopper

- ✓ All USPS address quality databases automatically updated monthly
- ✓ Includes address coding required for bar-coded automation rate mail
- ✓ Includes CASS, DPV, LACS, eLOT and USPS-certified Walk Sequence coding

Top 10 Reasons Publishers Choose Interlink

Detailed View

1. Customer Care

✓ **Live support from 9 a.m. to 6 p.m. Eastern.** Speak directly with someone who can help you.

✓ **Connect the way you want by phone, fax, email or online.** The end of waiting on hold.

✓ **Affordable one-on-one training options.** For those who learn best through conversation.

2. High Security

✓ **Interlink Circulation uses bank-grade encryption** when moving your list to and from Interlink servers. And since this is the only link required for using Interlink Circulation, the network administrator can fully deploy firewall shields to simply 'not answer the phone' should a hacker set out to probe your circulation computer.

✓ **Interlink Circulation includes automated off-site backup at no additional cost**. Each time your list is serviced, the most recent copy is retained in your private folder on one of Interlink's secure servers where it is available for quick retrieval when needed.

3. High Productivity

✓ **By design all functions required for list updates and issue delivery are menu free**. The advantages of such a system include:

- The quickest way to update your subscriber records issue after issue.
- Avoids the out-of-sight, out-of-mind forgetfulness that menu-dependent systems foster.
- Easy to learn and intuitive. Whether the system is new to the operator or the operator is new to the system, learning a system is often undervalued, especially until a substitute operator sits in front of the screen on deadline.

✓ **Fully automates list services**. The user does not have to click their mouse to service their list. While the user can simply check the box to skip list service, by default, the list is automatically serviced every time the Close Issue process runs.

4. Reports Management

✓ **Earned / unearned income.**

✓ **Subscription revenue forecasting** based on future monthly expiration counts for all subscriptions.

✓ **Paid and total circulation by issue** report for current issue and for issues averaged by date range.

✓ **Current issue press run estimate.**

✓ **Subscription payment revenue by date or date range.**

✓ **Master subscriber list** of current and expired subscribers.

5. Accounting

✓ **Paid subscription audit tracking** can be linked to bank deposits for third-party confirmation.

✓ **Monthly earned / unearned subscription income report.**

✓ **Subscription payment listing** reported by date or range of dates.

✓ **Single copy dealer sales billing** supports collections during delivery and bill-by-month accounts.

✓ **Single copy rack collections management.**

✓ **Subscription revenue forecasting** based on future monthly expiration counts for all subscriptions.

6. Subscription Management

✓ **Renewals**

- Automated or Manual renewal scheduling.
- Choose among First Notice, Second Notice and Expiration Notice options.
- Notice formats include labels, postcards, multi-part forms and mail-merge.
- Print-to-Mail option lets you choose to have a national mail house print and mail your personalized renewal notices for just 30 cents per piece plus First Class postage.

✓ **Payments**

- Automatically extend a subscription expiration date by posting its subscription payment.
- Automatically discount or prorate a payment that is not equal to the current rate assigned to the subscriber.
- Payments reporting lets you list payments by date or date range and show not only value of payments, but also value of discounts taken for the listed payments, and value of sales tax, if applicable, for the payments listed.

- Screen view any subscriber's payment history from the edit address view.
- Easily link payments to bank deposits for simplified compliance with auditing services.

✓ **Vacations / Snowbirds**

- Home and away addresses independently retained.
- Switching between home and away address may be automated using built in calendar.

✓ **Gift and alternate billing**

- Gift subscriptions supported where donor is billed rather than recipient.
- Bill-to renewals supports options like office billing with home delivery.

✓ **Reporting**

- Payments Report by date or date range.
- Paid circulation by issue or range of issues.
- Press Run Estimate for subscriptions or fully paper with single copy usage is defined.
- Monthly Earned / Unearned Income Report.
- Subscription Renewal Notice.
- New Subscription Payment Notice for starts without payment.
- Call Back List to simplify sub-saver call scheduling.
- Sales Tax summary.
- Master Address / Subscription list.

7. Circulation Building

✓ **Integrated newspaper sampling** for non-subscribers lets you take advantage of low-cost delivery of sample newspapers with subscription invitations inserted for convenient starts.

✓ **Available fully integrated USPS CDS list service**. Computerized Delivery Sequence (CDS) gives you full control of all the addresses in your primary circulation area, future proofing you against possible shopper or other competition. CDS is the USPS service that updates your list every 60 days with new addresses while updating vacant, throw back (addressee accepts mail only at PO Box though has a street address), and seasonal address flags. Interlink's integrated sampling tool plus CDS gives you a powerful tool for building circulation. Plus, Interlink is the only newspaper circulation vendor offering clients near-immediate access to CDS where it is available.

✓ **Integrated call back list is immune to the national do-not-call list** because you have a business relationship with these valuable contacts. The call back list includes subscriptions that soon will expire or have recently expired. Targeting these households is a proven way to reduce churn and the lowest-cost way to achieve maximum circulation counts.

✓ **Interlink's exclusive Print-to-Mail service** delivers quality renewals with optional credit card acceptance, and does so for the price of a stamp plus just 30 cents per piece.   As Print-to-Mail is totally automatic, the only envelopes you touch have payments in them. Using your own artwork

and message, your renewal notices are sent as a file to our printing and mailing service where they are in the mail the next business day. Print-to-Mail includes the powerful subscription-retaining convenience of a remittance coupon used to address the included windowed return envelope.

8. Delivery

✓ **Insert Management** lets you offer premium priced inserts for targeted delivery. It also lets you reduce postage to distant locations where inserts are not being sent. Interlink clients use this feature to automatically support multiple postage statements based on insert content. You can define insert delivery by ZIP Code and even individual postal route within a ZIP Code, as well as by individual racks and dealers. For your convenience, insert distribution schemes are retained for later reuse.

✓ **Integrated Home Delivery is available**. For publisher delivering nearby papers by private carrier, Interlink Circulation offers carrier and route management at the same rate as mail-delivered subscriptions. Included with these services is an emergency mailing option for down routes.

✓ **Single Copy Sales management is available**. Interlink Circulation Management makes tracking and delivering papers to racks and dealers quick and simple. Billing dealers is fully managed whether collections are made at time of delivery for some, or billing is done monthly for others.

✓ **Periodical Mail delivery designed specifically for newspapers**. Interlink offers the only newspaper-specific circulation management system with its own Gold Level USPS PAVE certification. USPS PAVE certification dramatically simplifies mail distribution, provides newspaper-specific mail support not available from general purpose mailing software, and lets Interlink easily integrate high-value targeted inserts into your mail stream.

✓ **Integrated USPS-certified Walk Sequence by Interlink** guarantees qualification for high-density and saturation postage rates, the lowest postage rates offered to periodical mailers. Note that Walk Sequence service is integrated with Interlink Circulation Management at no extra cost and may not be included even as an extra-cost option from CASS processing services such as Bulk Mailer by Satori, AccuZIP, or Melissa Data's Mailers+4. And none of these vendors support the postage-cutting, newspaper-specific 25% rule. (DMM 707.13.3.4.c)

9. Non-duplicated shopper

✓ **Automated shopper starts** when newspaper subscriptions are set to expired.

✓ **User-defined shopper circulation territory** using ZIP Codes.

✓ **Available fully integrated USPS CDS list service**. CDS updates your list every 60 days with new addresses and updates vacant, throw back (mail received only at a PO Box and not the street address), and seasonal address flags. Interlink offers CDS subscriptions directly and is the only newspaper circulation vendor offering this service.

- ✓ **Integrated USPS-certified Walk Sequence by Interlink** guarantees qualification for high-density and saturation postage rates which are the lowest postage rates offered to any mailer. Walk sequence service may not be included in basic packages from CASS processing services provided by Bulk Mailer by Satori, AccuZIP, or Melissa Data's Mailers+4.

- ✓ **Integrated USPS-certified Standard Mail presort** for shoppers eliminates the need for third-party mail preparation software.

- ✓ **Non-mail delivery management** for those using such delivery is integrated and available.
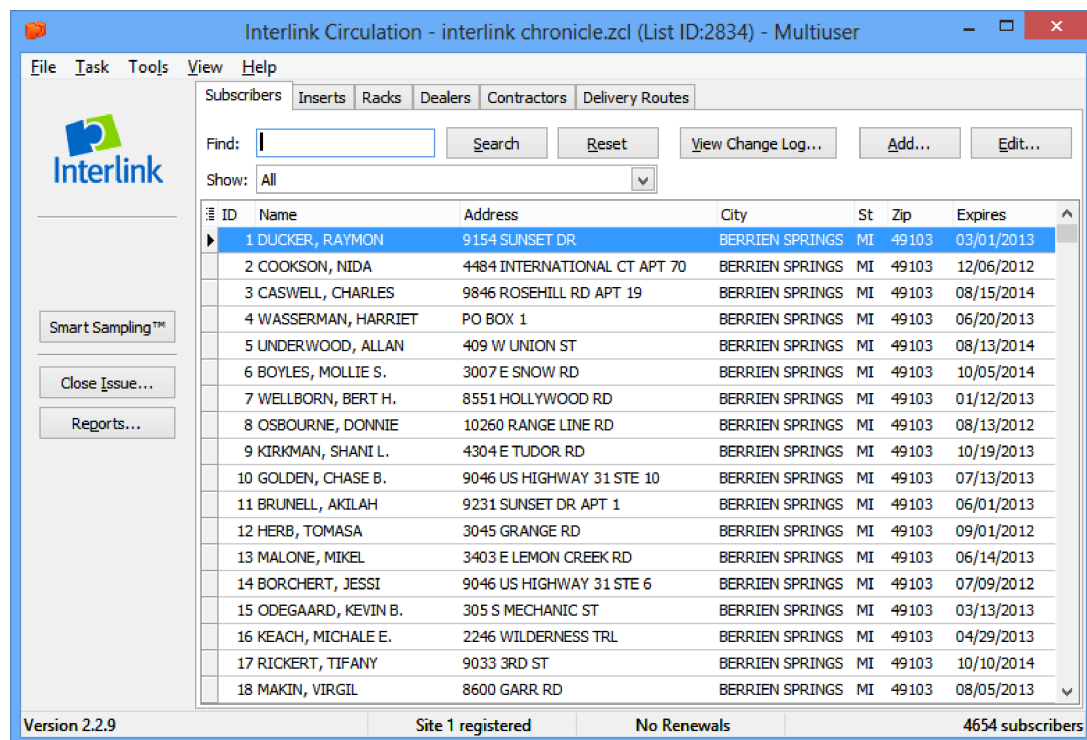
10. Address Quality

- ✓ **Interlink updates its USPS address quality databases monthly**, which is more frequently than services provided by Bulk Mailer by Satori, AccuZIP, or Melissa Data's Mailers+4. Interlink licensees loose the fewest subscriptions to poor address quality of any newspaper circulation vendor.

- ✓ **Interlink is USPS-certified to assign all required address coding to qualify for Automation Rate mail for all mail classes**. Interlink fully supports printing Intelligent Mail bar codes whether you use mailing labels or the latest trends in inkjet addressing.

- ✓ **CASS (Coding Accuracy Support System) is really only the beginning**. With monthly updates, Interlink CASS data is the freshest available.

- ✓ **DPV (Delivery Point Validation) included without extra charge**. Interlink licensees had the advantages of DPV for more than a year before it was required. Newspaper addresses that fail DPV are delivered, while DPV failed shopper addresses are not. Interlink lists all addresses with DPV errors for easy correction.

- ✓ **LACS (Locatable Address Change Service) included without extra charge**. With more than 6 million addresses in the USPS LACS file, and thousands being added every month, you get address correction automatically.

- ✓ **eLOT (enhanced Line Of Travel)** meets only the Basic Enhanced Carrier Route rate requirements but for lower postage, you'll need Interlink's Walk Sequence service which is included at no additional cost.

- ✓ **USPS-certified Walk Sequence is included with all Interlink postal licenses**. Because Interlink Circulation is newspaper focused, it includes fully automated WSH discounts at the newspaper-only 25% threshold. No general purpose mailing package from vendors such as Bulk Mailer by Satori, AccuZIP, or Melissa Data's Mailers+4 supports the 25% rule.

- ✓ **Comes with built-in high-speed label printer drivers**. This technology goes beyond Windows printer drivers in substantially reducing printer noise level. ■

Let's have a closer look at the Simple User Guide

1. **Simply update your records as needed for the next issue** by clicking on a tab, find the record and make the update. With always-visible tabs, you'll never forget options hidden away in drop-down menus.

   - ✓ Update list with new subs, payments, or address changes

   - ✓ Update single copy rack and agent records

   - ✓ Update the inserts sold for the next issue

2. **Click the Close Issue button** to signal you have completed list updates for the next issue. Close Issue handles each of the following processes without your intervention. This means your next issue will be correct even if you are away from the office.
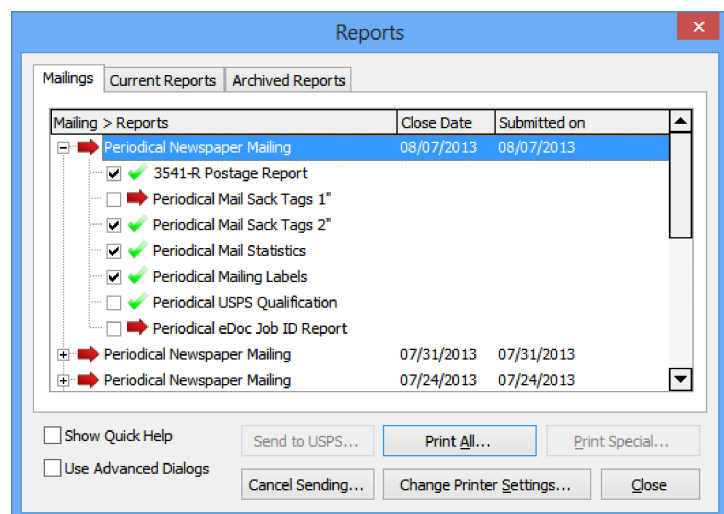
   - ▪ Automatically updates each address with official USPS CASS, eLOT, and Walk Sequence coding available on Interlink servers.

- Automatically tallies changes in the list and creates and stores a new pressrun estimate.

- Automatically updates circulation records for the issue. These records are used for all circulation audits and automatically produce the annual USPS Form 3526 Statement of Ownership, Management and Circulation required to maintain the Periodical Permit.

- Automatically runs and stores all of the reports required to distribute the issue being closed, including mail, single copy and home delivery. Any of these reports can be run or rerun in any order for the current or historical issues.

- Automatically creates the renewal notices for subscriptions with expiration dates that fall within range for notification according to the publication's renewal schedule. These notices are stored and a record is kept when each set is printed. And for 30 cents per piece plus First Class postage, Interlink's Print to Mail service will print and mail your subscription notices automatically when you click the Close Issue button.

- Automatically stops any subscription that has expired without renewal. Interlink configures the built-in expiration schedule to follow the publication's practices. It also creates a report that lists the subs that will expire with the current issue and the subs that will expire with the next issue if payment is not received. This feature may be turned off by those who take a more hands-on approach to expiring non-renewing subs.

- Automatically switches scheduled delivery address changes for subscribers who request it.

3. Printing Reports is simple

with report categories so even new or temporary operators will quickly see what to print for the next issue. You may check more than one report to print, and with report types configured to the actual printers on your system, labels go to the label printer, while pages go to the page printer by just clicking the report!

There you have it!

With a 3-step sequence, Interlink Circulation expertly guides you through the process of preparing your newspaper for delivery. Indeed, if the experienced operator were unable to come to work, Interlink's client solutions team could, in a matter of just a few minutes, reassuringly walk an inexperienced person through closing the issue and printing the reports for the next issue of your paper. ▪

New User Orientation Guide for Interlink Circulation

As part of your orientation to the Interlink Circulation program, you will cover each of the items listed below. Your Interlink support contact will schedule time with you to install your new system, thoroughly review your data, and fully educate your operator on Interlink Circulation. Upon completion of training, you will be able to mail your subscribers their papers, keep their subscriptions current, and keep your system current.

One Issue at a Time

1. Subscription Management
   a. Finding Subscribers
   b. Updating Subscriber Information
   c. Applying Payments to a Subscription
2. Setting up Inserts
   a. Creating New Inserts
   b. Turning Inserts On/Off
3. Closing an Issue
   a. What Happens During Close Issue
   b. Expiring Subscriptions (only if manual renewal method)
   c. Servicing the List as Part of Close Issue
4. All About Reports
   a. Statistics Report
   b. Postage Report
   c. Mailing Labels
   d. Sack/Tub Tags
   e. CASS Error Report

Renewals, Program Updates, Special Needs

1. Sending Out Renewal Notices
2. Downloading and Installing Program Updates
3. Contacting Interlink for Technical Support

Interlink List Transfer and Setup

What we do for you

Interlink's Standard List Setup Service includes the following localized functions:

1. Renewal Management
   - Rate options are flexible
     - Standard Rates include: In-County, Out-of-County, and Out-of-State. Standard Rates are automatically set, based on county and state codes associated with the address.
     - Each rate can have from 1 to 4 terms, such as 6 Months, 1 Year, 2 Years, etc.
     - Each rate can accommodate discounts such as "Senior Citizen"
     - Custom rates such as Student or Military can be created and assigned to individual subscription records by the user.
   - Notification schedules are flexible
     - Automated monthly or weekly mailing or user-managed notification schedule
     - One notice and two notices with or without an additional expiration notice
     - User-written messages for each notice
   - Notification formats include mailing labels, multi-part billing forms, and postcards
   - Automated or user-managed expiration of expired subscriptions is a setup option the user controls.

2. Insert/Preprint Management
   - Each preprint to be inserted into an issue of the paper can be listed, and its zone defined by ZIP Codes or even by postal routes within a ZIP Code
   - Multiple postage statements are automatically generated to match active inserts or predefined Insert zones

3. Mail Management
   - Automated address coding for maximum postage discounts, including Walk Sequence
   - Newspaper-specific packaging to speed delivery to specific ZIP Codes

Formatting your list for Interlink list transfer and setup service

Interlink's Standard List Setup Service is based on list data being presented in the most widely used computerized file format today: Comma Separated Variable, or CSV. The spreadsheet program Excel from Microsoft Office, available on Macs and PCs, "reads" a great many file formats and can convert them into a CSV file. Most circulation programs used by publishers today, even older programs, usually save or export their data in CSV format directly.

Given the CSV file format, your list file should include the following six fields:

- Name [30 characters with or without titles, and first name and last name in either regular or reversed order]
- Address [30 characters – if you have more than once address line, see below]
- City [20 characters max]
- State [2 characters]
- ZIP [5-digit enough, +4 OK]
- Expiration Date [mm/dd/yyyy format – use Excel to reform your dates using "Custom" format and enter "mm/dd/yyyy" in the entry area]

Your list may also include specific additional fields with no added fee. The additional fields should be precisely formatted according to the specifications associated with each field in the Excel spreadsheet file distributed for your convenience with this document. Fortunately, Excel and other spreadsheet programs use built-in formatting tools and search and replace tools to help you quickly and conveniently conform to Interlink Circulation import requirements. The additional fields you may include are:

- A Second Name field [30 characters – perhaps a company name]
- A Second Address field [30 characters – used as an 'overflow' address field]
- Phone Number field [10 or 7 characters long, different records can be different lengths]
- Newspaper Status Field [Must be numeric: 1 = Active, 2 = Expired, 3 = Inactive. Used to identify currently active subscriptions records within a larger list]
- Rate Code field [Must be numeric: 1-15; Interlink assigns 1 = In-county, 2 = Out-of-County, and 3 = Out-of-State rates – you may use 4-15 to automatically assign rates of your own choosing]
- TMC Status field [Must be numeric: 1 = Active, 2 = Inactive – to identify currently active Total Market Coverage shopper records within a larger list]
- Pay Type field [Must be numeric: 1 = Office paid, 2 = Carrier paid, 3 = Complementary, or 4 = Sample subscriptions]

With a truly older circulation system, it is always possible to simply re-enter the subscription records to get them into CSV format. Free tools are available that let you key in your subscriber records directly into a simple CSV file. Please ask your Interlink sales representative for assistance with such tools if you would like to use this method.

Custom list conversion is also available

Data fields in CSV format that go beyond the Standard List Setup fields noted above can often be moved to your new Interlink Circulation list. This custom transfer service is billed hourly, with a one hour minimum, at $195 per hour. Common additional items include Initial Start Date, email address, Gift Subscription Donor Record for a gift subscription, Alternate or vacation address, etc. In many cases, these items only apply to a few subscription records. This makes them quick and easy to manually update in your new Interlink Circulation system after it is installed, without incurring an additional fee.

Interlink also offers custom programming services that can extract data from just about any file format used in computing. This service begins at $300 so please discuss with your Interlink sales representative if this option is right for your situation. ■

Interlink Circulation System Requirements

Computer System Specifications

Interlink Circulation requires a computer system meeting these specific or minimum requirements:

- Broadband internet connection on the Circulation PC. ISDN, DSL, Cable-modem, or T1 are all acceptable. Satellite services, wireless and dialup can be used in a pinch, but are not recommended or supported.
- Windows 7 or newer operating system. (Mac users self-report fully meeting Interlink system requirements using Parallels or Bootcamp on an Intel Mac, though Interlink does not support the Mac side of these systems.)
- 4 GB RAM or more recommended for best performance.
- 50 GB or more free disk space on the local PC.
- Intel Dual Core i5 processor or equivalent – ask your system administrator or vendor if you are uncertain whether your processer meets this requirement.
- A laser printer that is configured and tested to work properly under Windows.
- Optional – A high speed label printer from the supported driver list. It must be available as a Windows printer but does not require a driver—the text printer driver is fine. Other printers may be compatible, but are not supported.

Direct Addressing Systems

Interlink fully supports direct addressing systems. These systems print the address information directly onto the newspaper using inkjet technology. Interlink Circulation uses an industry-standard file format to send presorted "label" sets directly to all such systems.

Continuous-feed Label-based Addressing Systems

Interlink supports a wide range of continuous-feed label printers. The following table will help you choose which printer is right for you. Note the thermal printer requires special label stock. Printers not listed may be compatible with the Epson formatting codes, so please contact your sales representative with specific questions.

Label Format	2k – 5k lph	5k – 10k lph	> 10k lph
1- 2-up	Epson LQ-590 Epson FX-890	Epson DFX-9000 (9-pin only)	Citizen CLP-7202e Citizen CLP-621 (Thermal printers z-fold, no tractors 1-up only)
2- 3- 4-up	Epson LQ-2090 Epson FX-2190	Epson DFX-9000 (9-pin only)	

Cut-sheet label printers

Interlink Circulation supports nearly all laser and inkjet printers for which a Windows printer driver is available. We have found the Brother 5140 and 5240 laser printers work well with Interlink Circulation and that the HP line of laser printers are also widely used by Interlink clients. Laser printers are by far the consumables cost-per-page leader compared with inkjet printers. ■

Interlink Licensed Services Rate Sheet

Interlink Circulation

The following monthly license fees are based on the units defined (to the left), and the number of issues published weekly (to the right). Prorate to establish the license fee for specific counts.

For new clients, Interlink provides a List Transfer and New User Orientation service that delivers excellent results starting with the first issue. The one-time fee for the basic list transfer service is $1,295. Additional service fees may apply for more complex transfers or when additional optional modules are licensed.

	Monthly Fees	1x Weekly	2x Weekly	3x Weekly	Daily
1	Subscription Count	$89/1,000	$99/1,000	$104/1,000	$104/1,000
2	Shopper Module (3 levels)	$24.50, $59.50, $149.50			
3	CDS Service (annual cost)	$40/1,000			
4.	Multi-User Module	$129.50			
5	Pallet Mail Management	$249.50			

Startup Fee for Standard List Conversion, Setup and Training: **$1,295**

Legend:
1. **Subscription Count**. Individual copies (paid or free) of your newspaper that you deliver by mail or by carrier. Prorate actual count. Minimum fee is $75.65 per month.
2. **Shopper Module**. The shopper module integrates with the USPS CDS master address lists to optionally non-duplicate with your newspaper.
3. **CDS Service**. This is the fee for retrieving and integrating licensed CDS records.
4. **Multi-User Module.** This module lets two or more users operate at the same time.
5. **Pallet Mail Management Module.** This option reduces sack counts and postage where out-of-county mail volume is 5,000 and up.

Interlink Ad Billing

The following monthly fee is the license fee. Please refer to the license terms for installation and service options.

Monthly Fees	1x Weekly	2x Weekly	3x Weekly	Daily
Per site	$49.50	$49.50	$49.50	$49.50

Legend: Per site covers all publications managed at the site where the license is registered.

Note: Pricing listed here is current only as of the date of this document and is subject to change by Interlink Inc. without notice. Your Interlink sales representative is happy to provide a personal quote for all Interlink services.

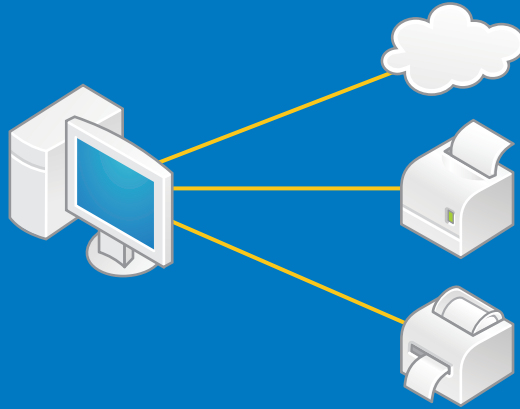## How to contact your Interlink sales representative

sales@ilsw.com   Interlink, Inc.
(888) 473-3103   PO Box 207
                        Berrien Springs MI 49103

System requirements

Computer running:

- Windows 7
  or newer

- 4GB RAM
  Minimum

- Intel Dual-Core i5
  processor or
  equivalent

Always-on connection to the Internet

Page printing: Any inkjet or laser printer
that has been configured to work with
Windows.

Label printing: See recommendation list

Interlink