

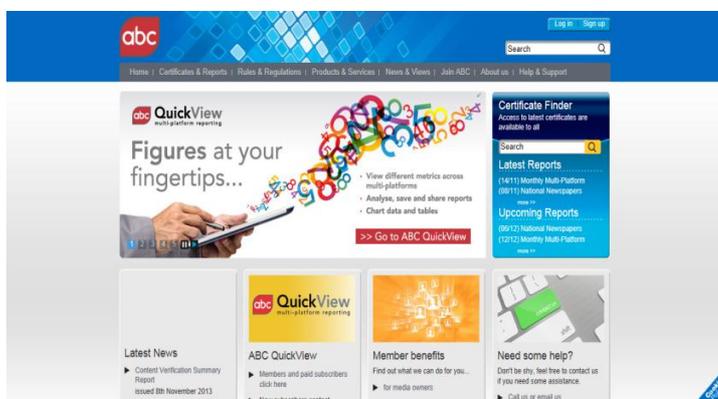
ABC Account Management & Marketing Support



Setting the standard

As a member of ABC you can utilise the many inclusive free benefits available to you. This can either be through our website or via your Account Manager. A summary of some of these services is detailed below:

ABC Website: www.abc.org.uk



The site features amongst other things a search facility enabling retrieval of any current audited certificate.

Members can look back over 10 years of historic data.

Certificates are in PDF format and can either be downloaded or sent to an email address.

The ABC logo and a number of ABC advertisements can also be obtained from the member's area and we encourage you to use these to promote the value of the ABC stamp of trust.

ABC QuickView



ABC QuickView is a powerful, flexible report writing tool allowing you to create and share custom reports or enhance existing reports containing ABC certified data.

ABC QuickView is a web based application, available on computers and iPad. Access reports anywhere and share with other ABC QuickView users in real time.

ABC QuickView allows you to analyse different metrics within and across different platforms, market sectors and time periods. Design reports with your specific parameters, save and then share your reports with other ABC QuickView users.

Saved reports are automatically updated with each new data supply.

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ABC Logo and Button



The ABC Button can be placed on your corresponding website and be linked to your current certificate.

You can use our logo if you have a title or product in membership, where we have issued a certificate that appears on our website.

Be Wise Letter and Case Study

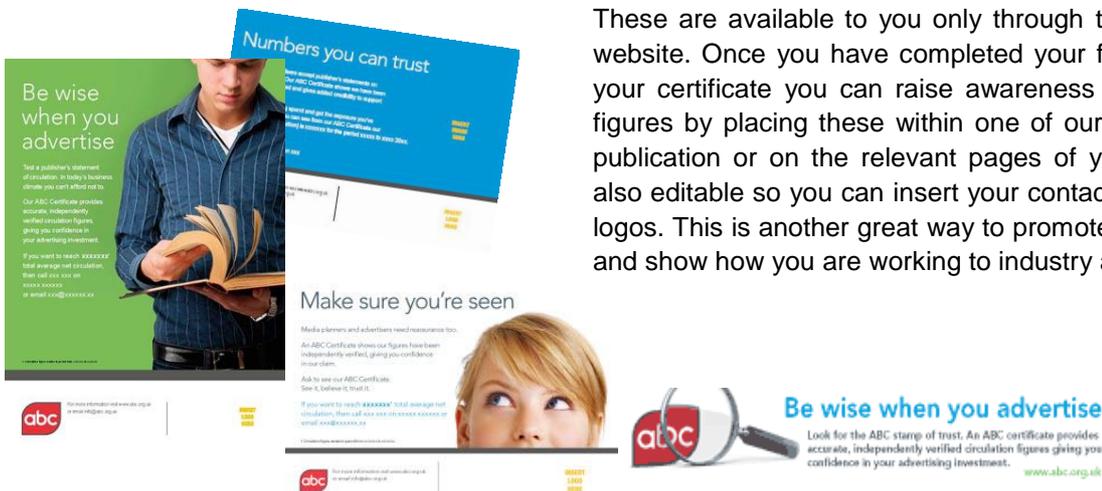
Once your certificate has been released we can automatically create a letter that you can send to your advertisers. This brings attention to your achievements (and headline figures e.g. average net circulation) and the fact you have met with industry agreed standards. This letter will be supplied in a PDF format so you can send it to whomever you like. Don't forget to supply us with your logo and a front cover (of any issue) so that we can attach it to this and your certificate.

A case study is a great way to tell your story under-pinned by the ABC stamp of trust. It can explain your sales proposition and include testimonials from your advertisers. This also will sit on our website for all to see.



ABC Advertisements

These are available to you only through the member area of our website. Once you have completed your first audit and published your certificate you can raise awareness of your newly released figures by placing these within one of our advertisements in your publication or on the relevant pages of your website. These are also editable so you can insert your contact details and publication logos. This is another great way to promote your ABC membership and show how you are working to industry agreed standards.



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ABC training and collateral



Your account manager is available for consultation visits, basic one on one sessions and sales team training, all at no additional fee.

We also run more formal training courses at our offices (or with agreement on site with you) concentrating on the entire audit process and other services that are available from us.

Feel free to contact your account manager for further information on all aspects of training.

ABC being visible

As part of our continual commitment to educate our industry on the value of ABC the importance of industry agreed standards we attend many key industry events. In addition, we can also be on hand to promote your ABC achievements; whether it be on your stand at an event, recording a piece to camera or presenting to your market.

You can also follow us on:

Facebook: ABC-UK-Audit-Bureau-of-Circulations
and

Twitter: ABC_UK

Keep an eye out on what we are up to!



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For more information on any aspect of the above or if you want to explore an idea that hasn't been covered in this guide please feel free to contact your account manager within the client services team.

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