



COMPLIST WIZARD™

Enabling publishers to take control of the cost and the quality of this very vital sales expense.



A better managed comp list not only saves you money, it directs your magazine into the hands of the decision-makers you need to sell!

Here's how it works

- You set the parameters;
 - control the distribution by assigning a maximum number of names each rep can own.
 - keep the list clean by setting time limits on how long a name can stay on the list before it needs to be confirmed.
- An automated email will be sent out to each rep once a name reaches its expiry date. The name will become inactive if it is not confirmed within 10 business days.
- Each rep will have their own access with the ability of making adjustments to their assigned names as needed. They will be able to search, modify, add or delete a record.
- The reallocation feature allows you to reassign names from one rep to another within seconds.

Leads are delivered to the advertisers in a single, easy-to-use lead package; either electronically or via printed labels. Results are also posted over our award winning eBasket technology providing publishers and sales reps with a comprehensive report package for each of the program sources on an advertiser-by-advertiser basis, as well as in a summary format.

When combined with data from other services provided by IMS, you have a complete picture of each advertiser's promotional activity. Other publishing solutions include: lead generation; magazine ad-tracking; online ad-tracking; trade show exhibitor tracking; online media kits, directories, sweepstakes and surveys.

SAMPLE

Data in this launch page provides an "at-a-glance" view of each rep's comp list status.

View how many copies are being sent out.

See what type of companies the issues are being sent to.

See how many changes have been made this month to determine how well the list is being managed.

See, on average, how long a name remains on the list for any given rep.

23 record(s) found

Sales Rep	Active	Copies		Company Types				Activity This Month				Avg Age
	Total	This Year (YTD)	Last Year (YTD)	Agencies	Companies	Internals	Others	Additions	Deletions	Changes	Confirmations	Months
BILL, ROBERT	0	0	0	0	0	0	0	0	0	0	0	0
RICHARD, CHRIS	501	6	659	37	275	0	408	9	70	127	8	22
EDWARD, BOB	31	31	0	0	2	0	28	0	0	0	0	7
PETER, ASHLEY	597	147	120	40	473	0	19	42	11	54	29	14
MARTIN, TED	357	192	71	50	373	0	2	15	8	29	18	10
BRYAN, RAY	73	6	3	3	18	0	2	1	0	1	0	14
NORMAN, ALLEN	140	24	81	41	163	0	0	5	4	11	6	17
SAMANTHA, JOE	141	14	53	35	245	0	0	12	1	13	5	9
ALEXANDER, LUXE	1	1	0	0	0	0	0	0	0	0	0	3
FREDERICK, YOM	0	0	0	0	0	0	0	0	0	0	0	0
RONNIE, KAREN	75	31	33	28	80	1	0	9	5	13	6	14
STANLEY, JIM	0	0	13	4	18	0	0	4	1	0	4	23
CHRISTIAN, MARK	0	0	0	0	0	0	0	0	0	0	0	0
CLINTON, KATHY	0	0	0	0	0	0	0	0	0	0	0	0
MITCHELL, RON	702	220	121	22	434	1	0	10	3	16	10	13
MATHEW, NEIL	0	0	0	0	0	0	0	0	0	0	0	0
DAVE, JAIME	122	78	35	9	147	0	1	13	5	6	7	10
MARION, TRACY	1	1	33	2	29	0	1	0	0	0	0	17
MIKE, ROSS	0	0	0	0	0	0	0	0	0	0	0	0
RODNEY, BOB	0	0	0	0	0	0	0	0	0	0	0	0
RAGUAY, RAJ	0	0	0	0	0	0	0	0	0	0	0	29
MAALOUR, VIN	0	0	0	0	0	0	0	0	0	0	0	0
JOHNATHAN, RUDY	89	15	22	7	90	0	0	1	0	1	2	11
Totals:	2,830	766	1,244	278	2,347	2	461	121	108	271	95	9

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ABOUT IMS

With offices in Toronto, New York and London, IMS has served magazine publishing professionals since 1979. Over 2,300 magazine titles utilize our array of products that help sell additional pages of advertising, increase lead results for advertisers and produce creative web solutions.

Proud of our high-tech reputation, our leading software technology continues to gain industry-wide recognition. Industry Canada, recognizing our 'advancing-the-science' contribution, has rewarded our company with substantial research and development grants over a number of years to encourage us to continue our leading edge developments.

Here are the facts:

- IMS is privately owned, shared by all employees through an innovative employee benefit program that transcends profit sharing to include full equity sharing.
- Headquartered in Toronto, occupying a 38,000 sq ft facility.
- 200+ full-time employees work out of offices in Toronto, New York and London.
- 18 account representatives focus 100% on serving the needs of our 2,000+ client base.
- 25+ programmers on staff respond to our clients' needs quickly.
- With 28+ years under our belts, we have yet to have a single year pass without introducing something new (often value-added) to our clients.
- Our single largest database grows at over 180 million records per month, to a projected size of 2.2 billion records a year.
- \$2,000,000 invested in infrastructure and co-location facilities ensures 24/7 access to your sales-generating information.

