



Simple activation

1

Call us at 616-222-5825 and provide your name, company name and e-mail address.

2

We will set up your account and notify you with an email including instructions within 3-5 business days.

3

Log in at <http://ai.prestelignce.com/ai4> using your email address and unique password for immediate access to your tearsheets.

Upon activation of your e-tearsheet account, we will discontinue mailing paper tearsheets to you.

Sign up today for this convenient new service.

BOOTHMICHIGAN
155 Michigan St. NW, Grand Rapids, MI 49503
Visit us on the Web at www.boothmichigan.com

Tearsheet Support Staff:
Monday-Friday 8:30 a.m. - 5 p.m.
616.222.5825

After hours: 1.888.438.6050

Business Hours:
Monday-Friday 8:30 a.m. - 5 p.m. (EST)

A NEW SYSTEM TO TRACK & STORE YOUR ADVERTISING

IT'S FREE! SIGN UP TODAY.



boothmichigan
media to reach your best audience

boothmichigan
media to reach your best audience

Many benefits

- Get tearsheets much quicker than ever before. Access tearsheets within a few hours of publication!
- Enjoy unlimited searches with an easy-to use electronic database of your tearsheets.
- Keep an eye on the editorial environment where your ad appeared by viewing a digital replica of your ad on the page it appeared, plus view the back of the page and the facing page.
- Replace storage space currently used for paper tearsheets with digital space on our internet servers.
- Print multiple copies of your tearsheets or forward them to others electronically for efficient billing support and archiving.

Frequently asked questions

I have a dial-up modem. Can I use this service?

Yes. Even with a dial-up modem, you can quickly view tearsheets. However, if you'd like to download pdf or jpeg images of your tearsheets, a high-speed connection will reduce download time. If you are using a dial-up modem, we recommend you decline the option to receive email notification that tearsheets are available to avoid slowing down your system.

If I have a problem with my e-tearsheet account, is technical support available?

Yes. Simply call BoothMichigan directly during business hours (Mon-Fri 8:30 a.m.-5 p.m.) and our e-tearsheet staff will lend you a hand. After business hours, click on the "help" button on the web site for 24-hour technical support or call 1-888-438-6050.

Paper tearsheets take two or more days to receive by mail. Will e-tearsheets arrive more quickly?

Yes. This automated system will post e-tearsheets for each day's paper within a few hours of publication. Usually, they will be available by 2 p.m. the day of publication.

I place ads for several different advertisers. Can I access tearsheets for all of them?

Yes. You can easily manage tearsheets for multiple accounts with one e-tearsheet user log-in.

I place ads in more than one newspaper. Can I view e-tearsheets from multiple publications if I register through BoothMichigan?

Yes. You will have access to all Booth newspapers in which you place ads, with a single log in. Some Booth papers may not have e-tearsheets available until sometime in 2008. For details on which newspapers are currently using this service, please call 616-222-5825.

If I register for e-tearsheets, can I occasionally obtain paper tearsheets if I need them?

Yes. Simply contact your sales rep and explain your request. A limited number of paper tearsheets can be sent to you upon request.

Do you offer training to teach me how to access my tearsheets?

Once your account is activated, we will send you additional information to help you manage your account. The e-tearsheet Web site <http://ai.prestelintelligence.com/ai4> will also give you simple prompts that guide you through the system, so little training is necessary. However, if you'd like some help getting to know the system, your BoothMichigan sales rep will be happy to visit your office and provide training.

Do I need special computer software or hardware?

No. All you need is an Internet connection and a Web browser such as Internet Explorer or Netscape Navigator. The system is supported by both dial-up and high speed Internet connections.

Do I have to have a lot of storage space on my computer to keep past e-tearsheets on file for my future reference?

No. Up to a one-year archive of your published ads will be stored in a searchable database on our servers, so no electronic storage at your office is necessary unless you choose to download your files.

How do I register to begin receiving my tearsheets electronically?

Call us at 616-222-5825 and provide you name, company name and e-mail address. We will set up your account and notify you with an email including instructions within 3-5 business days. Once set up is complete, just log in at <http://ai.prestelintelligence.com/ai4> using your email address and unique password for immediate access to your tearsheets. Upon activation of your e-tearsheet account, we will discontinue mailing paper tearsheets to you.

If you have additional questions about this new service from BoothMichigan, call your Booth sales representative or 616-222-5825.

