

# ACCREDITATION STEPS

| I. RECEIVING PRODUCT   | Point Value |
|--|-------------|
| <b>a. Instruction Sheets for each insert</b>   |             |
| 1. Booking orders state flyer quantities and date(s).<br><i>Minimum Requirement: Insertion orders clearly state total quantities and distribution dates</i>  | 5           |
| 2. If standing orders are not documented for each order; standing orders can be traced<br><i>Minimum Requirement: If standing orders are not available, booking details must be agreed to through confirmation by agency or advertiser at time of audit.</i>   | 2.5         |
| 3. Orders list quantities and zones.<br><i>Minimum Requirement: Orders list full or specific geography. Quantities are stated for each geography.</i>  | 5           |
| <b>b. Matching of quantities and versions received to insertion/delivery orders</b>  |             |
| 1. Warehouse/Mailing Room has a vehicle (form, report, log, etc.) to match deliveries to orders. They are complete - signed and dated.<br><i>Minimum Requirement: Vehicle should include flyer name, receiving date and quantities, and receiver's name (Signature). Quantities received are compared to the expected quantities, and shortages noted.</i>   | 2.5         |
| 2. Skid card/bills of lading are matched to insertion order(s). Total quantities, dates and flyer description (or identifying number ) match delivery orders.<br><i>Minimum Requirement: The skid card and waybill indicate retailer. Quantities and descriptions of flyers match booking orders.</i>  | 5           |
| <b>c. Examining of condition of product for damage; relaying of concerns to printers, shippers and clients</b>   |             |
| 1. Condition of flyers is examined upon receipt.<br><i>Minimum Requirement: Warehouse receivers visually inspect the skid when deliveries arrive. Concerns are noted (condition, shortages, descriptions not matching) and shared with retailer or agency on how best to resolve.</i>  | 2.5         |
| 2. Damaged products are rejected; useable flyers are distributed. Warehouse notifies sales department if distribution pattern is affected.<br><i>Minimum Requirement: All unusable flyers are rejected and not distributed. Sales department and advertiser / Shipper are contacted immediately.</i>   | 5           |
| 3. Sales rep contacts the advertiser and/or printer; instructions are relayed to warehouse<br><i>Minimum Requirement: Sales representative contacts advertiser and/or printer for instructions. Instructions are given to warehouse.</i>   | 5           |
| 4. Distributor retains sample copies of each delivery for quality control purposes.<br><i>Minimum Requirement: Distributors store every flyer for at least 3 months.</i>   | 2.5         |
| 5. Process exists for damaged product resolution.<br><i>Minimum Requirement: Although damaged product is uncommon, distributor explains process to resolve damaged products.</i>   | 2.5         |
| <b>d. Storage of sensitive material in a secure area</b>   |             |
| 1. Distributor has assigned cages, shelves, or low-traffic areas in which to place sensitive products if required.<br><i>Minimum Requirement: Distributor is storing all sensitive material as outlined above.</i>   | 2.5         |
| 2. Access is limited to authorized personnel.<br><i>Minimum Requirement: Warehouse access is limited to company personnel and drivers.</i>   | 2.5         |
| <b>e. Training regarding the importance of confidentiality/non-removal of material from storage</b>  |             |
| 1. Instructions are reviewed addressing the handling of all warehouse material (labour contract, handbook, video, written guidelines). A copy of these instructions are examined.<br><i>Minimum Requirement: Confidentiality guidelines should appear in handbooks, labour contracts, other written guidelines, or training video.</i>   | 5           |
| 2. Signs are posted in warehouse advising that removal of products is prohibited.<br><i>Minimum Requirement: At least two signs are posted in the warehouse.</i>   | 2.5         |
| <b>TOTAL RECEIVING PRODUCT TOTAL</b> (weighting 5%)  | <b>50</b>   |
| II. PACKAGING (In Warehouse):  | Point Value |
| <b>a. Run sheets/press orders</b> (where applicable)   |             |
| 1. Distributors have internal documentation identifying geography where flyers are to be directed.<br><i>Minimum Requirement: Run sheets show each flyer insertion by geography for manual and/or automated insertion. Run sheets are created for each insertion day. Flyer's selected geography should match insertion orders; total quantities shipped should either equal or exceed total quantity of flyers to be distributed.</i> | 2.5         |
| 2. In the case of carrier insertion, flyer counts for each driver are identified.<br><i>Minimum Requirement: Truck manifests list counts for each flyer. Carrier bundle sheets indicate quantities to be delivered.</i>  | 2.5         |
| 3. For automated and manual insertion, quantities of insertion by geography (trip, FSA, census tract) are identified.<br><i>Minimum Requirement: Run sheets state flyer quantities for each flyer pack combination. Flyer pack combinations can be traced back to booking orders, run sheet, and truck manifests.</i>  | 2.5         |

4. Run sheets match insertion orders. 2.5  
*Minimum Requirement: Run sheets are created from and summarize all insertion orders. Run sheets are stored for at least 3 months.*

**b. Automated Insertion Process**

1. A shutdown system exists for missed insertion. 2.5  
*Minimum Requirement: Distributor is required to demonstrate how incomplete flyer packs are rejected and how consecutive incomplete flyer packs shut down machinery.*
2. Counts are provided. 2.5  
*Minimum Requirement: Machinery has a counter for counting completed packages.*
3. Random physical checks of flyer packages. A record of these checks is maintained. 5

Flyer Package Checks

Distributors serving "Market Type A" should perform flyer package checks of a prescribed interval within a 180-day period; one flyer package check should be performed by the auditors at the time of the annual accreditation visit. Distributors serving "Market Type B" should perform flyer package checks of a prescribed interval within a 365-day period; one flyer package check should be performed by the auditors at the time of the bi-annual accreditation visit. The selection should be made across all flyer packages for a given production day or 24-hour production period. Production periods can be clarified by speaking to the auditors.

Definition of "errors"

- Missing Flyers (any single flyer scheduled to be included in a package and not found in the tested package(s))
- Incorrect 'Version' (an 'edition' of a flyer scheduled to be included in a package not found, instead a different 'edition' is found in tested package(s))

Samples should be drawn across all packages by using a random starting point near the beginning of each production period, and selected on a consistent basis throughout the inspection process.

| Total Planned Number of Flyer Packages | Sample Size |
|--|-------------|
| 10,000                                 | 53          |
| 50,000                                 | 54          |
| 100,000                                | 56          |
| 200,000                                | 58          |
| 300,000                                | 63          |
| 400,000                                | 69          |
| 500,000                                | 75          |
| 600,000                                | 83          |
| 700,000                                | 97          |
| 800,000                                | 104         |
| 900,000                                | 118         |
| 1,000,000                              | 136         |

*Note: Given the small sample sizes, any singular 'error' found is a strong indication that similar errors exist throughout the universe*

**c. Manual Insertion Process**

1. Floor supervisors are assigned each shift to oversee insertion staff and conduct inspections across each run. 2.5  
*Minimum Requirement: Insertion instructions are provided to warehouse for each insertion day. These instructions are followed and signed control documents attesting to the work are procedural. For cases when instructions are presented on a board, warehouse supervisor signs off on the work.*
2. Control procedures include a signed document (job instructions, work order, carrier invoice, instruction sheet, etc.) upon insertion completion. 2.5  
*Minimum Requirement: Warehouse oversees insertion staff and physically inspects at least one bundle of every flyer pack. Records of these inspections are maintained for at least three months.*
3. Random physical checks of flyer packages. A record of these checks is maintained. 5

Flyer Package Checks

Distributors serving "Market Type A" should perform flyer package checks of a prescribed interval within a 90-day period; one flyer package check should be performed by the auditors at the time of the annual accreditation visit. Distributors serving "Market Type B" should perform flyer package checks of a prescribed interval within a 180-day period; one flyer package check should be performed by the auditors at the time of the bi-annual accreditation visit. The selection should be made across all flyer packages for a given production day or 24-hour production period. Production periods can be clarified by speaking to the auditor

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**d. Clear identification of packages for drivers**

1. Flyers are identified by destination and/or driver. 5  
*Minimum Requirement: Drivers are aware of their product pick-ups from warehouse based on truck manifests.*
2. Pick up locations in the warehouse are clearly identified and communicated to drivers. 5  
*Minimum Requirement: If drivers do not have assigned areas for pick-up, warehouse provides drivers with product*
3. Drivers have route summary reports identifying carrier route requirements - flyer bundle count for carrier insertion or pre-inserted flyer packs. 5  
*Minimum Requirement: Truck manifests state flyer or flyer pack counts for every route.*

**e. Communication of inserting standards to carriers, where carriers do their own inserting**

1. Instructions and illustrations are outlined in the written service standards. 2.5  
*Minimum Requirement: Inserting standard and procedure are clearly outlined in carrier handbook or (signed) instructions*
2. Carriers receive explicit carrier route summaries with delivery instructions. 2.5  
*Minimum Requirement: Carriers/agents receive route summaries with delivery instructions during orientation.*

**PACKAGING PRODUCT TOTAL (weighting 5%) 50**

**III. TRUCK LOADING: Point Value**

**a. Truck Loading**

1. Trucking manifests exist identifying flyer or bundle types. 10  
*Minimum Requirement: Truck manifests summarize each truck route's delivery schedule.*
2. Carrier routes are a subset of trucking manifests. 10  
*Minimum Requirement: Truck manifests are summary of all carrier routes. Truck run summaries equal the sum of carrier routes.*
3. Flyer insertion orders/manifests can be traced to specific truck routes. 10  
*Minimum Requirement: Flyer insertion order can be followed through to truck manifest. Total quantity and specified geographic can be traced.*
4. Trucking manifests and carrier route summaries are available. 10  
*Minimum Requirement: Complete truck manifests and carrier routes are generated for every distribution day.*
5. Inspects shipments prior to departure to ensure shipment counts are correct; correct packages are in the trucks; zoning documents (delivery manifests, draw reports, etc) have been given to drivers. 10  
*Minimum Requirement: Drivers are responsible for their loads and obtaining their manifests.*

**TRUCK LOADING TOTAL (weighting 5%) 50**

**IV. DELIVERY: Point Value**

**a. Service standards for carriers to ensure a safe, dry delivery**

1. Written service standards exist and include, but are not limited to: 61.25
  - i. Delivery deadlines
  - ii. Safe and dry delivery instructions
  - iii. Courteous delivery guidelines
  - iv. Package and delivery accuracy standards
  - v. Reporting procedures and guidelines, including contact information*Minimum Requirement: Carrier handbook or service agreement lists all of the above standards.*
2. Carriers/agents sign the service standards agreement. 35  
*Minimum Requirement: Carriers or their legal guardians, sign the standards agreement as part of their contract*
3. Carrier orientation is conducted over the telephone or in person. 35  
*Minimum Requirement: Carrier orientation is conducted over the telephone or in person.*
4. Carriers are notified route checks will be performed. 17.5  
*Minimum Requirement: Carriers are notified through their handbook that random route checks will be performed. Agents are notified in their contracts of route verifications.*

|   |       |
|---|-------|
| <b>b. Maintaining of information on apartment access</b>  |       |
| 1. Records of apartment access is available.  | 26.25 |
| <i>Minimum Requirement: Records of apartment access are available.</i>  |       |
| 2. Quantity is established by building management, route driver, or field staff.  | 26.25 |
| <i>Minimum Requirement: Quantity is established by building management, route driver or field staff.</i>  |       |
| 3. Sales information is updated quarterly to reflect apartment counts.  | 26.25 |
| <i>Minimum Requirement: Distribution information is updated quarterly to reflect apartment counts</i>   |       |
| <b>c. Maintaining of "Do Not Deliver" Lists</b>   |       |
| 1. Do Not Deliver requests are communicated to carriers within one week.  | 26.25 |
| <i>Minimum Requirement: Do not deliver requests are communicated to carriers within one week. This is communicated through bundle-tops or route summary sheets.</i> |       |
| 2. A list of Do Not Deliver addresses is maintained.  | 26.25 |
| <i>Minimum Requirement: A list of Do Not Deliver addresses is maintained.</i>   |       |
| <b>d. Ensuring shortages and overages are reported promptly</b>   |       |
| 1. Carriers/agents report shortages or overages to assigned driver, independent distribution agent, or distributor's office each delivery day.                      | 35    |
| 2. Carriers/agents receive explicit carrier route summaries with delivery instructions.   | 35    |
| <i>Minimum Requirement: Carriers/agents receive route summaries with delivery instructions.</i>   |       |

|                                       |            |
|---------------------------------------|------------|
| <b>DELIVERY TOTAL (weighting 35%)</b> | <b>350</b> |
|---------------------------------------|------------|

|                        |                    |
|------------------------|--------------------|
| <b>V. VERIFICATION</b> | <b>Point Value</b> |
|------------------------|--------------------|

|   |    |
|---|----|
| <b>a. Verification records</b>  |    |
| 1. Distributor conducts routine phone and/or visual verifications over a specified number of routes or households.  | 49 |
| <i>Minimum Requirement: Distributor conducts routine phone and/or visual verifications over a specified number of routes or households. At least 1 delivery confirmation for each route is made. Any single negative finding should result in additional household delivery verifications.</i>  |    |
| 2. Confirmation of Delivery   | 49 |
| <u>100% of points (49)</u>  |    |
| • Every 90 days, 25% of routes are checked. Each route must have a combined minimum of 4 positive confirmation phone calls and/or 4-in person interviews. All routes are checked within a 365-day period.   |    |
| or  |    |
| • Visual verification of routes is performed on all routes within a 90-day period. Visual checks may include drive-by checks by route supervisors or truck-and-crew drivers with GPS units.   |    |
| <u>80% of points (39.2)</u>   |    |
| • Every 90 days, 100% of routes checked. Each route must have a combined minimum of 2 positive confirmation phone calls.  |    |
| 3. Results of these verifications are documented and retrievable for the full audit period  | 49 |
| <i>Minimum Requirement: Results of these verifications are documented and retrievable for at least 90 days from the official release of these standards for all new and renewing distributor accreditation applicants. Subsequent accreditations' verifications need to be retrievable for the entire period.</i>   |    |
| <b>b. Delivery of package</b>   |    |
| 1. Distributor verifies total package delivered.  | 49 |
| <i>Minimum Requirement: Distributor verifies total package was delivered, the product (cover wrap) and flyer inserts.</i>   |    |
| 2. Distributor verifies individual flyers, if requested.  | 21 |
| <i>Minimum Requirement: Distributor verifies individual flyers if requested.</i>  |    |
| <b>c. Maintaining of "Do Not Call" Lists</b>  |    |
| 1. Do Not Call addresses are maintained.  | 21 |
| <i>Minimum Requirement: Do Not Call addresses are maintained, or eliminated from the database.</i>  |    |
| 2. Do Not Call list continuously updated.   | 21 |
| <i>Minimum Requirement: Do Not Call list continuously updated.</i>  |    |
| <b>d. Re-checking routes with service issues</b>  |    |
| 1. Each complaint/issue receives a follow up call the next scheduled date of delivery.  | 49 |
| <i>Minimum Requirement: Complaints/issues require 2 follow-ups on delivery days subsequent to when complaints/issues are first raised to confirm the matter has been resolved. Follow-up verification must be through phone calls and/or in-person interviews. * Graduating standards apply for audits done within first 90 days of audit schedules in 2011 per auditor graduating standards table.</i> |    |
| 2. Checks are logged and comments noted.  | 42 |
| <i>Minimum Requirement: Checks are logged and comments noted.</i>   |    |

|   |            |
|---|------------|
| <b>VERIFICATION TOTAL (weighting 35%)</b> | <b>350</b> |
|---|------------|

## VI. NON-DELIVERY RESOLUTION

Point Value

**a. Conveying of results of verification to carriers**

- |   |       |
|---|-------|
| 1. Negative service issues are shared with carriers on a verbal basis in all cases.<br><i>Minimum Requirement: Negative service issues are shared with carriers and/ or legal guardians on a verbal basis in all cases.</i> | 15    |
| 2. Logs of service comments are filed by route.<br><i>Minimum Requirement: Logs of service comments are filed by route</i>  | 18.75 |

**b. Offering re-delivery for missed delivery**

- |  |       |
|--|-------|
| 1. Distributor has a published policy on re-delivery of missed products.<br><i>Minimum Requirement: Distributor has internal written guidelines on re-delivery of missed products.</i> | 11.25 |
| 2. Re-delivery records are maintained.<br><i>Minimum Requirement: Re-delivery records are maintained. Records should mirror those maintained for missed deliveries.</i>                | 11.25 |

**c. Maintaining of complaint records**

- |   |       |
|---|-------|
| 1. Complaints are recorded and logged by route or carrier.<br><i>Minimum Requirement: Complaints are logged by route.</i>                         | 15    |
| 2. Entries remain on file for entire accreditation period.<br><i>Minimum Requirement: Entries remain on file for entire accreditation period.</i> | 7.5   |
| 3. Resolutions are documented.<br><i>Minimum Requirement: Resolutions are documented for every service issue.</i>                                 | 11.25 |

**d. Replacement of carriers who have repeated service complaints**

- |   |       |
|---|-------|
| 1. Dismissal actions are outlined in the written service agreement.<br><i>Minimum Requirement: Dismissal actions are outlined in the written service agreement.</i>   | 11.25 |
| 2. Distributor has a formal policy of dismissal (dismissal may be employee/vendor termination or employee/vendor re-assignment).<br><i>Minimum Requirement: Distributor has a formal policy of dismissal. Verification results and re-delivery logs will show if policies are adhered to.</i> | 11.25 |
| 3. Pending investigation, route dumps constitute automatic dismissal.<br><i>Minimum Requirement: A route dump is automatic ground for dismissal, following an investigation. Verification results and re-delivery logs will show if policies are adhered to.</i>                              | 18.75 |
| 4. Distributor has an established system for dealing with down routes.<br><i>Minimum Requirement: Distributor has a pool of floating/spare carriers to deal with down routes.</i>   | 18.75 |

**NON-DELIVERY RESOLUTION TOTAL** (weighting 15%)**150****TOTAL****1000**