

**TMC Gamechanger Pre-Program Checklist – Program Beginning Week of December 9**

Please collect all of the items below, and then **go to the link at the bottom of this page to upload the requested files and/or to enter in the requested data**. The form at the link can only accept all of your information at once. Please don’t try to upload things piecemeal.

**[ ]  TMC Assessment.** To fill this out, you will need the following: Year-To-Date TMC revenue in 2013. Include all revenue run in the TMC. Total number of TMC households delivered on your ‘grocery day.’

**[ ]  Top 10 Advertisers Spreadsheet –** An excel spreadsheet with your Top 10 advertisers in *total* TMC revenue and their Year-To-Date revenues (match the timeframe of total revenue). This should be the Top 10 advertisers, *regardless of ad type*.

**[ ]  Rate Cards** for both Print and Deliver ads, and TMC ROP. If these are part of a big book, please upload only the page containing the rates.

**[ ]  Distribution Spreadsheet.** We need a spreadsheet with the zip codes in your TMC program across the top, a row with your paid home delivery count by zip code, and a row with your TMC distribution count by zip code.

**[ ]  TMC P&L.** A copy of your profit and loss statement for the TMC for 2013 YTD, matching the rest of the data. This file can be any type as long as it’s readable.

**[ ]  Mail a copy of your jacket.** Please mail 5 copies of your TMC jacket, with NO preprints, please, to: Jim Hart, 7861 W Kristal Way, Glendale, AZ 85308.

**[ ]  A Word document** explaining the things you would most like to get out of the TMC Gamechanger program.

It’s very important to use spreadsheets where specified. This will allow the data to flow into our system for the purpose of analysis. We will take a look at files sent in other formats, but will not be able to perform the same level of analysis.

**Once you have pulled together all of the above information, please go to** [**http://dmfornewspapers.com/pre-program**](http://dmfornewspapers.com/pre-program) **and fill in the blanks and upload the files as outlined in the online form.**

Thanks,

Jim Hart