



HERE & NOW
MEDIA GROUP

corporate office • 63025 o b riley road, suite 15 • bend, oregon 97703
p: 541.312.8072 • f: 541.312.8077 • w: hnpubs.com • e: info@hnpubs.com

How is Commission calculated when selling ads in other magazines that are out of your area?

When selling advertising in publications that are not your responsibility (out of your area) our company policy is as follows.

The sales rep that sold the out of area ad(s), gets the \$ credit against their personal commission goal. The local sales rep responsible for reaching the local publication budget, includes this "out of area" sale as part of their total sales for their market only as it relates to achieving any bonuses for their total sales of "on time, on budget" only. No commission is payable to the local sales rep that did not sell the ad(s).

Alternatively, the sales rep that sold the "out of area ad" will not include this \$ amount to calculate any of their personal market bonus compensation. The out of area sales rep will be compensated by earning their commission only on the out of area sales that they book.

The following are a few examples to clarify selling advertising in out of area publications.

Example 1: Athan sells 4 page ad to EARTH ELEMENTS in the following BUILD magazines:

Bozeman - \$4000 sale
Flathead Valley - \$4000 sale
Total Sale for Athan: \$8000

Athan will receive credit against his commission goal for selling \$8000 in advertising.

Kjerstie (salesrep in Flathead) will NOT receive sales credit against her commission on the \$4000 that is attributed to her publication as she did not sell the advertising. No commission is payable to Kjerstie.

However, the \$4000 sale will be included in the total sales for the Flathead publication only as it relates to calculating any bonuses only that were agreed to at the start of Kjerstie's Flathead project for achieving the "on time and on budget" goal.

In this example, the calculations are as follows:

Athan (Bozeman) sells \$141,000 PLUS \$4000 Flathead Valley sale = \$145,000
Athan's commissions payable is based on \$145,000 and his bonus is based on \$141,000 (his local Bozeman sales).

Kjerstie sells \$110,000 (Flathead) PLUS the \$4000 sale from Athan = \$114,000 total sales for publication.
Kjerstie's commissions payable is based on the \$110,000 and her bonus calculation is based on \$114,000.



HERE & NOW
MEDIA GROUP

corporate office • 63025 o b riley road, suite 15 • bend, oregon 97703
p: 541.312.8072 • f: 541.312.8077 • w: hnpubs.com • e: info@hnpubs.com

Example 2: Susan sells 2 page ad to TECHNOLOGY DESIGN in the following BUILD magazines:

*Bend - \$3000 sale
S. Oregon (Medford) - \$3000 sale
Flathead Valley - \$3000 sale
Total Sale for Susan: \$9000*

Susan will receive \$9000 credit against her commission sales goal for selling the advertising.

Lisa (salesrep in Medford) and Kjerstie (salesrep in Flathead) will NOT receive credit against commissions on the \$3000 sale in each of their publications as either did not sell the advertising. No commission is payable to either sale rep.

However, the \$3000 sale in each publication will be included in their total sales for their respective markets ONLY as it relates to calculations for any bonus that was agreed to at the start of their publications for achieving "on time and on budget" goals.

In this example the calculations are as follows:

Lisa sells \$150,000 PLUS \$3000 sale from Susan = \$153,000 total sales for the Medford publication. Lisa's commissions payable is based on \$150,000 and her bonus calculation is based on \$153,000 as it relates to "on time on budget" goal.

Kjerstie sells \$130,000 PLUS \$3000 sale from Susan = \$133,000 total sales for Flathead publication. Kjerstie's commissions payable is based on \$130,000 and her bonus is based on \$133,000 as it relates to "on time on budget" goal.

Susan sells \$180,000 PLUS \$6000 (out of area sales total) = \$186,000 total sales. Susan's commissions payable is based on \$186,000 and her bonus is based on \$180,000 as it relates to achieving the "on time on budget" goal.

Example 3: Lisa sells 2 page ad to Home Depot-Lighting Department in the following BUILD:

*Bend - \$2500 sale
S. Oregon - \$2500 sale
Flathead - \$2500 sale
Bozeman - \$2500 sale
Total Sale for Lisa \$10,000*

Lisa will receive \$10,000 credit against her commission sales goal for selling the advertising.

Susan (in Bend), Kjerstie (in Flathead), Athan (in Bozeman) will NOT receive credit against commissions on the \$2500 sale in each of their publications as they did not sell the advertising. No commission is payable to any of these sale reps.



HERE & NOW
MEDIA GROUP

corporate office • 63025 o b riley road, suite 15 • bend, oregon 97703
p: 541.312.8072 • f: 541.312.8077 • w: hnpubs.com • e: info@hnpubs.com

However, the \$2500 sale in each publication will be included in their total sales for their respective markets ONLY as it relates to calculations for any bonus that was agreed to at the start of their publications for achieving "on time and on budget" goals.

In this example the calculations are as follows:

Susan sells \$155,000 PLUS \$2500 sale from Lisa = \$157,500 total sales for Bend
Susan's commissions payable is based on \$155,000 and her bonus is calculated based on \$157,500.

Kjerstie sells \$140,000 PLUS \$2500 sale from Lisa = \$142,500 total sales for Flathead
Kjerstie's commissions payable is based on \$140,000 and her bonus is calculated based on \$142,500.

Athan sells \$139,000 PLUS \$2500 sale from Lisa = \$141,500 total sales for Bozeman
Athan's commissions payable is based on \$139,000 and his bonus is calculated based on \$141,500

Lisa sells \$130,000 (Medford) PLUS \$7500 (out of area) = \$137,500
Lisa's commissions payable is based on \$137,500 and her bonus is calculated based on \$130,000.