

**ARTICLE 11**

**SALES COMPENSATION**

The following compensation plan will be effective as soon as practicable but no later than one month following the official notice of ratification of this Collective Bargaining Agreement. Business Advisors shall be compensated as follows:

**PREMISE**

**SALARY**

**Section 11.1**

Premise Business Advisors basic annual salaries shall be set by pay areas that are aligned with each individual's specific designated location. The designated locations and pay areas are shown in Table 1A. The salaries for Business Advisors (BA) and Senior Business Advisors (SBA) that correspond with each pay area are shown in Table 2A.

**Table 1A Pay Areas**

Location	State	Pay Area
Fargo	ND	1
Rapid City	SD	1
Sioux Falls	SD	1
Cedar Rapids	IA	2
‡ Des Moines	IA	1
Duluth	MN	2
Rochester	MN	1
St. Cloud	MN	2
Omaha	NE	2
Portland	OR	3
Bend	OR	2
Eugene	OR	2
Medford	OR	1
Olympia	WA	1
Spokane	WA	1
Vancouver	WA	1
Yakima	WA	1
Minneapolis	MN	3
Everett	WA	2
Silverdale	WA	2
Tacoma	WA	2
Seattle	WA	5

**Table 2A Premise Sr Business Advisor & Business Advisor Salaries**

Salary by Job Title	Pay Area 1	Pay Area 2	Pay Area 3	Pay Area 4	Pay Area 5
Sr. Business Advisor - (SBA)	\$63,000	\$70,000	\$77,000	\$84,000	\$91,000
Business Advisor - (BA)	\$36,000	\$40,000	\$44,000	\$48,000	\$52,000

Existing BA's will be "Red Circled" at their current salary or the salary reflected in Table 2A for their respective sales channel and Pay Area, whichever is greater. All new hires will be brought in at the salary amounts indicated in Table 2A for their respective Sales Channel and Pay Area.

## COMMISSIONS

### Section 11.2

The appropriate sales commission rate for all advertising renewed or increased by business advisors for all products shall be those rates that apply to their designated locations. Accounts associated with the main account will be treated as one (1) advertiser account. Such account treatment will include sales to associated new connects.

Commissions shall be paid on all advertising sold to non-advertisers and new connects, unless associated, as defined in sales policy, with existing advertisers, at the "new" commission rate.

Commissions will be calculated as the monthly account value multiplied by the appropriate commission rate. Commission adjustments for 14,15-month print publication(s) for business advisor roles:

- An evaluation will be completed each year by the company to determine the impact of extended directories (14,15 i.e.) -month print publications
- The adjustment factor will be applied to the base commission rates

When market is reassigned from a commissioned employee due to approved attendance at extended training (ten [10] consecutive business days or longer), and/or participation in joint process improvement teams, out of market pay will be calculated at a rate of forty cents (\$0.40) times the revenue reassigned. The out-of-market pay is subject to approval by the Regional Vice President.

When an existing directory or directories are rescoped or discontinued and these marketplace adjustments change the primary coverage area for the customer, Present Issue (PI) in the existing directory will be the basis for determining all commissions and calculations in the replacement or rescoped directory or directories as follows:

- A. If the advertising contract rates in the existing directories are less than or equal to the rates of the replacement or rescoped directory, there will be no adjustment to existing PI.
- B. If the advertising contract rates in the existing directories are more than the rates in the replacement or rescoped directory and the amount resold is less than the original PI, the PI will be adjusted to equal Next Issue (NI)

If the directory is new and new advertising is not associated, as defined in sales policy, to an existing account all commission calculations will be paid as new. If the directory is new and advertising sold is associated to an existing account, all commission calculations will be paid on the account package.

Commissions will be computed on an account-by-account (includes all sales generated at the customer level) basis.

The Company will chargeback credited or paid commission amounts in the following situations:

- A. If contracted advertising is not published.
- B. If the Customer does not pay advertising charges.

If a minimum of one quarter (1/4) of the total advertising revenues are not collected by the Company, due to non-payment by the customer, commissions will be charged back on a pro-rated basis.

Once commissions on an account have been charged back and the account has been referred to a collection agency which charges a fee for any recovery, there shall be no reinstatement of commission chargebacks related to the account.

- C. Adjustments caused by errors within the realm of the salesperson's responsibility.
- D. If the National sales channel supersedes local sales advertising prior to the NYPS close date.

In the event of a commission chargeback exceeding \$ 250, the amount to be debited in any one pay period will not exceed 50% of earned commissions that were to be paid for that pay period.

## **ADVANCED VS EARNED COMMISSIONS**

### **Section 11.3**

The Company advances all incentive payments. Incentive payments are subject to offsets and are not earned until a sale is final. The Company may advance sales incentive compensation based on sales made to the client through a Business Advisor as such activity is reported in the sales reporting system. Sales incentive compensation advances are subject to adjustments based on post sale order activity. The Company reserves the right to make exceptions to this practice. These payments of estimated incentive compensation are only advanced and are fully recoverable by the Company to the extent the Company later determines that such incentive compensation were not fully "earned", as defined below, or are not payable under the terms of this Plan.

Incentive compensation is not "earned," is not due and shall not vest until the sale is Final. A sale is not deemed Final for incentive compensation purposes unless and until the client advertising is accepted and published, the client performs in accordance with the terms and conditions of the client's contract with the Company, the client does not cancel, reduce or refuse to pay for the advertising, and the Business Advisor has complied with the Company policies and procedures, including, but not limited to, Sales Policy.

Nevertheless, the Company will advance to business advisor incentive compensation based upon preliminary sales results. All incentive compensation that is advanced is subject to true-up and true-down and reconciliation with earned incentive compensation (once sales become Final) and thus, incentive compensation that is advanced and that is greater than what the business advisor actually earned will be recovered by the Company from the business advisor (either from future incentive compensation advances or otherwise). For example, when a client's advertising is published with an error attributable to the business advisor that results in a discount being given to the client, the incentive previously advanced to the business advisor on the amount of the discount is not considered to be earned. That portion of the sale did not become Final and associated incentive will be deducted in the next incentive pay cycle.

In the event that an overpayment occurs for any reason, including, but not limited to, adjustments to monthly spend during a client's contract term, the amount owed to the Company will be offset against future sales incentive compensation advances before any further sales incentive compensation is advanced. If necessary, this procedure will continue through the Plan Year. At Plan Year-end, if an overpayment situation occurs or still remains, the debt will continue to be retired by offsets against future sales incentive compensation advances. If the debt is not retired by the end of the following Plan Year, or if the employee terminates from the Company, the employee must retire the debt with payment within thirty (30) calendar days of notification; otherwise the Company will pursue all available and legal remedies under state law to collect the debt owed to the Company."

A Plan Participant may at any time make a payment to the Company for reimbursement of the overpayment. The amount owed when a cash payment is made may be the net amount (after taxes and deductions). This arrangement should be coordinated with HR Sales Compensation.

Any overpayment that occurred as a result of fraudulent information or inappropriate/unethical business conduct must be immediately repaid to the Company.

## **SALES INCENTIVE COMPENSATION**

### **Section 11- 4**

Commission rates for all premise business advisors (BA) will be based on the annual estimate of monthly PI to be worked by each sales channel in their designated location. This estimate will be made by Sales Planning department each year and then reviewed with the union. The PI estimate will align to a specific rate band. These rate bands will be used to determine appropriate commission rates.

The Sales Drive Incentive Compensation Plan focuses on supporting Renewals, Increases and News/Nons of multi-product sales. Additionally, a BA can qualify for monthly New Customer bonuses.

Incentive compensation is advanced bi-weekly according to the sales pay period reporting calendar. Incentive payments are subject to offsets and are not earned until a sale is final.

## Premise Sales Incentive Compensation Component Details

Sales Incentive Compensation consists of the following components:

### A. Commissions

- 1) All sales teams (based on designated team locations) have been assigned a Pay Area.
- 2) Rate bands are assigned by average estimated revenue handle for a location/channel
- 3) Bi-weekly Commission rates are applied separately to:
  - Renewal
  - Increase
  - New/Non

Results classification is determined at a client level.
- 4) Commissions are paid bi-weekly on an “as sold” basis, subject to the same restrictions and adjustments as defined in Section 11.3.
- 5) All standalone SEM increase and new sales will be paid at the Renewal rate. (25% floor)
- 6) There is a \$10,000 cap on SEM sales or SEM losses are also limited to \$10,000.

### Rate Band Revenue Ranges

#### Business Advisor (BA)

Rate Band A	<\$70,000
Rate Band B	\$70,000 - \$79,999
Rate Band C	\$ 80,000 - \$89,999
Rate Band D	\$90,000 - \$99,999
Rate Band E	>= \$100,000

#### Senior Business Advisor (Sr.BA)

Rate Band A	<\$200,000
Rate Band B	\$200,000 - \$299,999
Rate Band E	>= \$300,000

#### Example of adjustment calculation for commission rates

Baseline commission rates are adjusted to account for 15-month print publications, taking into account how the overall % of revenue is divided between print and digital:

Revenue Split	Print	Digital					
% of Revenue	43%	57%					
EXAMPLE PA2, Rate Band B	<b>RENEWAL</b>	<b>INCREASE</b>	<b>NEW</b>		<b>Pub Long-Life Impact</b>		
ORIGINAL RATES	0.40	2.10	2.10		<b>Sale</b>	<b>Months</b>	<b>Revenue</b>
Business Advisor					\$100	12	\$1,200
					\$100	15	\$1,500
							125%
ADJUSTED RATES					Overall Commission Adjustment		
Business Advisor	0.44	2.33	2.33		25% multiplied by 43% print revenue=		
							<b>10.75%</b>

The above methodology was used in the calculation of all commission rates shown in the below commission tables:

**BUSINESS ADVISOR**

Pay Area 1

<u>Rate Band</u>	<u>Renewal</u>	<u>Increase</u>	<u>New</u>	<u>SEM</u>
A	40%	209%	209%	40%
B	35%	179%	179%	35%
C	30%	164%	164%	30%
D	25%	154%	154%	25%
E	20%	150%	150%	25%

Pay Area 2

<u>Rate Band</u>	<u>Renewal</u>	<u>Increase</u>	<u>New</u>	<u>SEM</u>
A	44%	233%	233%	44%
B	39%	199%	199%	39%
C	33%	183%	183%	33%
D	28%	172%	172%	28%
E	22%	166%	166%	25%

Pay Area 3

<u>Rate Band</u>	<u>Renewal</u>	<u>Increase</u>	<u>New</u>	<u>SEM</u>
A	49%	256%	256%	49%
B	43%	219%	219%	43%
C	37%	201%	201%	37%
D	30%	189%	189%	30%
E	24%	183%	183%	25%

Pay Area 4

<u>Rate Band</u>	<u>Renewal</u>	<u>Increase</u>	<u>New</u>	<u>SEM</u>
A	53%	279%	279%	53%
B	47%	239%	239%	47%
C	40%	219%	219%	37%
D	33%	206%	206%	33%
E	27%	199%	199%	27%

Pay Area 5

<u>Rate Band</u>	<u>Renewal</u>	<u>Increase</u>	<u>New</u>	<u>SEM</u>
A	58%	302%	302%	58%
B	51%	259%	259%	51%
C	43%	238%	238%	43%
D	37%	224%	224%	37%
E	29%	216%	216%	29%

## SENIOR BUSINESS ADVISOR

### Pay Area 1

<u>Rate Band</u>	<u>Renewal</u>	<u>Increase</u>	<u>New</u>	<u>SEM</u>
A	20%	95%	95%	25%
B	15%	60%	60%	25%
C	10%	55%	55%	25%

### Pay Area 2

<u>Rate Band</u>	<u>Renewal</u>	<u>Increase</u>	<u>New</u>	<u>SEM</u>
A	22%	105%	105%	25%
B	17%	66%	66%	25%
C	11%	61%	61%	25%

### Pay Area 3

<u>Rate Band</u>	<u>Renewal</u>	<u>Increase</u>	<u>New</u>	<u>SEM</u>
A	24%	116%	116%	25%
B	18%	73%	73%	25%
C	12%	67%	67%	25%

### Pay Area 4

<u>Rate Band</u>	<u>Renewal</u>	<u>Increase</u>	<u>New</u>	<u>SEM</u>
A	27%	126%	126%	27%
B	20%	80%	80%	25%
C	13%	73%	73%	25%

### Pay Area 5

<u>Rate Band</u>	<u>Renewal</u>	<u>Increase</u>	<u>New</u>	<u>SEM</u>
A	29%	137%	137%	29%
B	22%	86%	86%	25%
C	14%	80%	80%	25%

## B. New Sale Performance Bonus

In addition to the bi-weekly commissions, a **Business Advisor** can also qualify for a monthly New Customer bonus:

- 1) Monthly New Customer Bonus
  - a. Paid every 2 pay periods (13 per year, distinct from Sales Comp Calendar months)
  - b. Bonus amount tiered based on the number of new sales and/or new sales \$
    - If achieve target for New Sales # **OR** \$ target - Bonus amount is in "Hit 1" column
    - If achieve target for New Sales # **AND** \$ target - Bonus amount is in "Hit 2" column
  - c. Minimum **\$75** for new customer sale to count
  - d. If new customer sale includes a **Thryv >\$198** it will count as 1.5 sales

### New Customer Bonus Tiers BA

PAY AREA 1				PAY AREA 2				PAY AREA 3			
Business Advisor				Business Advisor				Business Advisor			
# of New Sales	New Sales \$	Hit 1 Bonus	Hit 2 Bonus	# of New Sales	New Sales \$	Hit 1 Bonus	Hit 2 Bonus	# of New Sales	New Sales \$	Hit 1 Bonus	Hit 2 Bonus
>= 6.5	>= 1,325	1,620	2,025	>= 6.5	>= 1,325	1,800	2,250	>= 6.5	>= 1,325	1,980	2,475
6.0	1,225	1,555	1,940	6.0	1,225	1,725	2,160	6.0	1,225	1,900	2,370
5.5	1,125	1,485	1,855	5.5	1,125	1,650	2,065	5.5	1,125	1,815	2,270
5.0	1,025	1,420	1,770	5.0	1,025	1,575	1,970	5.0	1,025	1,735	2,165
4.5	925	1,350	1,690	4.5	925	1,500	1,875	4.5	925	1,650	2,065
4.0	825	1,285	1,605	4.0	825	1,425	1,785	4.0	825	1,570	1,960
3.5	725	1,215	1,520	3.5	725	1,350	1,690	3.5	725	1,485	1,855
3.0	625	1,150	1,435	3.0	625	1,275	1,595	3.0	625	1,405	1,755
2.5	525	1,080	1,350	2.5	525	1,200	1,500	2.5	525	1,320	1,650
2.0	425	890	1,115	2.0	425	990	1,225	2.0	425	1,090	1,360
1.5	325	700	870	1.5	325	775	975	1.5	325	855	1,065
< 1.5	< 325	-	-	< 1.5	< 325	-	-	< 1.5	< 325	-	-

  

PAY AREA 4				PAY AREA 5			
Business Advisor				Business Advisor			
# of New Sales	New Sales \$	Hit 1 Bonus	Hit 2 Bonus	# of New Sales	New Sales \$	Hit 1 Bonus	Hit 2 Bonus
>= 6.5	>= 1,325	2,160	2,700	>= 6.5	>= 1,325	2,340	2,925
6.0	1,225	2,070	2,590	6.0	1,225	2,245	2,805
5.5	1,125	1,980	2,475	5.5	1,125	2,145	2,680
5.0	1,025	1,890	2,365	5.0	1,025	2,050	2,560
4.5	925	1,800	2,250	4.5	925	1,950	2,440
4.0	825	1,710	2,140	4.0	825	1,855	2,315
3.5	725	1,620	2,025	3.5	725	1,755	2,195
3.0	625	1,530	1,915	3.0	625	1,660	2,070
2.5	525	1,440	1,800	2.5	525	1,560	1,950
2.0	425	1,190	1,485	2.0	425	1,285	1,610
1.5	325	930	1,165	1.5	325	1,010	1,260
< 1.5	< 325	-	-	< 1.5	< 325	-	-

Month = 2 pay periods

No interpolation between tiers

### New Customer Bonus Tiers SBA

**New Customer Bonus Tiers Sr.BA**

PAY AREA 1				PAY AREA 2				PAY AREA 3			
Senior Business Advisor				Senior Business Advisor				Senior Business Advisor			
# of New Sales	New Sales \$	Hit 1 Bonus	Hit 2 Bonus	# of New Sales	New Sales \$	Hit 1 Bonus	Hit 2 Bonus	# of New Sales	New Sales \$	Hit 1 Bonus	Hit 2 Bonus
>= 6.5	>= 1,325	1,440	1,800	>= 6.5	>= 1,325	1,585	1,980	>= 6.5	>= 1,325	1,750	2,190
6.0	1,225	1,405	1,755	6.0	1,225	1,555	1,945	6.0	1,225	1,710	2,140
5.5	1,125	1,345	1,680	5.5	1,125	1,485	1,855	5.5	1,125	1,635	2,045
5.0	1,025	1,280	1,600	5.0	1,025	1,415	1,770	5.0	1,025	1,560	1,950
4.5	925	1,220	1,525	4.5	925	1,345	1,680	4.5	925	1,480	1,850
4.0	825	1,155	1,445	4.0	825	1,275	1,595	4.0	825	1,405	1,755
3.5	725	1,095	1,370	3.5	725	1,210	1,515	3.5	725	1,330	1,665
3.0	625	1,030	1,290	3.0	625	1,140	1,425	3.0	625	1,255	1,570
2.5	525	970	1,215	2.5	525	1,070	1,340	2.5	525	1,180	1,475
2.0	425	780	975	2.0	425	865	1,080	2.0	425	950	1,190
1.5	325	625	780	1.5	325	690	865	1.5	325	760	950
< 1.5	< 325	-	-	< 1.5	< 325	-	-	< 1.5	< 325	-	-

PAY AREA 4				PAY AREA 5			
Senior Business Advisor				Senior Business Advisor			
# of New Sales	New Sales \$	Hit 1 Bonus	Hit 2 Bonus	# of New Sales	New Sales \$	Hit 1 Bonus	Hit 2 Bonus
>= 6.5	>= 1,325	1,910	2,390	>= 6.5	>= 1,325	2,070	2,590
6.0	1,225	1,870	2,340	6.0	1,225	2,025	2,530
5.5	1,125	1,785	2,230	5.5	1,125	1,935	2,420
5.0	1,025	1,700	2,125	5.0	1,025	1,845	2,305
4.5	925	1,620	2,025	4.5	925	1,755	2,195
4.0	825	1,535	1,920	4.0	825	1,665	2,080
3.5	725	1,455	1,820	3.5	725	1,575	1,970
3.0	625	1,370	1,715	3.0	625	1,485	1,855
2.5	525	1,285	1,605	2.5	525	1,395	1,745
2.0	425	1,040	1,300	2.0	425	1,125	1,405
1.5	325	830	1,040	1.5	325	900	1,125
< 1.5	< 325	-	-	< 1.5	< 325	-	-

Month = 2 pay periods  
 No interpolation between tiers



### Incentive Calculation Examples

Note: All examples, including amounts and rates, are for illustration only. Where appropriate, values are rounded (up/down) to the nearest dollar and percent attainment.

#### Biweekly Commission Example (BA in Pay Area 2, Rate Band A)

Results	Total NI	Commission Rate	Commission
Renewal	\$ 500	44%	\$ 220
SEM*	\$ 600	44%	\$ 264
Increase	\$ 200	233%	\$ 466
New/Non	\$ 600	233%	\$ 1,398
<b>Total NI</b>	<b>\$ 1,900</b>		<b>\$ 2,348</b>

\*The SEM product sold in this example was a standalone SEM. The commission is calculated at the renewal rate for the assigned rate band which is 44% in this case.

#### Biweekly Commission Example (SBA in Pay Area 2, Rate Band A)

Results	Total NI	Commission Rate	Commission
Renewal	\$ 500	22%	\$ 110
SEM*	\$ 600	25%	\$ 150
Increase	\$ 200	105%	\$ 210
New/Non	\$ 600	105%	\$ 630
<b>Total NI</b>	<b>\$ 1,900</b>		<b>\$ 1,100</b>

\*The SEM product sold new was a standalone SEM. The commission on this SEM sale would be calculated at the minimum rate of 25%.

## INSIDE

### SALARY

#### Section 11.5

Inside Business Advisors basic annual salaries shall be set by specific sales channel. The salaries for Senior Inside Business Advisors, Inside Business Advisors, Senior Inside New Business Advisors, Inside New Business Advisors, Inside Business Advisors - Winback, Inside Business Advisors - Delinquent, and Inside Business Advisors - Mail Inbound are shown in Table 2A.

#### Inside Sales Business Advisor Salaries

Title	Salary
Inside Senior Business Advisor (ISSBA)	\$43,000
Inside Business Advisor (ISBA)	\$39,000
Inside Senior New Business Advisor (ISSNBA)	\$42,000
Inside New Business Advisor (ISNBA)	\$39,000
Inside Business Advisor – WinBack (IBA-WB)	\$42,000
Inside Business Advisor – Delinquent (IBA-DQ)	\$45,000
Inside Business Advisor – Mail Inbound - (IBA - MI)	\$42,000

#### Inside Sales Incentive Compensation Component Details

Inside Sales CORE Incentive Compensation consists of the following components:

##### A. Commissions

1) Bi-weekly Commission rates are applied separately to:

- a. Renewal
- b. Increase
- c. New/Non

Results classification is determined at a client level.

- 2) SEM not part of a pre-packaged bundle will be paid out at a flat commission rate. SEM increase and new will be paid at the Renewal rate, but no lower than 25%.
- 3) There is a \$10K cap per individual SEM sale
- 4) Commissions are paid bi-weekly on an “as sold” basis, subject to the same restrictions and adjustments as defined in Section 11.3.

Inside Business Advisor & Sr. Inside Business Advisor

Rep	Renewal	Increase	New/Non	SEM Inc. & New
ISBA	25%	90%	90%	25%
ISSBA	24%	90%	90%	25%

Example ISBA Calculation

	Renewal	Increase	New/Non	SEM Inc. & New	Total
Monthly NI	\$2,000	\$140	\$100	\$500	\$2,740
Comm Rate	25%	90%	90%	25%	
<b>Commissions</b>	<b>\$500</b>	<b>\$126</b>	<b>\$90</b>	<b>\$125</b>	<b>\$841</b>

##### B. Thryv Monthly Bonus

- 1) A monthly dollar incentive for new Thryv sales (not new client) including Thryv Leads sales and excluding Thryv Sync sales

- 2) \$75 payout for new Thryv sale >=\$198

Example

Description	
# new Thryv sales >=\$198	2
2 @ \$75 ea	\$150
<b>TOTAL MONTHLY BONUS</b>	<b>\$150</b>

**Inside Sales New Business Advisor and Sr. New Business Advisor Incentive Compensation consists of the following components:**

**A. Commissions**

- 1) Bi-weekly Commission rates are applied separately to:
  - a. Renewal
  - b. Increase
  - c. New/Non

Results classification is determined at a client level.
- 2) SEM not part of a pre-packaged bundle will be paid out at a flat commission rate. SEM increase and new will be paid at the Renewal rate, but no lower than 25%.
- 3) There is a \$10K cap per individual SEM sale
- 4) Commissions are paid bi-weekly on an “as sold” basis, subject to the same restrictions and adjustments as defined in the Sales Policies.

**Inside Sales NBA and Sr. NBA Commission Rates**

Rep	Renewal	Increase	New/Non	SEM Inc & New
IS NBA & IS Sr. NBA	33%	160%	160%	33%

Commission Example

	Renewal	Increase	New/Non	SEM	Total
Monthly NI	\$0	\$0	\$500	\$0	\$500
Comm Rate	33%	160%	160%	33%	
<b>Commissions</b>	<b>\$0</b>	<b>\$0</b>	<b>\$800</b>	<b>\$0</b>	<b>\$800</b>

**B. Monthly Sales Bonus**

- 1) Tiered structure with upside for above objective performance
- 2) Objective is defined as an annual amount and is divided by 13 months to match the Company compensation calendar which means every 2 pay periods or 13 times per year.
- 3) Monthly discrete
- 4) Minimum \$50 for new customer sale to register a count, all \$ will be included in new sales performance to objective
- 5) No provision for off budget days (except IST/FST)

Performance (% to Obj)	Number of New Sales									
	1-2	3	4	5	6	7	8	9	10	>=11
>200%	150%	170%	190%	215%	240%	265%	295%	325%	355%	385%
190% - 199.9%	140%	160%	180%	205%	230%	255%	285%	315%	345%	375%
180% - 189.9%	130%	150%	170%	195%	220%	245%	275%	305%	335%	365%
170% - 179.9%	120%	140%	160%	185%	210%	235%	265%	295%	325%	355%
160% - 169.9%	110%	130%	150%	175%	200%	225%	255%	285%	315%	345%
150% - 159.9%	100%	120%	140%	165%	190%	215%	245%	275%	305%	335%
140% - 149.9%	90%	110%	130%	155%	180%	205%	235%	265%	295%	325%
130% - 139.9%	80%	100%	120%	145%	170%	195%	225%	255%	285%	315%
120% - 129.9%	70%	90%	110%	135%	160%	185%	215%	245%	275%	305%
110% - 119.9%	60%	80%	100%	125%	150%	175%	205%	235%	265%	295%
100% - 109.9%	50%	65%	80%	100%	120%	140%	160%	180%	200%	220%
90% - 99.9%	45%	55%	70%	85%	100%	115%	130%	145%	160%	175%
80% - 89.9%	40%	50%	60%	75%	90%	105%	120%	135%	150%	165%
70% - 79.9%	35%	45%	55%	65%	75%	85%	95%	105%	115%	125%
60% - 69.9%	30%	35%	45%	55%	65%	75%	85%	95%	105%	115%
50% - 59.9%	25%	30%	35%	45%	55%	65%	75%	85%	95%	105%
0.1% - 49.9%	20%	25%	30%	35%	40%	45%	50%	55%	60%	65%

### IS NBA Example

Monthly Results	\$
New sales	\$1,150
Objective	\$1,010
Performance to Objective	113.90%
Number of New Sales	6
Payout % (per matrix)	150%
x Target Incentive	\$400
<b>Monthly Incentive</b>	<b>\$600</b>

### IS Sr NBA Example

Monthly Results	\$
New sales	\$1,150
Objective	\$1,010
Performance to Objective	113.90%
Number of New Sales	6
Payout % (per matrix)	150%
x Target Incentive	\$554

Monthly Incentive	\$831
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**C. Thryv Monthly Bonus**

- 1) A monthly dollar incentive for new Thryv sales (not new client) including Thryv Leads sales and excluding Thryv Sync sales
- 2) \$75 payout for new Thryv sale >=\$198

Description	
# new Thryv sales >=\$198	2
2 @ \$75 ea	\$150
<b>TOTAL MONTHLY BONUS</b>	<b>\$150</b>

Draft Only

**Inside Sales WinBack Incentive Compensation consists of the following components:**

**A. Commissions**

- 1) Bi-weekly Commission rates are applied separately to:
  - a. Renewal
  - b. Increase
  - c. New/Non

Results classification is determined at a client level.
- 2) SEM not part of a pre-packaged bundle will be paid out at a flat commission rate of 25%.
- 3) There is a \$10K cap per individual SEM sale
- 4) Commissions are paid bi-weekly on an "as sold" basis, subject to the same restrictions and adjustments as defined in the Sales Policies.

**Inside Sales WinBack Commission Rates**

Rep	Renewal	Increase	New/Non	SEM
IS-WB	62.58%	1320%	1320%	62.58%

**Commission Example WinBack**

-	Renewal	Increase	New/Non	SEM	Total
Monthly NI	\$100	\$420	\$100	\$0	\$620
Comm Rate	58%	120%	120%	58%	-
<b>Commissions</b>	<b>\$58</b>	<b>\$504</b>	<b>\$120</b>	<b>\$0</b>	<b>\$682</b>

	Renewal	Increase	New/Non	SEM	Total
Monthly NI	\$100	\$420	\$100	\$0	\$620
Comm Rate	62%	130%	130%	62%	
<b>Commissions</b>	<b>\$62</b>	<b>\$546</b>	<b>\$130</b>	<b>\$0</b>	<b>\$738</b>

**B. Monthly Sales Bonus**

- 1) Based on percent of NI dollar objective achieved in month
- 2) Objective is defined as an annual amount and is divided by 13 months to match the Company compensation calendar which means every 2 pay periods or 13 times per year.
- 3) Each month stands alone
- 4) Minimum threshold >= \$20
- 5) Payout capped at \$1,500
- 6) No Interpolation between tiers

### WinBack Monthly Sales Bonus

Total Sales % to Objective	% Payout	Payout
200% +	250%	\$1,615
190 - 199.99%	200%	\$1,290
180 - 189.99%	190%	\$1,225
170 - 179.99%	180%	\$1,165
160 - 169.99%	170%	\$1,100
150 - 159.99%	160%	\$1,035
140 - 149.99%	150%	\$970
130 - 139.99%	140%	\$905
120 - 129.99%	130%	\$840
110 - 119.99%	120%	\$775
100 - 109.99%	110%	\$710
<b>95 - 99.99%</b>	<b>100%</b>	<b>\$645</b>
90 - 94.99%	90%	\$580
85 - 89.99%	75%	\$485
80 - 84.99%	60%	\$390
75 - 79.99%	45%	\$290
70 - 74.99%	30%	\$195
<70%	0%	\$0

#### D. Thryv Monthly Bonus

- 1) A monthly dollar incentive for new Thryv sales (not new client) including Thryv Leads sales and excluding Thryv Sync sales
- 2) \$75 payout for new Thryv sale >=\$198

Description	
# new Thryv sales >=\$198	2
2 @ \$75 ea	\$150
<b>TOTAL MONTHLY BONUS</b>	<b>\$150</b>

**Inside Sales DQ Incentive Compensation consists of the following components:**

**A. Commissions**

- 1) Bi-weekly Commission rates are applied separately to:
  - a. Renewal
  - b. Increase
  - c. New/Non

Results classification is determined at a client level.
- 2) SEM not part of a pre-packaged bundle will be paid out at a flat commission rate. SEM increase and new will be paid at the Renewal rate, but no lower than 25%.
- 3) There is a \$10K cap per individual SEM sale
- 4) Commissions are paid bi-weekly on an “as sold” basis, subject to the same restrictions and adjustments as defined in the Sales Policies.

**Inside Sales DQ Commission Rates**

Rep	Renewal	Increase	New/Non	SEM
DQ	58%	75%	75%	58%

**DQ Commission Example**

	Renewal	Increase	New/Non	SEM	Total
Monthly NI	\$1,300	\$320	\$100	\$0	\$1,720
Comm Rate	58%	75%	75%	58%	
<b>Commissions</b>	<b>\$754</b>	<b>\$240</b>	<b>\$75</b>	<b>\$0</b>	<b>\$1,069</b>

**B. Number of Sales Bonus**

- 1) A monthly incentive based on each account sold
- 2) 1 sale per rep per comp year will count. Cancels don't get counted as a negative count unless the rep, customer, comp year has already had a count on this plan
- 3) DAR sales will not be counted
- 4) \$10 per sale >= \$10

**DQ Example (Based on 520 sales a year)**

Description	
Number of Sales >= \$10	35
Bonus per sale	\$10
<b>TOTAL</b>	<b>\$350</b>

**C. Thryv Monthly Bonus**

- 1) A monthly dollar incentive for new Thryv sales (not new client) including Thryv Leads sales and excluding Thryv Sync sales
- 2) \$75 payout for new Thryv sale >=\$198

Description	
# new Thryv sales >=\$198	2
2 @ \$75 ea	\$150
<b>TOTAL MONTHLY BONUS</b>	<b>\$150</b>



*Draft Only*

**Inside Sales Mail Inbound Incentive Compensation consists of the following components:**

**Commissions**

1) Bi-weekly Commission rates are applied separately to:

- A. Renewal
- B. Increase
- C. New/Non

Results classification is determined at a client level.

2) SEM not part of a pre-packaged bundle will be paid out at a flat commission rate. SEM increase and new will be paid at the Renewal rate, but no lower than 25%.

3) There is a \$10K cap per individual SEM sale

4) Commissions are paid bi-weekly on an “as sold” basis, subject to the same restrictions and adjustments as defined in the Sales Policies.

**Inside Sales Mail Inbound Commission Rates**

Rep	Renewal	Increase	New/Non	SEM
Mail In	64%	120%	120%	64%

**Commission Example**

	Renewal	Increase	New/Non	SEM	Total
Monthly NI	\$800	\$150	\$50	\$0	\$1,000
Comm Rate	64%	120%	120%	64%	
<b>Commissions</b>	<b>\$512</b>	<b>\$180</b>	<b>\$60</b>	<b>\$0</b>	<b>\$752</b>

**B. Number of Sales Bonus**

- 1) A monthly incentive based on each account sold
- 2) 1 sale per rep per comp year will count. Cancels don't get counted as a negative count unless the rep, customer, comp year has already had a count on this plan
- 3) DAR sales will not be counted
- 4) \$10 per sale >= \$10

**Example (Based on 520 sales a year)**

Description	
Number of Sales >=\$10	40
Bonus per sale	\$10
<b>TOTAL</b>	<b>\$400</b>

**C. Thryv Monthly Bonus**

- 1) A monthly dollar incentive for new Thryv sales (not new client) including Thryv Leads sales and excluding Thryv Sync sales
- 2) \$75 payout for new Thryv sale >=\$198

Description	
# new Thryv sales >=\$198	2
2 @ \$75 ea	\$150
<b>TOTAL MONTHLY BONUS</b>	<b>\$150</b>

*Draft Only*

## **Definitions**

### ***Base Pay***

A fixed amount of compensation for a specified position. Base pay does not include compensation such as incentives, bonuses, or awards.

### ***Canvasses***

All sales territories are organized into markets and are then divided into sales canvasses. The reasons for establishing sales canvasses include, but are not limited to, resource planning, deadline compliance, client satisfaction, and workflow management.

### ***Client Complaints and Errors***

Errors reported on the Client Complaint Sales Report for which negative adjustments to NISD revenue are made.

### ***Compensation Cycle Year***

The Compensation cycle year is defined as items that publish or fulfill in the same calendar year. For example, items that publish or fulfill in 2019 are part of the 2019 comp cycle.

### ***Measurement Period***

Measurement period is the time frame in which results will be accumulated for incentive calculation.

### ***Next Issue (NI)***

NI is defined as a customer's total revenue associated with next published/fulfilled sold products (print, digital, awareness, etc.) attached to a single compensation cycle (total customer spend).

### ***Pay Period***

Pay period is the biweekly calendar period established for reporting incentive compensation related information.

### ***Present Issue (PI)***

PI is defined as a customer's total revenue associated with current published/fulfilled products (print, digital, awareness, etc.) attached to a single compensation cycle (total customer spend).

### ***Qualifiers***

Qualifiers are additional requirements that must be achieved in order to have incentive compensation advanced.

### ***Rounding Convention***

Rounding convention is the mathematical expression of numeric information used throughout the sales incentive compensation program. The rounding convention used expresses numbers to the nearest tenth of one percent (e.g. xxx.x%).

### ***Threshold***

Threshold is the minimal level of performance that must be achieved before incentives are advanced.

## **OVERTIME FOR BUSINESS ADVISORS**

**Section 11.7** Inside Business Advisors (non-exempt) will be paid overtime in accordance with the Fair Labor Standards Act (FLSA).

Time paid but not worked shall be excluded in determining the number of overtime hours worked in excess of forty (40) hours in a week.

Overtime hours must be pre-authorized by management and may be required based on the needs of the business.

In the event of legislative, judicial, or administrative clarification that the Company would not otherwise be required to pay overtime premiums to inside Business Advisors, this overtime premium will be discontinued.

Premise Business Advisors overtime will be paid in accordance with the Fair Labor Standards Act as applicable.

## TRANSITION PAY

### PREMISE AND INSIDE BUSINESS ADVISORS

**11.8a** Employees who are newly assigned to the inside Business Advisor channel will be paid, in addition to their base salary, a weekly transition incentive equivalent to 80% of the bi-weekly targeted commission amount. This weekly transition incentive will be paid for the first eleven (11) weeks of training completed after assignment to the Inside Sales Business Advisor position, with the exception of the NBA/Hunter position – their transition incentive payments will be paid for the first eight (8) weeks. For Inside Business Advisors who work hours in excess of forty (40) during a calendar week while an employee is subject to the transition salary, overtime will be paid at a rate of one and one-half (1 and 1/2) times the basic hourly rate. The basic hourly rate for these purposes shall be the weekly transition salary divided by the number of hours worked in that week.

Sales compensation for the transition period will be calculated based on the basic weekly wage, commissions, conversion bonus, and quarterly bonus listed within this Article 11 on compensation. If sales compensation calculated for the pay period exceeds the transition salary received, the employee will be paid the difference in the next pay period or as soon as practical. Where applicable, this will include an appropriate adjustment to overtime pay if any overtime hours were worked during the transition period.

**Section 11.8a** The transition pay for the premise Business Advisor is intended only for those employees that are new to a commissioned sales position. Employees who are newly assigned to the premise Business Advisor will be paid, in addition to their base salary amount, a bi-weekly transition incentive equivalent to 80% of the bi-weekly targeted commission amount. This weekly transition incentive will be paid for the first eight (8) weeks of training completed after assignment to the premise Business Advisor position. For purposes of calculating premise Business Advisor sales compensation for each transition pay period, sales compensation will be calculated based on the basic weekly wage, commissions, and monthly new sales bonus listed in Article 11. If sales compensation calculated for the pay period exceeds the transition salary received, the employee will be paid the difference in the next pay period or as soon as practical.