

It's the **FINAL** Classified Ad Contest of 2017 from CPF!

Earn some **Christma\$ Ca\$h!!**

Are you willing to GAMBLE on your sales skill?

EARN a PERCENTAGE of the pot!

EARN CASH! \$1,000 in the pot each quarter!

How much of the pot you EARN is up to YOU!

4th Quarter 2017

3 ways to win! How much you earn is up to YOU!

Weekly: Sell a NEW Customer (one who hasn't run in at least 6 months) and **win \$50 instantly!**

Monthly: Sell any enhancement with an ad and **win 20% of the enhancement(s) sold!**

Quarterly: The 5 reps with the most points earned at the end of the quarter will receive **a percentage of the prize money equal to the percentage of the points they earned** for the quarter! For example, 50% of the total points earned (by the top 5 reps) would pay out as 50% of the pot, or \$500. How much you earn is up to you!

How to Earn Points: The number of points you earn throughout the quarter will be based on the ZONE sold. You can also earn points for selling an enhanced ad in Zone 1. The points awarded are as follows:

- **Sell an ad into Zone 1 & earn 1 point every week it runs.**
- **Sell an ad into Zone 2 & earn 2 points...**
- **Sell an ad into Zone 3 & earn 3 points...**
- **Sell an ad into Zone 4 & earn 4 points...**
- **Sell any enhancement on an ad for 1 additional point each week it runs.**

At the end of each week, points will be tabulated and everyone will receive an email with the updated results.

General Contest Rules:

- "New advertisers" are defined as not having run in the CPF Network for 6 months or more. The \$50 bonus checks will be sent out weekly.
- See CPF's "2017 Classified Ad Order Form" for the list of available enhancements and their prices. The prices on that form are the amounts your publication pays to CPF for the enhancement. PLEASE NOTE that your publication may charge your advertiser an additional fee for the enhancement! However, the amount listed on the order form is the amount upon which your 20% bonus is figured. Bonuses are NOT paid on free weeks. Bonuses are paid monthly.
- Updates on total points will be made weekly. The winners must be employed at the same CPF member publication they earned the points at when the funds are distributed at the end of the quarter. PLEASE NOTE that the IRS requires that CPF send 1099 forms to those who win over \$600, so Social Security Numbers and addresses will be required from winners meeting that criteria.
- This contest is for ads published September 20 through December 13, 2017. Checks will be mailed upon completion of the quarterly contest.