

# Sales Source Key Master List

To optimize your advertising & promotion investment, you should assign each marketing vehicle a unique code number and track the source of every sale.

Put these source keys in your ads or on your promotional pieces in an obvious place where telemarketers can easily refer to it over the phone.

("Please read me the Dept. # above the address label..." or "Find your Catalog Code located in the bottom right corner...").

Use this spreadsheet to assign sales source key numbers for your marketing vehicles; track your promotional efforts; and keep sales staff aware of special offers.

Enter your data in the unprotected blue cells.

Source Key		Medium / Title	Issue / Mail List	Mail Drop Date	Headline	Demographic Test Item	Special Offer in this Promotion or Article	Shipping	Comments
<b>1000</b>		<b>Advertising</b>							
1001		Town Crier	Jan-09				[x] for \$59		
1002		American Airlines							
<b>2000</b>		<b>Alliances / Associations</b>							
2009		ADP	Jan-09						
2010		ILG							
2011									
<b>3000</b>		<b>Editorial (all media)</b>							
4001		Wall Street Journal	Jan-09						
4002		Flying							
4003									
<b>4000</b>		<b>Direct Mail</b>							
3001		Upgrade promotion	Jan-09						
3002		Newsletter							
3003		Dog Owners within 100 miles							
3004		Product [x] Postcard			Business address	Buy 2, Take off \$25	2nd Day Air: \$7	Total: 25,000 mailing prices	
<b>5000</b>		<b>Trade Shows</b>							
5001		Interbike/Anaheim	Jan-09						
5002		MacWorld/Boston							
<b>6000</b>		<b>Special Promotions</b>							
6001		In box coupon	Jan-09						
6002									
6003									
<b>7000</b>		<b>Internet / Affiliates</b>							
7001		JIAN Website Referral Directory	Jan-09						www.JIAN.com
7002		Yahoo! Banner							
<b>8000</b>		<b>Directories</b>							
5001		National Industry Database	Jan-09						
5002		Pac Bell Yellow Pages							

<b>Sales Source Key Master List</b>		<b>10/18/2008</b>						
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<b>9000</b>	<b>Miscellaneous</b>							
9001								
9002								
9999	"Unknown" Source							

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