**Setting up your new rates with VisionData**:

* Create new rate(s) in Vision Data with no Renewal Rate or Effective Date, e.g. "NWAC"
* Change the old rate(s) (e.g. "HDAC") to have a Renewal Rate of "NW" and an Effective Date of when the rate increase will go live.
* Send a list of all new mail and digital-only rate codes to Kevin Cook (kcook@record-eagle.com), so that he can map them in Vision Data (so revenue will hit the correct GL codes). Complete the vision-data-mapping.xlsx worksheet for John. (attached: MAPPINGFORM.XLS)
* Fill out the vision-data-circwebpreinstall2013 word document with the new rates that you want displayed on your website and send it to George Cox (cox@vdata.com) (attached: WEBSITERATESFORM.odt)
* Send EZ-pay letters out 30 days before you do your first draft. Keep the letter short. Remind them of the value of being a subscriber, including digital access via our smartphone apps, and then tell them the rate they’ll be charged next time. Then, thank them for their continued readership. Do not compare new rate to old, or say it’s only going up X-amount. Just state that the draft next month will be in the amount of $xx.xx. You will need different versions of the letter for EZ-Pay customers on different EZ-Pay frequencies and rate
* Please email the help desk at help@cnhionline.com with your updated rates and their effective date so that they can be displayed on your subscriptions landing page (www.nameofnewspaper.com/subscriptions).