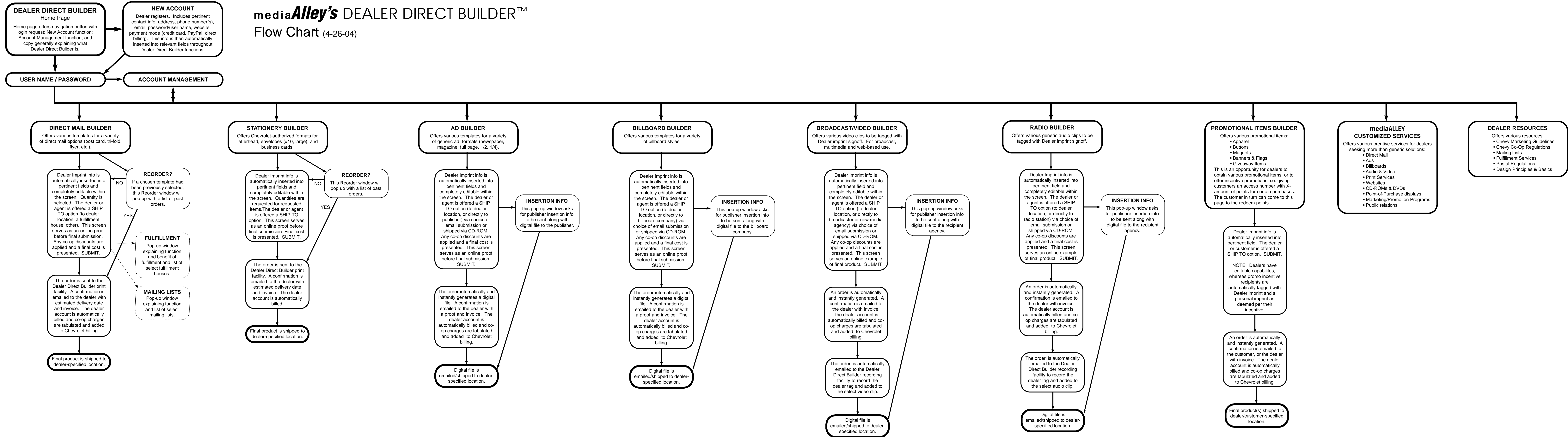


mediaAlley's DEALER DIRECT BUILDER™

Flow Chart (4-26-04)



DEALER DIRECT BUILDER
Home Page
Home page offers navigation button with login request; New Account function; Account Management function; and copy generally explaining what Dealer Direct Builder is.

NEW ACCOUNT
Dealer registers. Includes pertinent contact info, address, phone number(s), email, password/user name, website, payment mode (credit card, PayPal, direct billing). This info is then automatically inserted into relevant fields throughout Dealer Direct Builder functions.

USER NAME / PASSWORD

ACCOUNT MANAGEMENT

DIRECT MAIL BUILDER
Offers various templates for a variety of direct mail options (post card, tri-fold, flyer, etc.).

STATIONERY BUILDER
Offers Chevrolet-authorized formats for letterhead, envelopes (#10, large), and business cards.

AD BUILDER
Offers various templates for a variety of generic ad formats (newspaper, magazine; full page, 1/2, 1/4).

BILLBOARD BUILDER
Offers various templates for a variety of billboard styles.

BROADCAST/VIDEO BUILDER
Offers various video clips to be tagged with Dealer imprint signoff. For broadcast, multimedia and web-based use.

RADIO BUILDER
Offers various generic audio clips to be tagged with Dealer imprint signoff.

PROMOTIONAL ITEMS BUILDER
Offers various promotional items:
• Apparel
• Buttons
• Magnets
• Banners & Flags
• Giveaway Items
This is an opportunity for dealers to obtain various promotional items, or to offer incentive promotions, i.e. giving customers an access number with X-amount of points for certain purchases. The customer in turn can come to this page to the redeem points.

mediaALLEY CUSTOMIZED SERVICES
Offers various creative services for dealers seeking more than generic solutions:
• Direct Mail
• Ads
• Billboards
• Audio & Video
• Print Services
• CD-ROMs & DVDs
• Point-of-Purchase displays
• Marketing/Promotion Programs
• Public relations

DEALER RESOURCES
Offers various resources:
• Chevy Marketing Guidelines
• Chevy Co-Op Regulations
• Mailing Lists
• Fulfillment Services
• Postal Regulations
• Design Principles & Basics

Dealer Imprint info is automatically inserted into pertinent fields and completely editable within the screen. Quantity is selected. The dealer or agent is offered a SHIP TO option (to dealer location, a fulfillment house, other). This screen serves as an online proof before final submission. Any co-op discounts are applied and a final cost is presented. SUBMIT.

REORDER?
If a chosen template had been previously selected, this Reorder window will pop up with a list of past orders.

FULFILLMENT
Pop-up window explaining function and benefit of fulfillment and list of select fulfillment houses.

MAILING LISTS
Pop-up window explaining function and list of select mailing lists.

The order is sent to the Dealer Direct Builder print facility. A confirmation is emailed to the dealer with estimated delivery date and invoice. The dealer account is automatically billed and co-op charges are tabulated and added to Chevrolet billing.

Final product is shipped to dealer-specified location.

Dealer Imprint info is automatically inserted into pertinent fields and completely editable within the screen. Quantities are requested for requested items. The dealer or agent is offered a SHIP TO option. This screen serves as an online proof before final submission. Final cost is presented. SUBMIT.

REORDER?
This Reorder window will pop up with a list of past orders.

The order is sent to the Dealer Direct Builder print facility. A confirmation is emailed to the dealer with estimated delivery date and invoice. The dealer account is automatically billed.

Final product is shipped to dealer-specified location.

Dealer Imprint info is automatically inserted into pertinent fields and completely editable within the screen. The dealer or agent is offered a SHIP TO option (to dealer location, or directly to publisher) via choice of email submission or shipped via CD-ROM. Any co-op discounts are applied and a final cost is presented. This screen serves as an online proof before final submission. SUBMIT.

INSERTION INFO
This pop-up window asks for publisher insertion info to be sent along with digital file to the publisher.

The order automatically and instantly generates a digital file. A confirmation is emailed to the dealer with a proof and invoice. The dealer account is automatically billed and co-op charges are tabulated and added to Chevrolet billing.

Digital file is emailed/shipped to dealer-specified location.

Dealer Imprint info is automatically inserted into pertinent fields and completely editable within the screen. The dealer or agent is offered a SHIP TO option (to dealer location, or directly to billboard company) via choice of email submission or shipped via CD-ROM. Any co-op discounts are applied and a final cost is presented. This screen serves as an online proof before final submission. SUBMIT.

INSERTION INFO
This pop-up window asks for publisher insertion info to be sent along with digital file to the billboard company.

The order automatically and instantly generates a digital file. A confirmation is emailed to the dealer with a proof and invoice. The dealer account is automatically billed and co-op charges are tabulated and added to Chevrolet billing.

Digital file is emailed/shipped to dealer-specified location.

Dealer Imprint info is automatically inserted into pertinent field and completely editable within the screen. The dealer or agent is offered a SHIP TO option (to dealer location, or directly to broadcaster or new media agency) via choice of email submission or shipped via CD-ROM. Any co-op discounts are applied and a final cost is presented. This screen serves as an online example of final product. SUBMIT.

INSERTION INFO
This pop-up window asks for publisher insertion info to be sent along with digital file to the recipient agency.

An order is automatically and instantly generated. A confirmation is emailed to the dealer with invoice. The dealer account is automatically billed and co-op charges are tabulated and added to Chevrolet billing.

The order is automatically emailed to the Dealer Direct Builder recording facility to record the dealer tag and added to the select video clip.

Digital file is emailed/shipped to dealer-specified location.

Dealer Imprint info is automatically inserted into pertinent field and completely editable within the screen. The dealer or agent is offered a SHIP TO option (to dealer location, or directly to radio station) via choice of email submission or shipped via CD-ROM. Any co-op discounts are applied and a final cost is presented. This screen serves as an online example of final product. SUBMIT.

INSERTION INFO
This pop-up window asks for publisher insertion info to be sent along with digital file to the recipient agency.

An order is automatically and instantly generated. A confirmation is emailed to the dealer with invoice. The dealer account is automatically billed and co-op charges are tabulated and added to Chevrolet billing.

The order is automatically emailed to the Dealer Direct Builder recording facility to record the dealer tag and added to the select audio clip.

Digital file is emailed/shipped to dealer-specified location.

Dealer Imprint info is automatically inserted into pertinent field. The dealer or customer is offered a SHIP TO option. SUBMIT.

NOTE: Dealers have editable capabilities, whereas promo incentive recipients are automatically tagged with Dealer imprint and a personal imprint as deemed per their incentive.

An order is automatically and instantly generated. A confirmation is emailed to the customer, or the dealer with invoice. The dealer account is automatically billed and co-op charges are tabulated and added to Chevrolet billing.

Final product(s) shipped to dealer/customer-specified location.