GR8197_FormCDirDov_R5.qxd 3/3/08 3:01 PM Page 1

FORM C

Directory/Dove Listing

teleflora®

MC#_____ (Teleflora use only)

SHOP WILL BE LISTED IN THE TELEFLORA DIRECTORY AS FOLLOWS: (Please use blue or black ink. Type or print legibly.)

Teleflora Code # _____

Shop Name (in full) _____ Business Phone # ( ) _____

Toll-Free Phone # ( ) _____ Fax # ( ) _____

Contact Name to Appear in Directory _____

Physical Shop Address _____
(Printed in directory)
City / State _____ County _____ ZIP _____

Mailing Address _____
(Will not be printed in directory)
City / State _____ County _____ ZIP _____

CARD AD/DIRECTORY LISTING* (Check applicable boxes):

❑ I would like a card ad in the directory.

Size of ad: ❑ 3" ❑ 4-1/2" ❑ 6" ❑ 9" ❑ 1/2 Page ❑ Full Page
Sizes above are approximations.

Please indicate card ad copy within the box at the right.
Attach a black and white business card or logo if possible. **Please do not staple or cover ad copy.**

❑ Print card ad in red.
❑ Print directory listing in red.
❑ **Include my toll-free # in my directory listing.**
❑ I would like a proof of my card ad.

DOVE EXPANDED LISTING (up to 4 lines, 60 characters per line)

_____
_____
_____
_____

*Additional fees may apply. Ads 4-1/2" or larger include a free banner ad on DovePlus.

3"

4½"

CODIFICATION INFORMATION:

To be codified for the following, minimum order amounts must be indicated.

Codification Categories	Minimum Order	Holiday Price Exception
Arrangements	$ _____	❑
Funerals	$ _____	❑
Blooming Plants	$ _____	❑
Doz. Roses Arranged, long-stem	$ _____	❑

The following may be shown with or without minimum prices.

Codification Categories	Minimum Order	Holiday Price Exception
Dried / Silk	$ _____	❑
Candy	$ _____	❑
Fresh Fruit	$ _____	❑
Balloons	$ _____	❑
Gourmet Baskets	$ _____	

Additional Shop Information

- Closed Afternoon _____ (days of week)
- Closed All Day _____ (days of week)
- Dove Network® (All Dove Network members receive this codification.)
- 24 ☎ 24 Hour Flowers (All 24 Hour Flowers members receive this codification.)

ADDED TO THE ABOVE MINIMUMS
Codification Categories

- Delivery Charge $ _____ (must list amount charged)
- ❑ Rural Delivery Charge* $ _____

*Indicates delivery charge outside your regular delivery area may be higher. If your Rural Delivery Charge varies, leave the dollar amount blank.

Minimum Order. Indicates your lowest acceptable price for filling a Teleflora order for a fresh flower arrangement. If no minimum is listed, the minimum is understood to be $30.00, including delivery. Unless otherwise noted, a minimum delivery charge of $7.00 will be listed separately, and your minimum will be noted as $23.00 for a total minimum of $30.00, including delivery, for orders received through Dove. **Holiday Price Exception.** Indicated by an H after the minimum order amount. This means that prices may not apply one week before or after Valentine's Day, Easter, Mother's Day, Thanksgiving or Christmas. **Delivery Charge.** This separate charge will be understood to be included in the total order amount for all orders transmitted through Dove. If your shop charges a separate delivery charge, you must list it. Unless otherwise noted, a minimum delivery charge of $7.00 will be deemed to be included in the total amount received through Dove.

EXTRA LISTINGS/ALSO SERVED BY LISTINGS:

To give your shop added exposure, you can sign up for Extra Listings and Also Served By Listings (available at a minimum monthly charge – see Teleflora's Rules and Regulations). In this type of listing, you may show delivery charge *and* minimum order and rural delivery charge. (*must list $ amount)
Please attach another page if more space is needed for listings.

By City

City	State/Prov.				Ad Size	Listing	Ad	
_____	_____	$ ❑ Del. Chg.*	$ ❑ Min. Ord.	$ ❑ Rural Del. Chg.	_____	❑ Red Listing	❑ Red Ad	❑ Toll-Free ❑ Dove Text
_____	_____	$ ❑ Del. Chg.*	$ ❑ Min. Ord.	$ ❑ Rural Del. Chg.	_____	❑ Red Listing	❑ Red Ad	❑ Toll-Free ❑ Dove Text
_____	_____	$ ❑ Del. Chg.*	$ ❑ Min. Ord.	$ ❑ Rural Del. Chg.	_____	❑ Red Listing	❑ Red Ad	❑ Toll-Free ❑ Dove Text
_____	_____	$ ❑ Del. Chg.*	$ ❑ Min. Ord.	$ ❑ Rural Del. Chg.	_____	❑ Red Listing	❑ Red Ad	❑ Toll-Free ❑ Dove Text

By ZIP Code

City	State/Prov.	ZIP(s)/Postal Code(s)
_____	_____	_____
_____	_____	_____

SIGNATURE X _____ Print Name _____ Date _____

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Rev. 02/08 X025-04

JOB NO.: GR8197	TRIM : 8.5" x 11"	COLOR : BLK + PMS 179	DATE IN : 02-21-08
PROJECT: Form C - Directory / DOVE	LIVE : 8.25" x 10.75"	LIVE, TRIM, BLEED (DO NOT PRINT)	DATE OUT : 02-29-08
SCALE: 1 : 1	BLEED : 8.75" x 11.25"	PRINTOUT SIZE : 100%	PROOF ROUND : R5

APPROVALS	Marketing	Creative Dir.	Art Director	Copy Writer	Proofreader	Prod. Artist	Traffic	Print Prod.
Initials						SB		
Date						2-29		