

**Pratt & Lambert AdBuilder** is a marketing portal that provides Pratt & Lambert dealers a variety of pre-designed advertising templates. Choose from a variety of flyers, postcards, posters, radio scripts and newspaper ads to customize your dealer message. All templates on the AdBuilder are pre-approved for automatic Coop reimbursement (if co-op funds are available) at the time of order.

## **Site Access and Computer Requirements:**

### **If I do not have a user ID and log-in, how do I get one?**

Call Program Headquarters at 866-898-3889 or you may request a user ID by sending an email to [diversifiedbrands@tpa-usa.com](mailto:diversifiedbrands@tpa-usa.com)

### **How do I access the site?**

The site is accessed through either [www.prattandlambert.com](http://www.prattandlambert.com), under the "Partner and Retailers" link at bottom of screen. Or to sign on directly, go to [www.diversifiedbrandscoop.com](http://www.diversifiedbrandscoop.com). Once on the Welcome screen, click the "Go to AdBuilder" button on the right hand side of screen.

### **What software do I need to access AdBuilder?**

Pratt & Lambert AdBuilder is a web based tool built to work in Internet Explorer and Mozilla Firefox. No additional software is necessary to customize the Templates.

### **Do I need additional software to view images?**

No. JPG, tif, and gif files are viewable without any additional software. However, PDF files and EPS files are only viewable with graphic design and layout software such as Adobe Photoshop or Illustrator.

### **Who do I contact for AdBuilder assistance?**

If AdBuilder assistance is required, call Program Headquarters at 866-898-3889 or you may send an email to [diversifiedbrands@tpa-usa.com](mailto:diversifiedbrands@tpa-usa.com)  
The support center is open Monday-Friday from 9:00 a.m. to 5:00 p.m. EST.

## **Creative Development:**

### **How do I develop a new Advertising piece?**

Go to the top navigation bar and select Templates to be shown the available Media Categories. Click on the type of Media you wish to utilize then click the View Details button beneath the specific product you want to create. Click the Customize Button.

The Template will default with indicators showing the areas that are editable. You can turn off this feature by clicking the Highlights Button in the Navigation Menu. You also have the option to Zoom In/Out of your Template as well as saving the Template to you My Projects area by clicking on the Save As Button.

### **Can I create my own my own messages?**

You will be able to create your own message using the AdBuilder. Templates with editable text are indicated by the Highlights Button. Simply click on the editable area and the text box will appear.

### **When are new templates available?**

New templates are created on an ongoing basis. Check back periodically to see new templates that are available.

### **What type of advertising templates can I choose from?**

You may choose templates from the following categories:

- Flyers
- Newspaper Ads
- Postcards
- Posters
- Radio Scripts

### **Can I upload my own image or logo?**

Yes. Select the Upload Logo option and find the logo you wish to upload on your local PC. The best file types to use are .jpg and .tif files. You also have the option to select from previously uploaded images that are saved in you My Images area.

## **Production and Mailing:**

### **How do I select my customer list?**

There are two options available in the AdBuilder. You may

- Create a New Consumer Mailing List  
This option allows you to create a new consumer data file based on a variety of different geographic and demographic criteria. We will then professionally print your order and mail it to your specified customer list.
- Upload your own Mailing List  
This option allows you to upload your own mailing list in a .XLS or .CSV format. Pratt & Lambert AdBuilder will then professionally print your order and mail it to your specified customer list.

### **How are the Direct Mail pieces mailed?**

You designate how you would like your mail piece to be sent.

**Postage:** Choose from standard bulk, first-class, first class priority.

- Standard Bulk Mail:  
You must have at least 200 pieces to use this option. Your mail will be delivered 7-10 days after printing is complete.
- First Class:  
There are no volume requirements for this option. Your mail will be delivered 3-5 days after printing is complete.
- First Class Priority:  
You must have at least 500 pieces to use this option. Your mail will be delivered 3-5 days after printing is complete.

### **How long before my direct mail is put in the mail?**

Once you have constructed the communication and selected your mail preferences, your order will print and mail within 3 business days.

### **Do I get a copy of my Direct Mail piece?**

To ensure that you receive a copy of your direct mail piece you will need to include your name and address in your customer data file.

## **Payment and Use of Co-op Funds:**

### **Are the Co-Op guidelines posted within the site so I can review?**

Yes, the "Pratt & Lambert Co-op Guidelines" can be found in the Contact Support section on the AdBuilder home page in the Top Menu Bar.

### **Who can I contact with questions regarding my Co-op funds?**

You may either call Program Headquarters at 866-898-3889 or send an email to [diversifiedbrands@tpa-usa.com](mailto:diversifiedbrands@tpa-usa.com)

### **Are the templates shown Diversified Brands' approved?**

Yes. All templates are Diversified Brands' approved by Pratt & Lambert. There is no need to get an approval for the mailing from your Sales Representative or Program Headquarters (TPA).

### **How is payment handled for Adbuilder items ordered?**

You can utilize your co-op funds at the time you check out by click the Funds Button. If you do not have enough funds for the order, a Credit Card will be required to complete the checkout process. Users also have the option to purchase the entire order using their Credit Card by clicking the Credit Card Button at checkout.

## **Reports:**

### **How can I view current orders and past orders?**

On the Home Page of the AdBuilder site, you will see Orders in the Main Navigation Bar. This is where your previous order history is stored. Status information will also be housed here as well as specific details around previous orders including shipping information and proofs of previously customized items for your reference.