

# UKnight Market Center Guide

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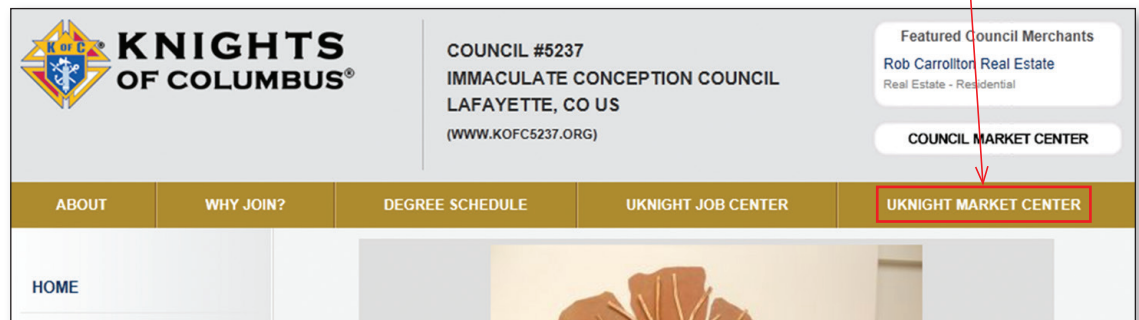
# What could your council do with **more funding**?

**G**olf tournaments, pancake breakfasts, auctions, and other such fundraising events serve many important purposes. In addition to supporting your council's charitable activities, they also bring members together, raise your council's profile in the parish and community, and attract new members.

Over the years, K of C councils have done a great job using these events to raise money for medical equipment, scholarships, and other worthwhile purposes. The problem is, they have limits. Limits to the number of times they can be put on each year. Limits to the time and resources available. Limits to participation – by members and sponsors.

**Now consider this:** What if there were another way to raise funds? A means of generating income on a sustaining, continuous basis? One that completely eliminates the limitations of time, resources, participation, and scheduling? That enables your council to meet your community's growing needs?

**There is such a system.** It's the **UKnight Market Center**. *And it's already in place.* A fully functional part of your council's UKnight-powered website.



By allowing local business owners – merchants, service providers, professionals – to participate in the Market Center, your council can generate thousands of dollars in additional funding every year.

This handbook was created to show you how.

**Let's start with the basics.**

## What is the **Market Center**?

**T**he Market Center is a business directory for member-owned and member-recommended businesses. Through the Market Center, they can advertise their products and services on your council's website -- just as they may already be doing in your parish bulletin.

The difference is that the Market Center gives them constant, widespread visibility to everyone in the community. And beyond.

The Market Center is completely open to the public. Anyone with an Internet connection can access the Market Center, Knight or not.

Sponsor ads appear not only in the Market Center on your council's website but in every UKnight Market Center in a 100-mile radius – including all state and chapter websites on the UKnight platform.

And that's not all. The **UKnight Mobile website** (KofCMobile.org) gives Market Center advertisers nationwide visibility. By logging on to this site, smartphone users can quickly locate any Market Center advertiser within 25 miles of the phone's location, no matter where they are. Imagine being on vacation and being able to find an auto repair service or restaurant owned by a brother Knight.

### **How does the UKnight Market Center generate funding?**

Merchants and business owners pay to place a display ad in the UKNIGHT Market Center, just as they would the hometown newspaper, local shopper, telephone directory, etc.

There are four pricing levels:

**Bronze** – \$100/year

**Silver** – \$300/year

**Gold** – \$500/year

**Platinum** – \$1,000/year

The different levels reflect an ad's size, the amount of content it will support, and its placement within its business category. As with all advertising, the more they pay, the more they get.

Fifty percent of the income from every ad goes to the council that sells it. **UKnight** retains the balance for the ongoing support and development of its K of C-related services.

In other words, your council earns \$50 for every Bronze ad it places; \$150 for every Silver; \$250 for every Gold; and \$500 for every Platinum. ***And there is no limit to the number of ads your UKnight Market Center can host.***

### **Who can advertise in the Market Center?**

Almost any business that is either owned by a brother Knight or recommended by a Knight can advertise. Your natural market would include:

- Your own members,
- Friends and family of council members,
- Businesses and professionals with a history of sponsoring council events,
- Businesses and professionals already advertising in the parish bulletin.

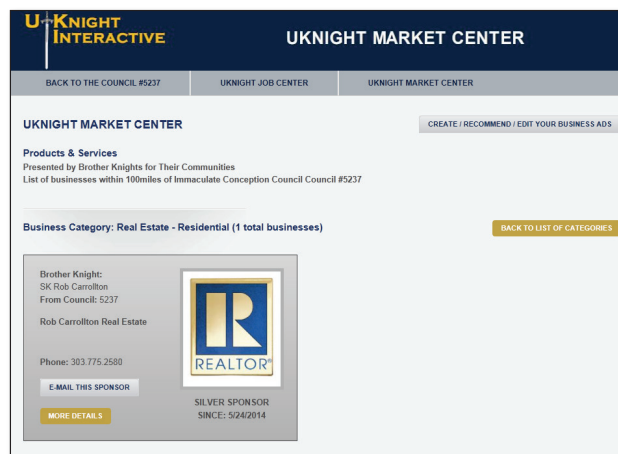
There are a few types of businesses or announcements that are restricted from the Market Center in accordance with Knights of Columbus policy. The full UKnight Advertising Policy is displayed on the advertiser sign-up page in the Market Center.

**IMPORTANT NOTE:** UKnight monitors all ad placements and will remove those that do not comply with our Advertising Policy. In such instances, UKnight will email the advertiser, advising them why their ad was disallowed and how it might be brought into compliance. If it falls under one or more of the specific exceptions listed in the policy, UKnight will refund the advertiser's payment. If an accepted ad is later modified to include prohibited content, the ad will be suspended until it is brought back into compliance.

## What do advertisers get for their support?

As mentioned, they can choose from four levels of participation. Bronze, the basic level, offers the equivalent of a business-card ad in the church bulletin. At the other end, Platinum ads cover the full width of the webpage and have the highest priority placement. Within a category, Platinum ads are placed at the top of the page, followed by Gold, Silver, and Bronze ads.

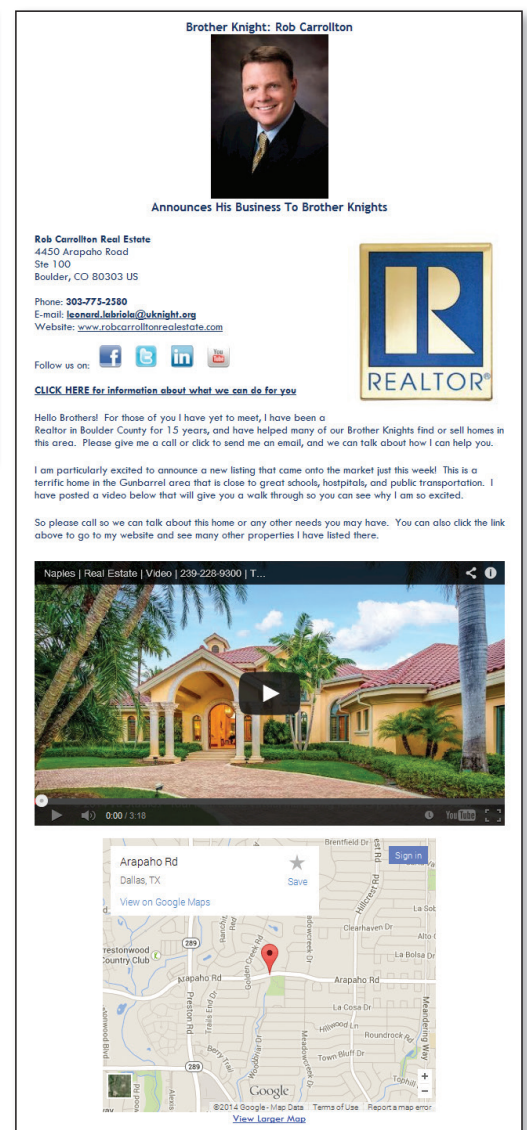
Advertisements at the Silver level and above allow for more information about the business – a LOT more. These ads include a **MORE DETAILS** button in the ad, as shown in this example below left:



Clicking that button opens a new window that provides space for unlimited advertising text; photos and graphics; links to websites, videos, and social media pages; pop-up PDF documents (a brochure or menu, for example); a Google® map with directions, and more.

In other words, with a Silver ad and above, advertisers can put as much information in their ad as they need to tell their story.

Ads are organized in standard business categories, much like those in the yellow phone directory pages. Anyone looking for a plumber, for example, would click that category to find plumbers advertising in the Market Center.



### **Who creates the ads?**

Advertisers create and manage their own ads. Using the tools built into the Market Center, they can upload text, graphics, links, videos, and other elements – basically, a fill-in-the-blanks process.

The system also lets them change their ad at any time, as often as they wish. A restaurant owner, for example, could post a different lunch menu every day!

*The complete process is outlined in **Section 3**.*

### **So... how much money could our council make with the Market Center?**

Obviously, the Income your council earns from the Market Center depends entirely on the number of ads you sell. There is no limit on the number of ads the Market Center can host. So the real question is: **How much do you want to make?**

To give you a clear idea of its potential, consider the following:

Let's say your council brings in four new Silver-level advertisers each month for a year. Just this modest effort would net your council more than \$7,000 in new funding!

But you can probably do better than that. So let's say that your council also places one new Gold ad every month for a year along with one new Platinum ad every quarter.

In this scenario, your council would earn over \$12,000!

And this is just the start of a continuous, ongoing program. As each ad automatically renews every 12 months, and as new ones continue to be placed, the income generated would continue to grow!

### **How and when does our council get paid?**

**UKnight** sends out Market Center checks based upon Council activity. Anytime your Council has \$1,000 or more due at the end of a month, **UKnight** will send you a check for that full amount by the 10th of the following month.

For Councils with balances under \$1,000, all Council Accounts are paid in full at the end of each Calendar Quarter. Market Center checks are sent out on April 10th, July 10th, October 10th and January 10th.

What could your council do with that much or more in yearly funding? And keep in mind, this would be **in addition** to your traditional funding activities.

### **Does the Market Center help us in any other ways?**

Definitely! As more people learn about the Market Center – as it builds into a frequently used, community-wide resource – it will boost traffic to your council website. This will help to build awareness of its activities, raise its profile, and draw in new members – along with still more advertisers.

Are you starting to see the big picture?

### **YES! How do we get started?**

# Promoting the **Market Center**.

## **1 Appoint a Market Center Coordinator.**

Experience has shown that the best results are achieved in the shortest time when at least one member takes the lead in Market Center development.

Therefore, we recommend that your council select at least one member to serve as its Market Center Coordinator (**MCC**).

The MCC will play a vital role in your council, so it's important to choose someone with the right qualifications. (And by the way, you can have more than one **MCC**.)

### **Who would make a good Market Center Coordinator?**

**Here are some suggestions:**

- Start with the Fundraising Committee. The Market Center is a natural extension of their activity. Ask them to nominate or appoint one or more individuals from their ranks.
- Identify someone with the qualifications to be MCC. You're looking for someone who is good at talking to people, at organizing activities, and/or who wants to make an important contribution.
- Send out a blanket email to all members, identifying the position and describing its value and importance – to the council and the individual.

## **2 Promote the Market Center to your members.**

To establish it as an effective fundraising tool, it is critically important to promote the UKnight Market Center to your council members and for them to tell friends and family about it. The more people who use the Market Center, the greater its value to advertisers, and therefore, to your council.

While promoting the Market Center should be of importance to every council leader, the Market Center Coordinator will play a key role in building and maintaining awareness.

To emphasize the importance of this position, we recommend that the Grand Knight introduce the MCC to the membership, remind members of what the MCC does and his value to the council, and invite him to take the following actions at council meetings:

- **Recognize new advertisers.** This is another way to welcome new advertisers – a significant “value-add” that encourages even more participation. See **Section 4** for details on printing out the report, **“New Ads Published in the Last 45 Days.”** We also suggest leaving this report with your Recorder for inclusion in the meeting minutes.
- **Remind members to consider their Market Center advertisers** first when they're in need of those products or services.

### **The Coordinator's statement might go like this:**

“Today I'm happy to announce that we have a new advertiser in the Market Center, [name of advertiser/business]. [Business] is owned by/managed by/recommended by [name of Knight].”  
(Describe the type of business, products or services offered.)

“So we ask that whenever you're looking for [this type of product/service], that you consider [business name] first, and that if you know someone in the market for [type of business], that you recommend [name of business]. Be sure to tell them you saw their ad in the Market Center.

“And don't forget to visit the Market Center to see who else is advertising. By supporting them, you'll be supporting all of us.”

When members witness the recognition and importance given to a Market Center advertiser, especially a brother Knight, it will stimulate interest in advertising their own business.

**In addition, the MCC should:**

- Send an Email announcement to all members, welcoming new Market Center advertisers. This can easily be done through your council website's dedicated email system.
- Encourage members to reach out to firms they do business with and invite them to advertise. Support material to assist them can be found on the Market Center page. To access it, click the **CREATE/RECOMMEND/EDIT ADVERTISEMENT** button.

### **3 Identify potential advertisers**

The MCC should work with council leaders and Market Center Team members to develop a list of potential advertisers to contact.

To start populating your Market Center, we suggest you contact the following, starting with:

- Your members. Encourage them to advertise their own business (or suggest it to their employer) and to ask friends and family members who own a business for their support.
- Companies and individuals that have a history of supporting council events.
- Advertisers that regularly appear in the parish bulletin.
- Every other business owner, professional or service provider in your parish (that can meet acceptance criteria).

### **4 Follow a plan**

While all council members should be encouraged to contact prospective advertisers, the best long-term results will come from a consistent effort led by your Market Center Coordinator.

We recommend that the MCC focus on the following areas:

- **Personal Contact**

Just as he has primary responsibility for promoting the Market Center, the MCC should also take the lead in contacting prospective advertisers.

Keep in mind that this is simply a process of talking to business owners, letting them know about the Market Center and its value to them, inviting them to take a look at it, and asking them to support the council by placing an ad.

- **Marketing Team**

While every council member should be encouraged to talk to potential advertisers, we've found that the strongest results are produced by a dedicated Market Center team. Therefore, one of the MCC's most important tasks is to organize and lead this team, which involves:

- Recruiting team members,
- Familiarizing them with Market Center processes,
- Helping them identify potential advertisers, and
- Coaching them as needed on how to present the Market Center concept.

Again, this team could be a subset of the standing Fundraising Committee.

- **Coordination**

The Market Center Coordinator is the council's "go-to guy" for any questions about buying or selling Market Center advertising.



# Buying and building a **Market Center** ad.

**K**nights can place their own advertisements in the Market Center whenever they like. Non-members can place an ad only when recommended by a Knight.

In this section, we'll review both processes.

## Member Ad Placement

Go to your council website and click the **UKnight MARKET CENTER** button

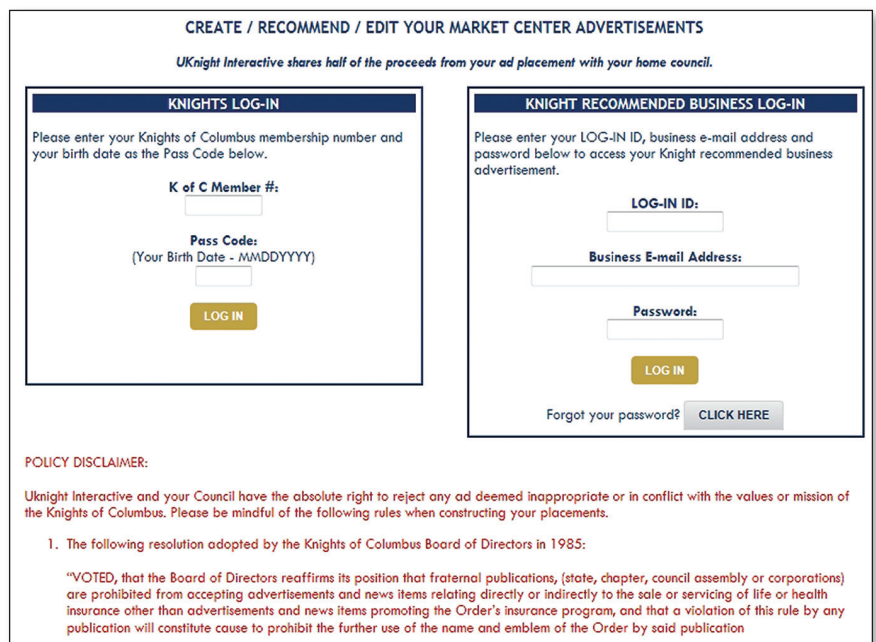


On the Market Center page, click **CREATE/RECOMMEND/EDIT YOUR BUSINESS ADS** button



This opens the log-in page shown below in a new window. In the **KNIGHTS LOG-IN** panel, enter your K of C member number and your birth date. Click **LOG IN**.

*(Note that the complete advertising policy disclaimer is displayed on this page.)*



Choose your desired level of sponsorship and click the **POST** button beneath it.

**CREATE / RECOMMEND / EDIT YOUR MARKET CENTER ADVERTISEMENTS**  
**Mr. Leonard S Labriola of Immaculate Conception Council Council #5237**

PLATINUM SPONSOR AD	GOLD SPONSOR AD	SILVER SPONSOR AD	BRONZE SPONSOR AD
<p>Contribute \$1,000 per year for your double sized Platinum Placement in the Premier top section with your own dynamic web page. Featured on the top of your Council's home page.</p> <p>Let the Graphic Artists of UKnight Interactive help you create a powerful web page to post a business description, videos, photos, logos, maps, directions, PDF documents (e.g., lunch and dinner menus or professionally produced documents &amp; brochures) and show your community the significant commitment you have made to support your Knights of Columbus Council.</p>	<p>Contribute \$500 per year for a Full Sized Placement in the second, Gold Section with your own dynamic web page. Featured on the top of your Council's home page.</p> <p>Post a business description, videos, photos, logos, maps, directions, PDF documents (e.g., lunch and dinner menus or professionally produced documents &amp; brochures) and provide solid support for your Knights of Columbus Council.</p>	<p>Contribute \$300 per year for placement in the Silver Sponsor Section with your own dynamic web page. Featured on the top of your Council's home page.</p> <p>Post a business description, videos, photos, logos, maps, directions, PDF documents (e.g., lunch and dinner menus or professionally produced documents &amp; brochures) while supporting your Knights of Columbus Council.</p>	<p>Contribute \$100 per year for your Business Card placement with other Bronze Sponsors and help support your council.</p> <p>Included in your Business Card placement will be your name, company name, phone number, e-mail address and business logo or photo.</p> <p>Only Silver, Gold and Platinum Sponsor ads are featured on the top of your Council's home page.</p> <p>A Bronze Sponsor Ad is only available for Knights.</p>
<b>POST YOUR PLATINUM SPONSOR AD</b>	<b>POST YOUR GOLD SPONSOR AD</b>	<b>POST YOUR SILVER SPONSOR AD</b>	<b>POST YOUR BRONZE SPONSOR AD</b>
<b>RECOMMEND A PLATINUM SPONSOR AD</b>	<b>RECOMMEND A GOLD SPONSOR AD</b>	<b>RECOMMEND A SILVER SPONSOR AD</b>	

Both your business advertisements and those recommended by you that are posted on this site will appear on all UKnight Market Center pages of all UKnight participating Councils within a 100 mile radius of your location. Your placement will also appear on Chapter/State Council sites and on the UKnight Mobile site (KofC/Mobile.org) as well.

On the next screen, enter your basic business information.

**CREATE / EDIT YOUR MARKET CENTER ADVERTISEMENTS**  
**Leonard S Labriola of Immaculate Conception Council Council #5237**

[← BACK](#)


**POST A NEW GOLD SPONSOR ADVERTISEMENT**

To post your business advertisement please pay the **\$500** annual fee with your credit or debit card. Once your payment has been processed you will be able to create your Market Center advertisement.

Start by filling out the information below, and then click the "SUBMIT" button to begin the payment process.

\* indicates required entry

**SECURED BY**



**YOUR BUSINESS INFORMATION**

\* **Business Name:**

\* **Address:**

**Address2:**

\* **City:**

\* **State:**

\* **Zip/Postal Code:**

**Country:**

**Phone:**


\* **E-mail Address:**

Below that, enter payment information.

Click the Terms & Conditions acceptance box, then click **SUBMIT**.

**CREDIT/DEBIT CARD INFORMATION**

Charge Amount: \$500



\* Card Type:

\* Card Number:

\* Expiration Date:  /

\* Card Verification No.:  [What is this?](#)

\* Your First Name:

\* Your Last Name:

\* Billing Address:

Billing Address 2:

\* Billing City:

\* Billing State:

\* Billing Zip/Postal Code:

Billing Country:

You can now build your advertisement using the Market Center's **Ad Builder** System.

Start by selecting your business category from the drop-down menu, then fill in your business name, address and other particulars.

CREATE / EDIT YOUR MARKET CENTER ADVERTISEMENTS

Leonard Labriola of Immaculate Conception Council Council #5237

POST A NEW GOLD SPONSOR ADVERTISEMENT

YOUR CREDIT/DEBIT CARD TRANSACTION FOR \$500 HAS BEEN PROCESSED  
RECEIPT #2385 WAS E-MAILED TO YOU FOR YOUR RECORDS  
PLEASE CONTINUE CREATING YOUR MARKET CENTER ADVERTISEMENT

DO NOT CLICK YOUR BROWSER'S BACK BUTTON  
AS YOUR CREDIT/DEBIT CARD MAY BE CHARGED TWICE

PLEASE REVIEW THE INFORMATION BELOW  
THAT IS REQUIRED TO CREATE YOUR AD.

YOUR MEMBER NUMBER ALLOWS YOU TO  
EDIT YOUR BUSINESS AD AT YOUR CONVENIENCE  
WHEN YOU RETURN TO THE MARKET CENTER.

Business Category:

Your Title:

Your First Name:

Your Last Name:

Your Name Suffix:

Business Name:

Address:

Address2:

City:

State:

Zip/Postal Code:

Country:

Phone:

E-mail Address:

Upload the photo you want to place in your ad and your company logo. You can include a PDF document, such as a brochure, along with a text link to open the document.

**Your Photo:**  
(Files larger than 4MB will not be processed)



Check this box  to upload a new photo or remove an existing one

**Logo Image:**  
(Files larger than 4MB will not be processed)



Check this box  to upload a new logo or remove an existing one

**OPTIONAL PDF DOCUMENT & LINK**

**The text that is to be clicked to open the PDF file:**

**Upload an optional PDF file:**  To upload a new PDF or remove it, you must check this box

**Promotional Message:**

FILE ▾ EDIT ▾ INSERT ▾ VIEW ▾ FORMAT ▾

TABLE ▾ TOOLS ▾

↶ ↷ FONT FAMILY ▾ FONT SIZES ▾

**B** *I* U A **A**

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Ω - \$ 

Hello Brothers! For those of you I have yet to meet, I have been a Realtor in Boulder County for 15 years, and have helped many of our Brother Knights find or sell homes in this area. Please give me a call or click to send me an email, and we can talk about how I can help you.

I am particularly excited to announce a new listing that came onto the market just this week! This is a terrific home in the Gunbarrel area that is close to great schools, hostpitals, and public transportation. I have posted a video below that will give you a walk through so you can see why I am so excited.


p Words: 154


Enter in your promotional message. Note the text-editing tools, which are much the same as those of a word processing program.


As you scroll down the page, you'll find other options, including the ability to embed a YouTube video and an interactive map. You can also include your social network links.


When finished, click the **POST YOUR BUSINESS ADVERTISEMENT** button.

### Social Networking Links for Your Business









To perform this step you must open a new browser window and go to <http://YouTube.com>.

Find the **YouTube** video you want to include in your Business Announcement.

Then click the "Customize Icon" to the right of the "Embed" box. When the options appear, UNCHECK the "Include related videos" checkbox.

Next, COPY the contents of the box marked "Embed".

Next, open this window and PASTE the contents you copied into the box below.

**YouTube Video Code:**

```
<iframe width="560" height="315"
src="//www.youtube.com/embed/gHv6twUXuUU?rel=0"
frameborder="0" allowfullscreen></iframe>
```

**Embed Map Code:**

```
<iframe src="https://www.google.com/maps/embed?pb=!1m14!1m8!1m3!1d6111.45758168704112d-105.247644113d40.01450519999998!3m2!1!1024!2!768!4f13.113m3!1m2!1s0x876bedc345d7ebd9%3A0xe0efe597cb10d805!2s4450+Arapahoe+Ave+Ste+100!5e0!3m2!1sen!2sus!4v1400973244743" width="400" height="300"
frameborder="0" style="border:0"></iframe>
```

**CREDIT/DEBIT CARD INFORMATION**

\* Card Type:

\* Card Number:

\* Expiration Date:  /

\* Your First Name:

\* Your Last Name:

\* Billing Address:

Billing Address 2:

\* Billing City:

\* Billing State:

\* Billing Zip/Postal Code:

Billing Country:

[MAKE THESE CHANGES](#)

[BACK TO YOUR LIST OF ADS](#)

You'll see a response like this, which includes a **preview** of your ad.

At this point, you can review your advertisement, correct errors or make changes. *(Remember, you can modify or update your ad at any time.)*


If everything is in order, you're done! Your ad will be submitted to the **UKnight Market Center Manager**, who will review it to ensure that it meets all acceptance criteria. If the ad is in compliance, it will be placed in the Market Center within 24 hours.

If your ad is not initially accepted, we will notify you by email, stating the reasons and recommending corrective action. Your council's Market Center Coordinator will also receive a copy of the email.

**CREATE / EDIT YOUR MARKET CENTER ADVERTISEMENTS**  
**Rob Carrollton of Immaculate Conception Council #5237**

**YOUR NEW GOLD SPONSOR ADVERTISEMENT HAS BEEN POSTED**

**Brother Knight: Rob Carrollton**



**Announces His Business To Brother Knights**

[CORRECT ERRORS IN THIS AD](#) | [BACK TO YOUR LIST OF ADS](#)





**Congratulations** – your placement was successful! Your ad will be reviewed and published by a UKnight Market Center Manager within 24 hours, at which time you will receive an email confirmation.

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Business Category: **Real Estate - Residential**

**Rob Carrollton Real Estate**  
4450 Arapaho Road  
Ste 100  
Boulder, CO 80303 US

Phone: **303-775-2580**  
E-mail: [leonard.lebricola@uknight.org](mailto:leonard.lebricola@uknight.org)  
Website: [www.robcarrolltonrealestate.com](http://www.robcarrolltonrealestate.com)

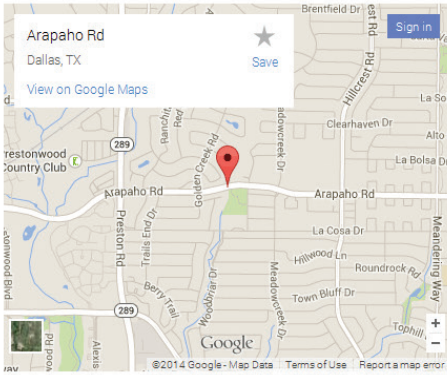

Follow us on:    

[CLICK HERE for information about what we can do for you](#)

Hello Brothers! For those of you I have yet to meet, I have been a Realtor in Boulder County for 15 years, and have helped many of our Brother Knights find or sell homes in this area. Please give me a call or click to send me an email, and we can talk about how I can help you.

I am particularly excited to announce a new listing that came onto the market just this week! This is a terrific home in the Gunbarrel area that is close to great schools, hospitals, and public transportation. I have posted a video below that will give you a walk through so you can see why I am so excited.

So please call so we can talk about this home or any other needs you may have. You can also click the link above to go to my website and see many other properties I have listed there.



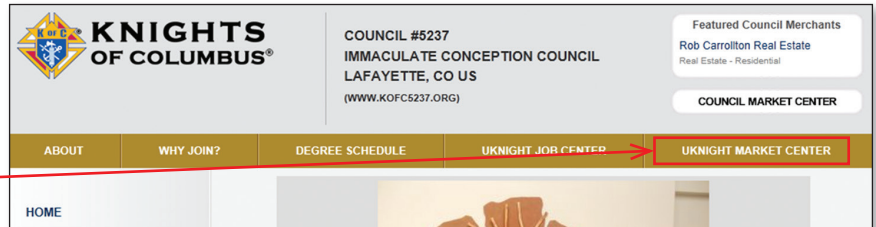
[BACK TO YOUR LIST OF ADS](#)

## Recommending a non-member business

Businesses that are not member-owned are welcome to advertise in the Market Center, but they must first be recommended by a Knight.

Any Knight can recommend a business and is encouraged to do so. The only stipulation is that the business must meet UKnight Market Center acceptance criteria.

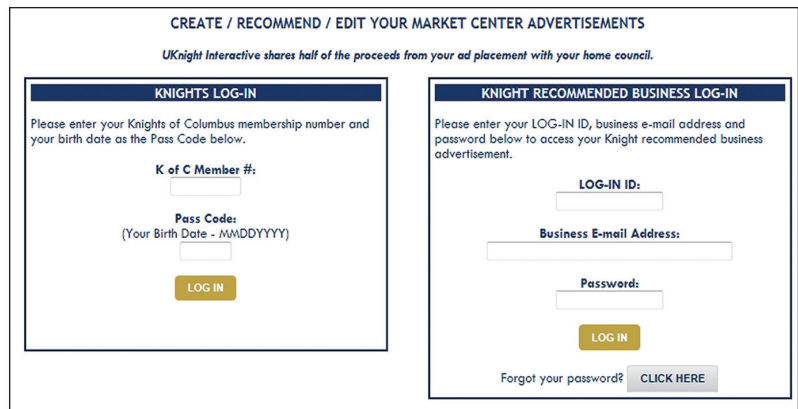
To recommend a business, go to your council website and click the **Uknight Market Center** button.



On the Market Center page, click **CREATE/RECOMMEND/EDIT ADVERTISEMENTS**



Log in with your member number and pass code (*your birth date*).



Next, click the **RECOMMEND** button beneath the advertiser's agreed level of sponsorship. (*This should be determined when you contact the advertiser. Never arbitrarily choose a sponsorship level.*)



On the next screen, enter the advertiser's business information. *(This information should be collected and verified when the business owner or representative agrees to place an ad.)*

When finished, click **SUBMIT**.


**CREATE A RECOMMENDED MARKET CENTER ADVERTISEMENT**  
**Christopher R Patrick of Santa Maria Council #6065**

← BACK

**POST A NEW GOLD SPONSOR ADVERTISEMENT PLACEHOLDER**

By filling out the form and clicking the SUBMIT button below, the UKnight Market Center will send an e-mail that includes an automatically generated password to the recommended advertiser, so that they may create and pay for a UKnight Market Center Ad for their business.

\* indicates required entry



**RECOMMENDED BUSINESS ADVERTISER'S INFORMATION**

\* Business Name:

\* Contact Name:

\* Business E-mail Address:

Phone Number:

**SUBMIT**

This action takes you back to the **CREATE/RECOMMEND/EDIT** screen. Scroll to the bottom and you'll find a list of the ads you've posted and recommended.

You'll see a **PENDING** message next to the advertiser you've just recommended, along with the date you submitted it.

**YOUR OWN MARKET CENTER ADVERTISEMENTS**

To **POST** a new ad, click the desired **POST YOUR SPONSOR AD** button above  
 To make **CHANGES** to an ad or the payment information associated with it, click the **C** button  
 To **DELETE** an ad, click the **D** button

To **RENEW** or **EXTEND** your ad placement, click the **RENEW/EXTEND** button; this action allows you to update your credit/debit card information before renewing or extending your ad placement

SPONSOR	BUSINESS NAME	BUSINESS CATEGORY	EXPIRES		
<span style="background-color: #FFD700; border: 1px solid black; padding: 2px;">GOLD</span>	Rob Carrollton Real Estate	Real Estate - Residential	7/20/2015 <b>RENEW/EXTEND</b>	<b>C</b>	<b>D</b>
<span style="background-color: #A9A9A9; border: 1px solid black; padding: 2px;">SILVER</span>	UKnight Interactive	Computer & Internet	7/6/2013 <b>RENEW/EXTEND</b>	<b>C</b>	<b>D</b>

**YOUR RECOMMENDED ADVERTISEMENTS**

To **POST** a new Recommended ad, click the desired **RECOMMEND A SPONSOR AD** button above  
 To **DELETE** a Recommended ad while it is still **PENDING**, click the **D** button  
 To send a reminder e-mail, click the button

SPONSOR	BUSINESS NAME	CONTACT	PHONE	CATEGORY	EXPIRES	EMAIL
<span style="background-color: #FFD700; border: 1px solid black; padding: 2px;">GOLD</span>	Bob's Bagels	Bob Bagel	303-665-6556	Unknown (0)	<b>PENDING</b> 6/26/2014	<b>E-MAIL</b> <b>D</b>

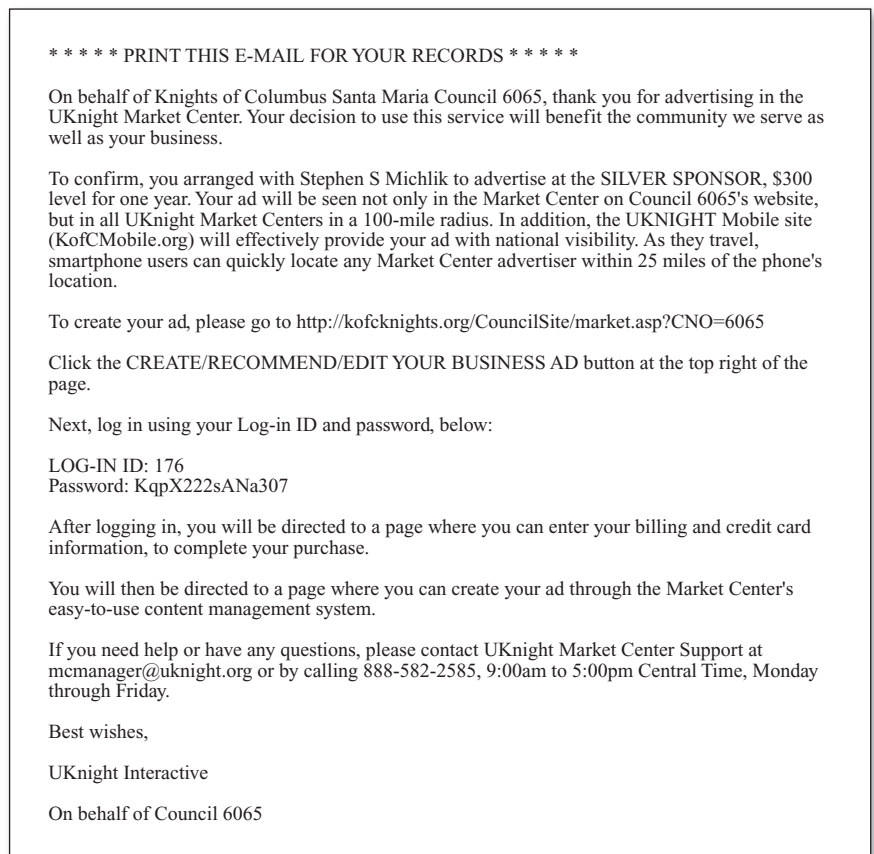
[CLICK HERE TO UPDATE OR REMOVE YOUR ADS ON THE UKKNIGHT MARKET CENTER PAGE](#)

Note the **email** button to the right. Clicking this opens the Market Center email system, which will enable you to send an email to the advertiser. We suggest a personal follow-up in case the advertiser does not respond (*that is, log in to the Market Center and create an ad*) within a week or two.

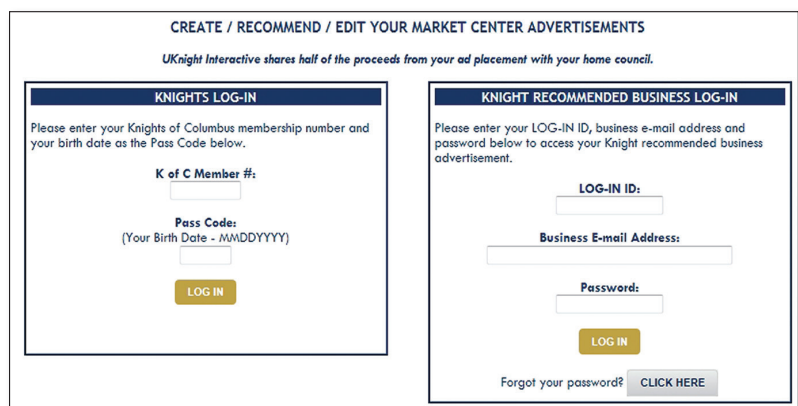
Next to that, the **D** button allows you to delete the ad, if the advertiser decides not to participate.



When you click **SUBMIT**, the Market Center automatically generates an email to the advertiser, containing a link to the Market Center log-in page, an individual **password** and **ID**, and other instructions.



Using the ID and password sent to him, the advertiser logs in through the **KNIGHT RECOMMENDED BUSINESS** panel.



The advertiser then follows the same steps outlined previously to build and place their ad:

- Provide the required business information.
- Provide payment information and purchase the ad.
- Use the Ad Builder tools to upload logo, graphics, links, text, etc.

Once the ad is submitted, **UKnight** personnel will review it for compliance with acceptance criteria. If it meets these requirements, the ad will go online in the Market Center within 24 hours. If it is not accepted, **UKnight** will notify the advertiser directly by email, with a copy also sent to the council Market Center Coordinator.

# Managing your Market Center.

## Performance Reports

You may think that keeping up with new advertisers, renewals and so on would be a fulltime task for the Market Center Coordinator. Actually, it's quite easy. The Market Center is already wired to provide a full range of reports at the click of a button.

1. Click the **ADMIN** button at the bottom of the council homepage to access the Council Admin Center.
2. Log in with member number and password.
3. Under Council Market Center Coordinator, find and click the **Market Center Reports** button.

This opens a new window that displays a variety of information to help the MCC manage the Market Center, such as New Ads placed in the last 30 days, Pending Ads awaiting approval, and so on.

Simply click a **REPORT** button to view and print the information in that category.

REPORTS		ADVERTISER TOTALS	
Click the <b>REPORT</b> button to view the report.		ADS TOTAL	# ADS
<b>REPORT</b>	New Ads Published Within the Last 30 Days	\$0	0 New Ads Published Within the Last 30 Days
<b>REPORT</b>	Pending Ads (Awaiting review and approval)	\$1,000	2 Pending Ads (Awaiting review and approval)
<b>REPORT</b>	Ads Renewing In Next 30 Days	\$0	0 Ads Renewing In Next 30 Days
<b>REPORT</b>	Ads Renewing In Next 30 Days With Expired Credit Cards	\$0	0 Ads Renewing In Next 30 Days With Expired Credit Cards
<b>REPORT</b>	Expired Ads - Council Member & Recommended	\$300	1 Expired Ads - Council Member & Recommended
<b>REPORT</b>	All Active Ads	\$0	0 All Active Ads

## **Other Management Tools**

### **Market Center Manager's Blog**

Hosted by **UKnight**, the Market Center Manager's Blog is an online resource for best practices, sales techniques, promotional ideas, and success stories that the Market Center Coordinator can use to increase participation in your council's Market Center.

Once appointed, every MCC is automatically subscribed to the blog and will be notified by email each time a new entry is posted.

### **Market Center Coordinators Forum**

Moderated by the UKnight Market Center Manager, this online forum allows Market Center Coordinators to communicate with each other and with **UKnight** – to exchange ideas, trade tips and techniques, and provide feedback. Upon appointment, each MCC automatically becomes a member of the forum.

