



Toyota Dealer Marketing Covenant

How to Request a Prior Approval

January 2, 2013

Last Updated: 12/31/12



M E M P H I S • N E W Y O R K • T E M P E

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2012 and Tuesday, December 25th, 2012 for the Christmas Day Holiday.
Monday, December 26th, 2012

Click 'Request Prior Approval for a New Advertisement' if you want to submit an ad for prior approval.

WELCOME TO THE NEW TDAC LANDING PAGE

- NEW 2013 TDMC Guidelines:**

The new 2013 TDMC Guidelines are now available in the "Resources Section".

- Effective 9/19/2012, dealers can no longer use the "Moving Forward" tag line. As of January 1, 2013 dealers will be able to use the new "Let's Go Places" tag line.
- Please note that ALL report times are Central Time (CDT).
- Dealer User Tip: For faster turnaround time, utilize the Prior Approval Upload web tool.

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Prior Approval

Submit Ad

This is the new advertisement submission system for Toyota. It allows you to submit advertisements into the system for Toyota dealerships that are running the new advertisement. Click 'continue to next step'.

Ad Submission Info for Anytown Toyota

| |
|--------------------------------|
| 6 ads Allowed for this month |
| 0 ads Submitted for this month |
| 6 ads Remaining for this month |

Time of last ad submitted for this month: 0 ads submitted for December

Select the Dealership

Choose the dealership that will be running this advertisement from the list of your associated dealerships below, then click 'continue to next step'.

Dealership Running Ad

Anytown Toyota

cancel submission

continue to next step

Here you can see how many prior approval requests you have left for the month. This dealer has not submitted any PAs for the month of January, so they have 6 PA submissions left.

Choose the dealership that will be running this advertisement from the list of your associated dealerships below, then click 'continue to next step'.

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Submit Ad

Select the Media

Please choose the appropriate media type for this advertisement from the list below. If more than one listed media type applies to your advertisement, then pick the most appropriate one. If none of the media types below accurately describe your advertisement, then it is not valid for the Compliance or Co-op programs.

Media Type

- ☐ Billboard
- ☐ Direct Mail
- ☐ Internet Ads
- ☐ Magazine
- ☐ Newspaper
- ☐ Radio
- ☐ Television
- ☒ Website Review
- ☐ Other

cancel submission **back to previous step** **continue to next step**

Select your media type and then click 'continue to next step'.

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Enter the Ad Details

Next, please enter a short name and description for this ad. Please make sure that all required information is entered before you continue to the next page

Campaign Name (required)

Campaign Name

Ad Name (required)

Ad Name

Brief description of ad (required, 1800 characters max)

Description of ad.

Enter any special notes or comments about this ad that the reviewer should be aware of

Notes to auditor.

cancel submission

back to previous step

continue to next step

Enter your campaign name, ad name and brief description of ad.

Enter any notes that you would like for the auditor to see. Then click 'continue to next step'.

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Submit Ad

Media Impressions

Next, please tell us about this ad's planned media impressions. Enter the information for each impression, then click the 'add impression to list' button. Repeat this step as many times as necessary until all the impressions are added to the list, then click the 'continue to recap' button at the bottom of the page.

Media Outlet Name

(E.g. "The New York Times")

Impression Timeframe

Impression begins on: / / Impression ends on: / /

Enter media name and ad dates, then click 'add impression to list'.

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Media Impressions

Next, please tell us about this ad's planned media impressions. Enter the information in the 'add impression to list' button. Repeat this step as many times as necessary to build the list, then click the 'continue to recap' button at the bottom of the page.

Media Outlet Name
(E.g. "The New York Times")

Impression Timeframe
Impression begins on: / / Impression ends on: / /

Impressions entered so far:

| Media Outlet | Start Date | End Date | |
|----------------|------------|-----------|---------------------------------------|
| Newspaper Name | 1/10/2013 | 1/10/2013 | <input type="button" value="remove"/> |

You can add more media outlets or remove one you have already entered. When done, click 'continue to recap'.

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Submit Ad

Ad Submission Info for Anytown Toyota

6 ads Allowed for this month
0 ads Submitted for this month
6 ads Remaining for this month

Time of last ad submitted for this month: 0 ads submitted for December

New Advertisement Recap

Below is a summary of the information you've entered for this advertisement. Please verify the information. After this step, it will be too late to change any information about this ad! If you need to make any changes, click the 'make changes' button to return to previous steps.

When you are done double-checking all information, click the 'submit advertisement' button.

| | | |
|------------------------------|-----------------------|---------------------------------------|
| make changes | Dealership | Anytown Toyota |
| make changes | Media Type | Newspaper |
| make changes | Advertising Campaign | Campaign Name |
| make changes | Ad Name | Ad Name |
| make changes | Ad Description | Description of ad. |
| make changes | Comments for Reviewer | Notes to auditor. |
| make changes | Ad Impressions | Newspaper Name 1/10/2013 to 1/10/2013 |

[cancel submission](#)

[submit advertisement](#)

The recap screen lets you see what you have entered. You can make changes or click 'submit advertisement'.

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Required Documentation

Ad #442099 has been successfully submitted

Next, you will need to provide the documentation for the ad. Based on the ad type, the following documentation is required:

- Ad Copy
The copy for this advertisement

Documentation must be submitted electronically online. Please choose one of the following options:

Note: If you choose to upload the documentation at a later time this advertisement will not be reviewed and will not qualify for any advertising programs until all documentation is received and approved.

I will upload the documentation now

I will upload the documentation at a later time

This screen shows you your Ad #.
Click 'I will upload the documentation now'. If you prefer to come back later to upload document, click 'I will upload the documentation at a later time'.

Upload Documentation

This is the documentation upload tool. It allows you to electronically submit documents to the system. Below is a list of all your ads that are still missing one or more pieces of documentation.

Select the Advertisement

Choose the ad that you would like to electronically submit documentation for from the list below, then click 'continue to next step'.

Available Advertisements

Ad Name (1 pieces of uploadable documentation still required) ▼

cancel upload

continue to next step

Choose the advertisement that you want to upload an ad for and then click 'continue to next step'.

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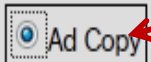


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Select the Document

Each piece of documentation is listed below. Choose the document that you want to upload and click the 'continue to next step' button.



cancel upload

back to previous step

continue to next step

Click 'ad copy' and then
click 'continue to next step'.

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Upload or Reuse Existing Documentation

You may either upload the documentation, or if you have already uploaded a document, select 'reuse a previously uploaded document' to choose from a list of your previously uploaded documents.

Document Submission Method

- ☒ Upload the document electronically at this time
- ☐ Reuse a previously uploaded electronic document

cancel upload

back to previous step

continue to next step

Click 'upload the document electronically at this time' and then click 'continue to next step'.

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Upload Documentation

Please use the 'browse' button below to find the electronic documentation. Once you have selected the file, click the 'continue to next step' button.

Click 'browse' to locate and pull in your advertisement.

Electronic Documentation File (max file size 7.5 megabytes)

[cancel upload](#)

[back to previous step](#)

[upload document](#)

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Upload Documentation

Please use the 'browse' button below to find the electronic documentation file on your computer. Click the 'continue to next step' button.

Electronic Documentation File (max file size 7.5 megabytes)

C:\Users\Melynn\Documents\Test.docx

Browse...

cancel upload

back to previous step

upload document

Click 'upload document'.



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Document Uploaded

Your document has been successfully uploaded. General information about the document uploaded shortly. If you would like to upload another document, click the button below to do so.

| | |
|--------------------------------|----------------------|
| Original Filename and Location | |
| File Size | 12765 bytes |
| File Type | Microsoft WordX file |

The advertisement has now been submitted for prior approval. You can click 'return to main menu' or 'upload another document'.

[return to main menu](#)

[upload another document](#)