Column

COLUMN 101 for Advertisers

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Chapter 01:

What is Column?

Column is a public benefit corporation that builds technology to improve the public notice process for newspapers and the advertisers they serve who are required by law to publish important public information. These advertisers include everyone from government officials to lawyers, banks, businesses, and private citizens.

Column's software makes it easier for anyone to place and publish public notice advertisements in local newspapers by offering a self-serve placement tool. By using Column, you'll also get access to an archive that contains all the notices you've placed as well as their affidavits.

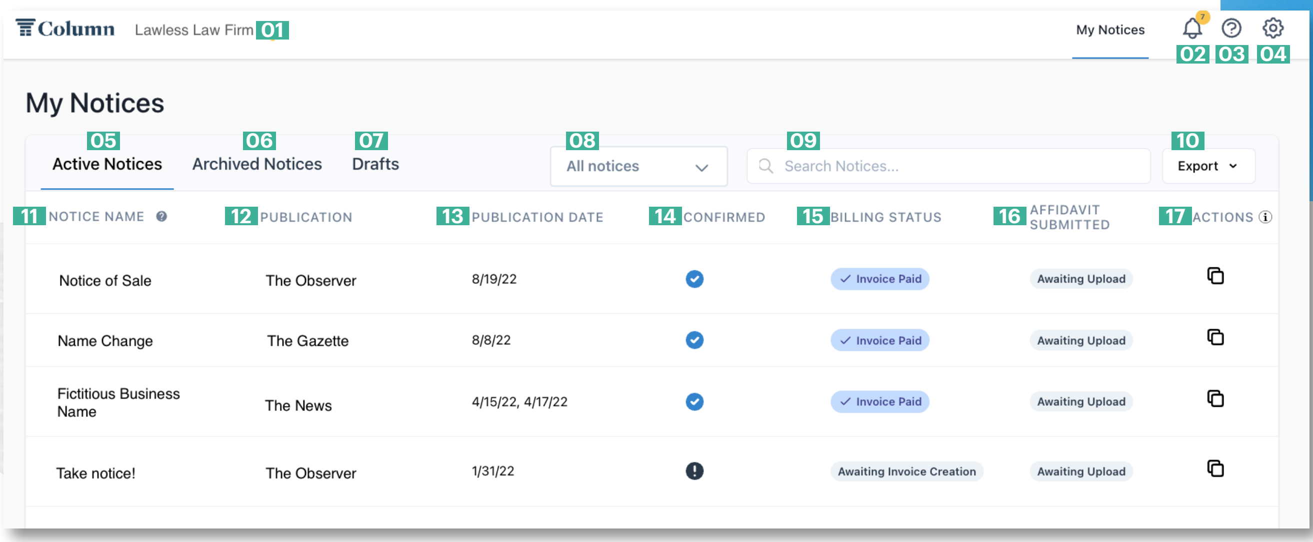
The company was founded by Jake Seaton, a former paperboy turned software engineer, whose family owns and operates Seaton Media Group, a five-generation local news company based in Kansas.

Introduction: Getting a Lay of the Land

In this first chapter, you'll find a screenshot and overview of the two most important pages in your Column account — the **Notice Table** and the **Notice Details Page.** For each page, we've mapped out what all the buttons do, so you can get the hang of processing, sorting, and organizing your notices in no time.

Throughout this guide, we will refer back to the buttons that are numbered and labeled in the **Notice Table** and **Notice Details Page**, so be sure to return this chapter when needed as we go along.

The Notice Table



01 Organization Name

If you belong to an organization, you'll always see its name in the upper left corner of your page. If you belong to multiple organizations, you'll see just one of those names in the upper left corner at any given time. If you click the name, a dropdown menu will appear showing the names of the other organizations you belong to. Select any organization to toggle between them. Your notice table will reflect the ads placed under the organization you select, as will your Organization Settings

02 In-App Notifications

Depending on the way you set up your account in Account Settings, we'll notify you by either email or in-app notifications. A yellow number listed above the bell icon indicates that you have unseen notifications. Click the bell icon to view them.

03 Help Center

Have questions about using our app? Click the question mark icon to visit our Help Center (help.column.us). Check out the Advertisers collection of guides to review information about registration, notice placement, payments, and any other actions you need to take.

04 Settings

Click the gear icon in the upper right corner to access and manage your Account Settings. If you belong to an organization, you'll also see your Organization Settings appear in this dropdown menu.

05 Active Notices

This tab shows all of your active notices. Before notices become archived, the notice must be paid, have completed publication, and have its affidavit uploaded. If any of these conditions are incomplete, the notice is active.

06 Archived Notices

Use this tab to view all the notices that have completed publication, have been paid, and have an affidavit uploaded. Note that the Archived Notices tab also includes any notices that have been cancelled.

07 Drafts

The Drafts tab houses notices that have been started but not completed. Click on a notice in this table to pick up where you left off if you aren't ready to submit a notice immediately after you begin placement.

08 All Notices / Only My Notices

When this button shows All Notices, you'll see notices placed by all members of your organization. When it shows Only My Notices, you'll see just the notices that have been placed on your own account. Note: this button will only appear for Column users who belong to an organization.

09 Search Notices

Use this feature to search for notices by notice name, the name of the person/organization that placed the notice, or the publication date(s).

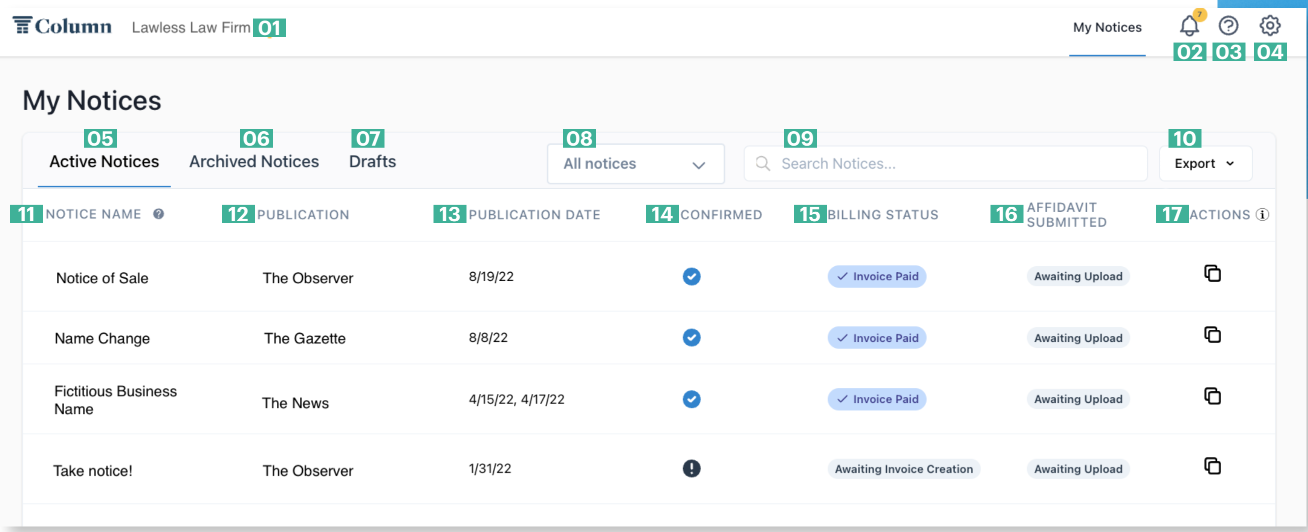
10 Export Reports

Select a time period (whether last month, this month, all time, or custom dates) and then download a report about your notices and payments during that window. You'll have the option to download it as a CSV orPDF, or send it to yourself or others via email.

11 Notice Name

The name that appears in this column is the one you will have chosen during notice placement. Notice names do not appear in the published notice (either in print or online), but are intended to be used by you to distinguish one notice from another. If you place three notices to creditors in a given week, you can differentiate between them by assigning unique names.

4 The Notice Table



12 Publication
In this column, you'll see the newspaper that will publish (or that is actively publishing) your notice.

13 Publication Date
This is the date (or dates) on which your notice is scheduled for publication.

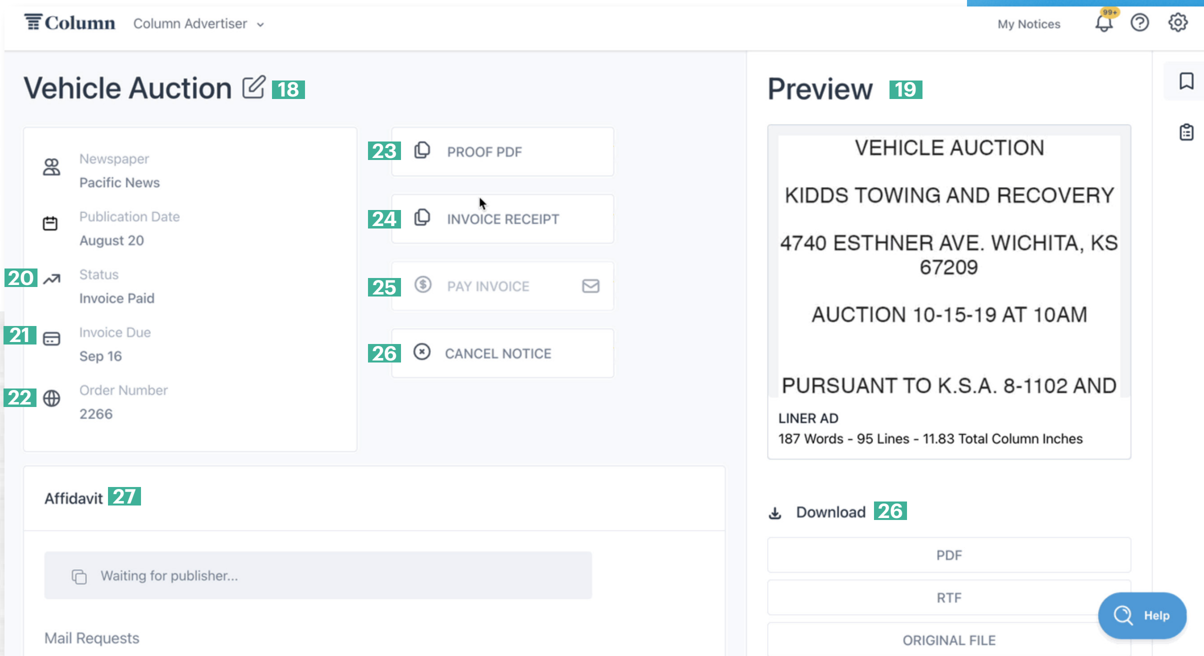
14 Confirmation Status
A blue checkmark in this column indicates that the newspaper has confirmed your notice and it will be published as scheduled. (If the given newspaper requires upfront payment, this confirmation assumes that the notice will be paid by the due date on the invoice; if payment has not been submitted by that date, then the notice *will* not run as scheduled, even if it has been confirmed.) A black exclamation point in this column indicates that the notice has not yet been confirmed by the newspaper.

15 Billing Status
You'll see one of three statuses appear for each notice in your table: Awaiting Invoice Creation, Unpaid, or Invoice Paid.
Awaiting Invoice Creation: The newspaper has not yet generated an invoice for your notice. Typically, you'll see your invoice become available within 24 hours of notice placement.
Unpaid: Your invoice has been generated but payment has not yet been submitted.
Invoice Paid: Payment has been received. You're ready to roll!.

16 Affidavit Status
You'll gain access to your affidavit once you've paid your invoice and your notice has finished running in the paper. One of three statuses will appear for each notice in your table: Awaiting Publication, Awaiting Upload, or Submitted.
Awaiting Publication: Your notice hasn't yet begun publication or publication has not yet been completed.
Awaiting Upload: Your notice has completed publication but the newspaper has not yet uploaded the affidavit. This timeline varies from paper to paper — some upload affidavits on the final day of publication, while others may take up to a week after the notice finishes running (due to local differences in the notarization process).
Submitted: Your affidavit has been uploaded! If you have submitted payment, then you'll see this notice under the **Archived** tab of your notice table. Click on the notice name to open the **Notice Details Page**, then download the signed affidavit from there.

17 Actions
Use the square icon in this column to duplicate a given notice. Duplicating allows you to create a new notice with the same information as the one you copied, but gives you the ability to change aspects of the notice that might need to be updated (like publication dates or the newspaper that will publish it). This is helpful in cases where you want the same notice to appear in multiple newspapers, or you want to re-submit a notice that was originally canceled.

The Notice Details Page



18 Edit Notice

Use this button to make edits, whether to the notice text or publication dates.

19 Notice Preview

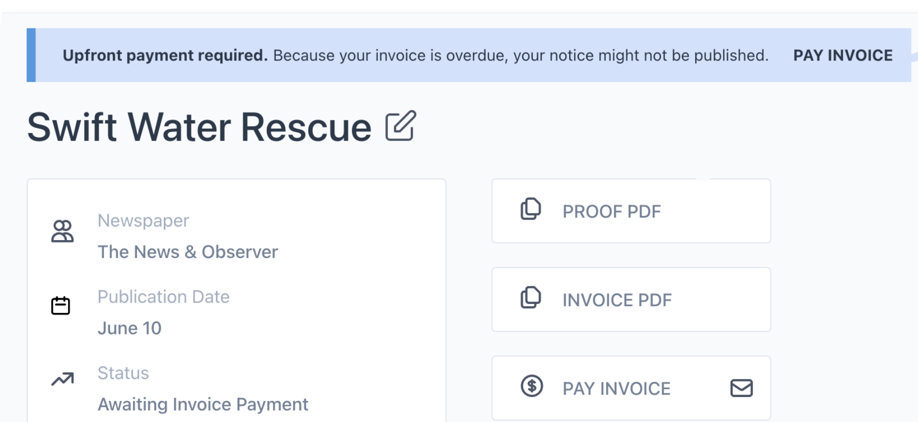
Click on the notice in the preview to see how it will appear in print. The number of words, lines, and total column inches in the notice are shown beneath the preview..

20 Invoice Status

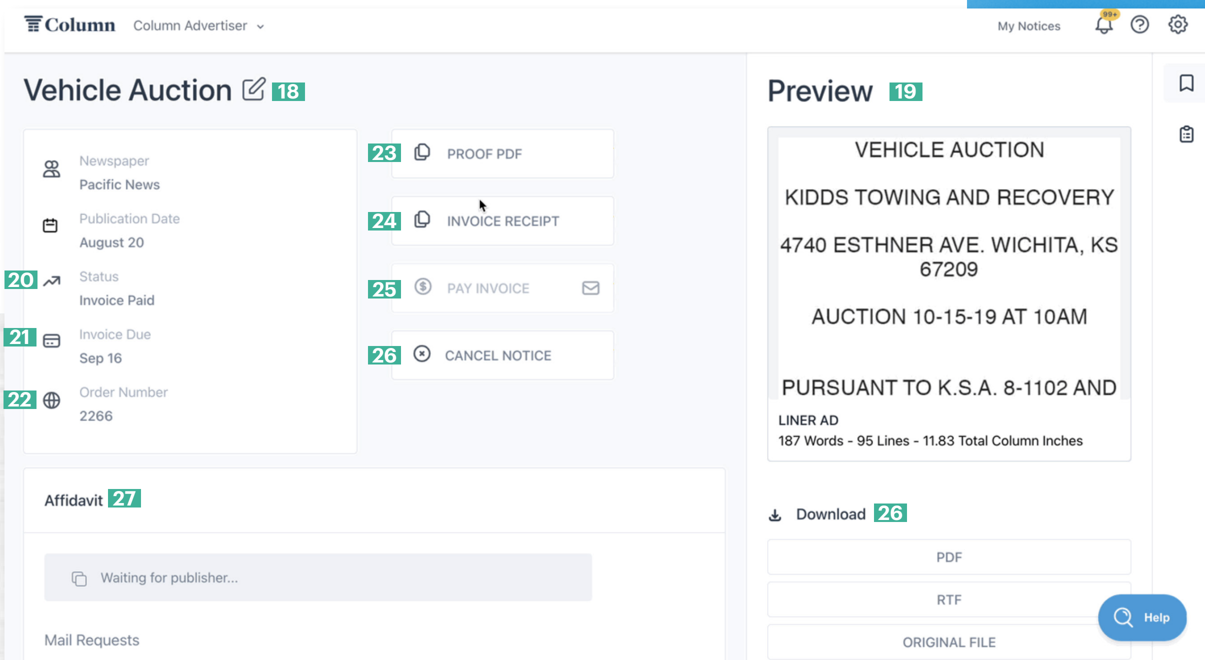
You'll see one of three statuses appear in this section: Awaiting Invoice Creation, Awaiting Invoice Payment, or Invoice Paid.
Awaiting Invoice Creation: The newspaper has not yet generated an invoice for your notice. Typically, you'll see your invoice become available within 24 hours of notice placement.
Awaiting Invoice Payment: Your invoice has been generated but payment has not yet been submitted.
Invoice Paid: Payment has been received. You're ready to roll!

21 Invoice Due Date

Check this section to confirm the date by which payment must be submitted (this date also appears in the upper right corner of the invoice itself). If the selected newspaper requires upfront payment, then you'll see a blue banner at the top of the Notice Details Page:



The Notice Details Page



22 Order Number
The order number is used by the newspaper to link information in their system with notices placed through Column. If you contact the newspaper with a question or request related to your notice, providing the order number will be helpful.

23 Proof PDF
Use this button to download your proof. This shows how your notice will appear in print, as well as details related to your notice like the person who filed it, the publication dates, the newspaper in which it will run, and the estimated final cost.

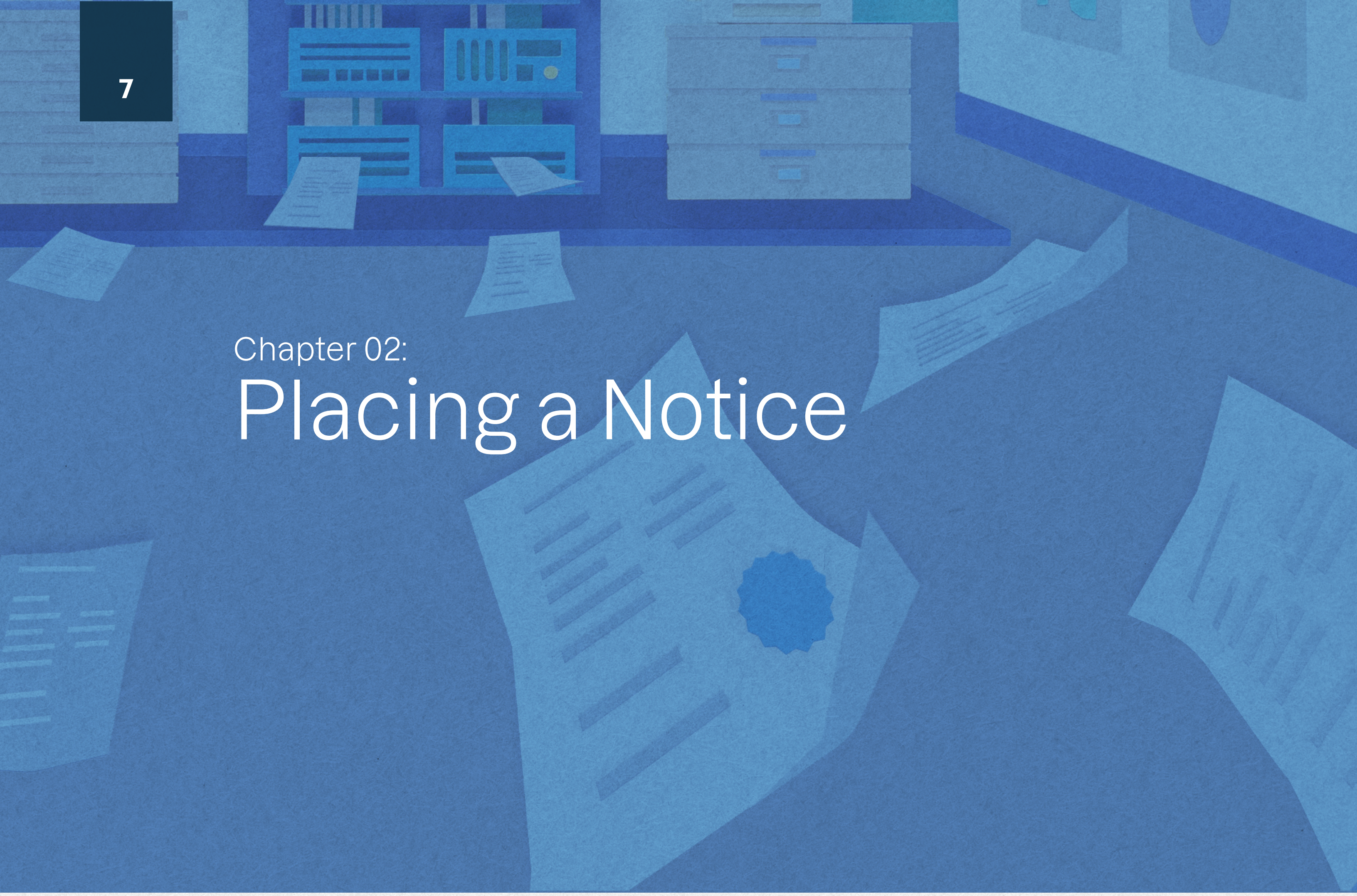
24 Invoice PDF/Invoice Receipt
Depending on the billing status, you'll see either the Invoice PDF or the Invoice Receipt here.

25 Pay Invoice
Use this button to submit card and ACH payments directly through our site. You can also use the down arrow on this button to send an invoice reminder to anyone via email or snail mail. If payment has been received, then the button will be grayed out.

26 Cancel Notice
This feature will cancel *all publication dates* for your notice. If you want to cancel only *one or some* of the scheduled publication dates, reach out to your contact at the newspaper or to the Column Support team to make this request.

27 Affidavit
Until the newspaper has uploaded your affidavit, you'll see **Waiting for publisher...** in this section. Once your affidavit has been uploaded, the file name will appear here instead, and you'll see the option to download.
If you scheduled a print copy of your affidavit to be mailed during the final step of notice placement, then the requested address(es) and number of copies being sent will appear at the bottom of the page.

28 Download
Use these buttons to download a copy of your notice as a PDF or RTF file. If you uploaded your own document during the drafting stage of notice placement, you can always access that original file here, too.

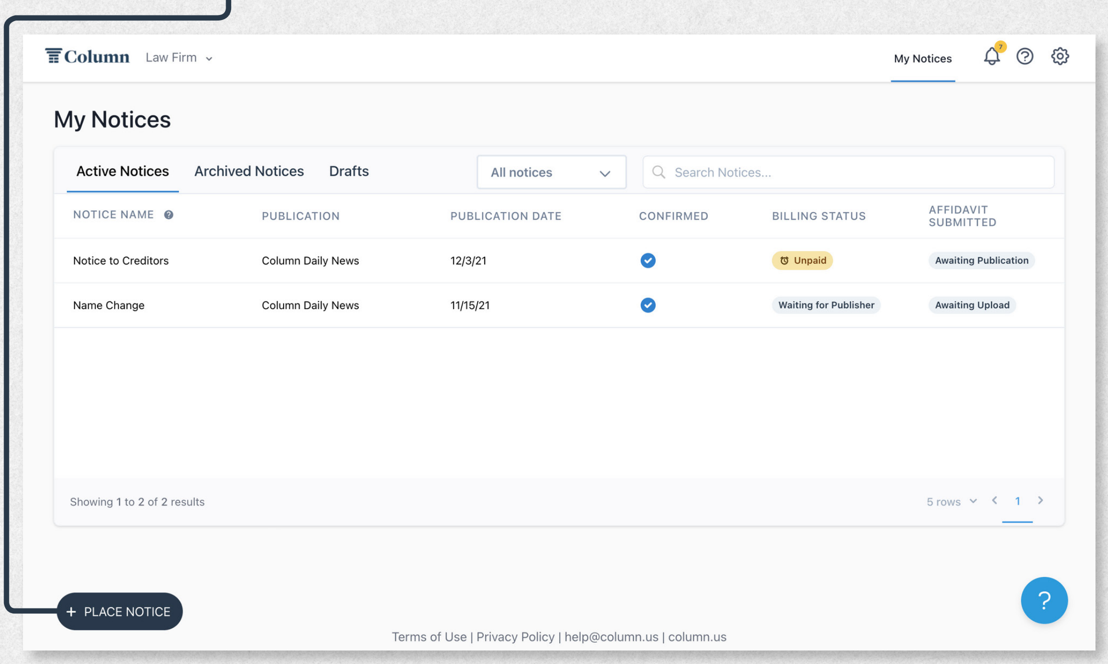


Chapter 02:
Placing a Notice

How to Place a Notice

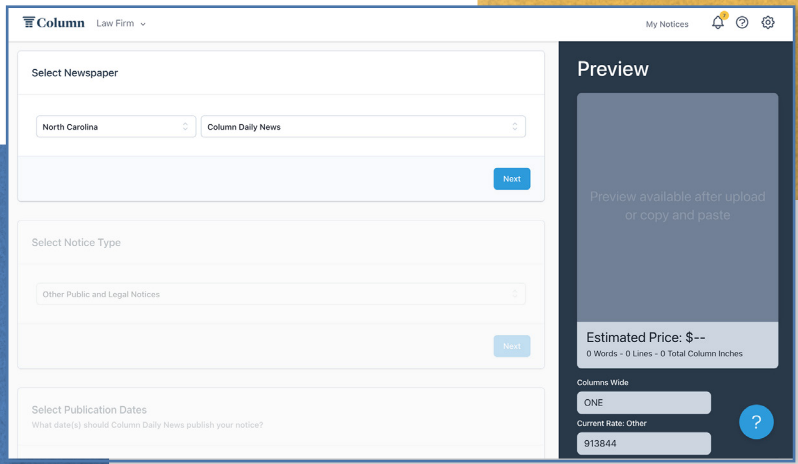
1. Sign into your account at column.us/login or the newspaper-specific link you've been provided.

2. Click + Place Notice



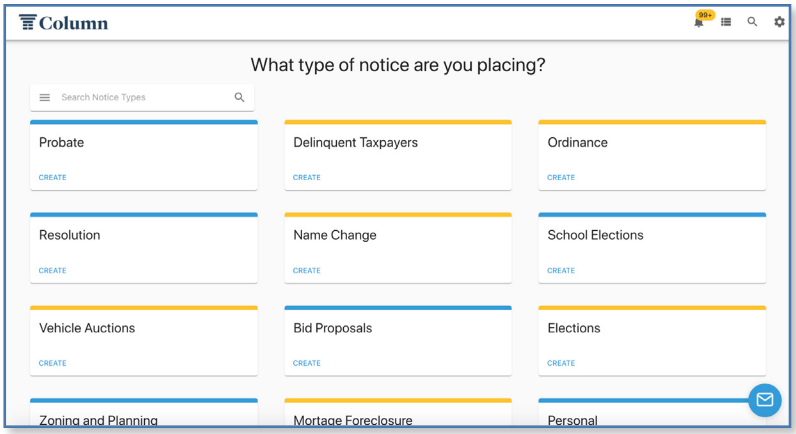
How to Place a Notice

3. If applicable, **select the newspaper** you wish to public your notice in. Please note that if you place your notice through a newspaper-specific link, you will not see this step. That's alright! Rest assured, the newspaper is already selected for you. Click **Next.**

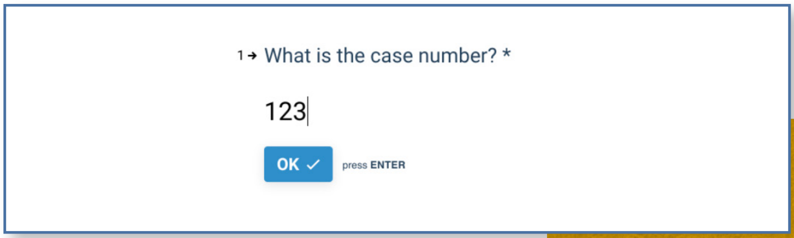


4. If prompted, select whether or not you already have your notice text prepared. If you do not have your notice prepared, Column can help you create a notice by asking you a series of questions. If you *do* have your notice already prepared, Column can process that notice for you. If your notice content is already prepared, select **Yes** and you will jump straight into Step 6. For some newspapers, you will see the option to select a notice type. Choose the notice type that corresponds with the notice you'd like to place — such as a Name Change or Notice to Creditors. Click **Next** to proceed to the next step.

5. Depending on your answer to the previous question, you may be redirected to a form asking for information about your notice. If applicable, start by selecting the type of notice...



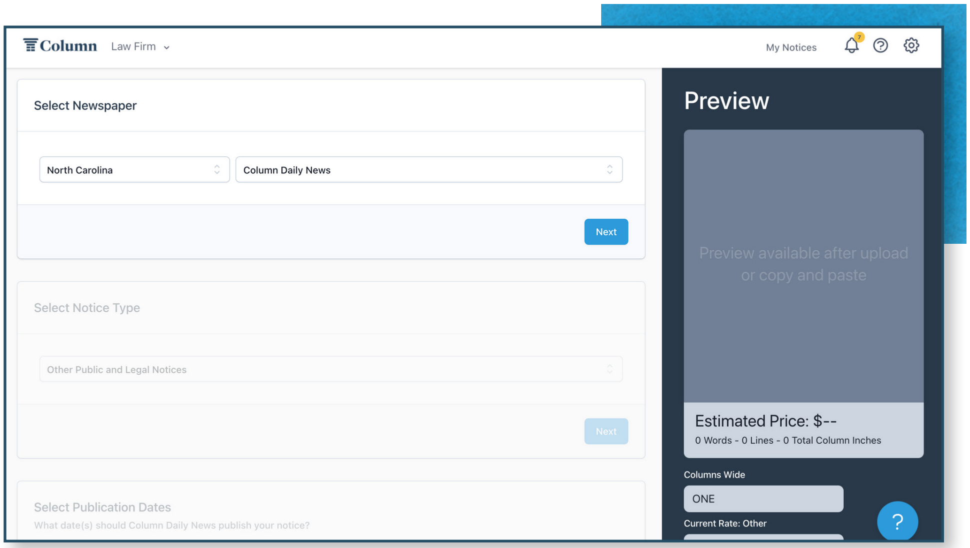
..then answer a series of questions about why you're filing a notice. Your answers will be used to generate the text of your notice.



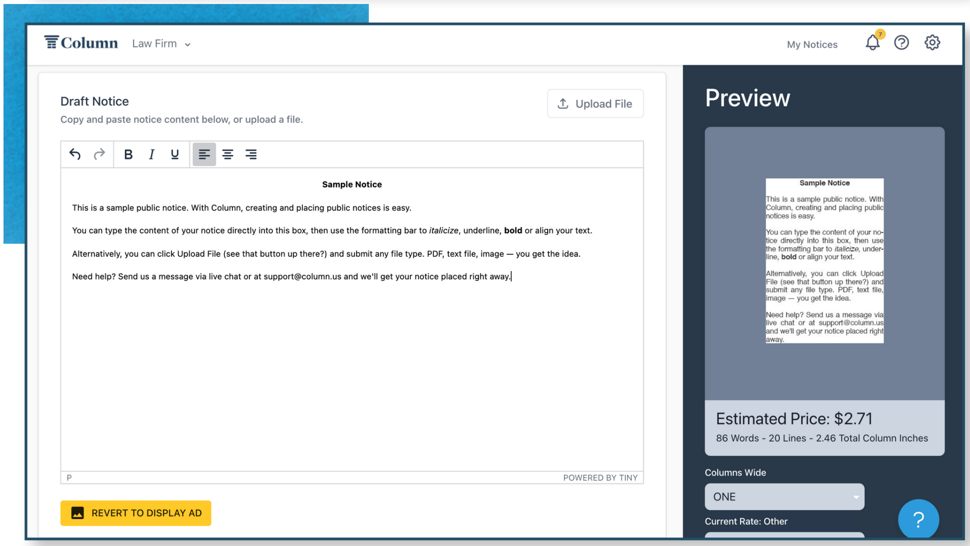
Column

How to Place a Notice

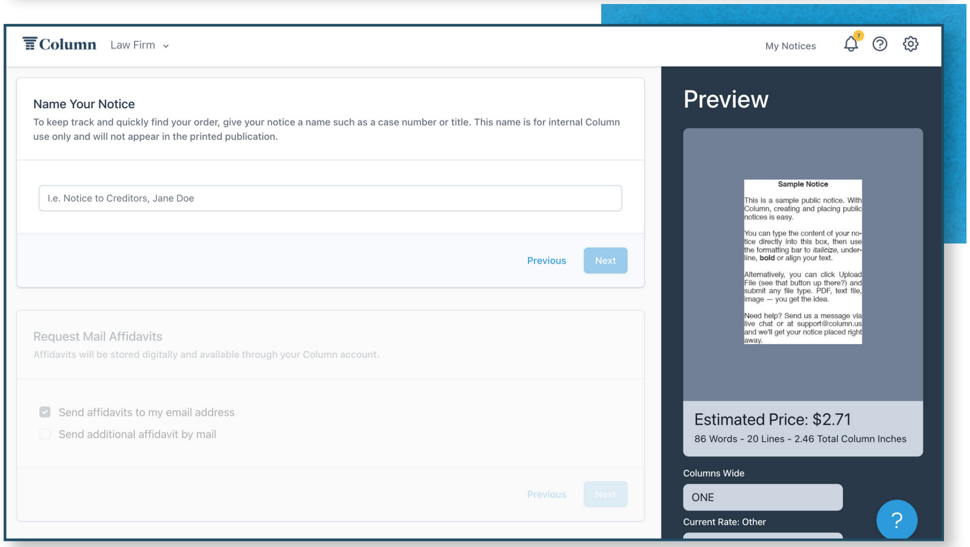
6. **Schedule your notice.** If your notice should be published on multiple dates, be sure to add each desired publication date. Then, click Next.



7. Next, you will r**eview and/or create your notice content**. If you used the Column notice-creator tool, your notice has now been generated — and you can review and edit the text as needed. If you had your notice pre-prepared, feel free to copy-and-paste your notice or upload as a file.

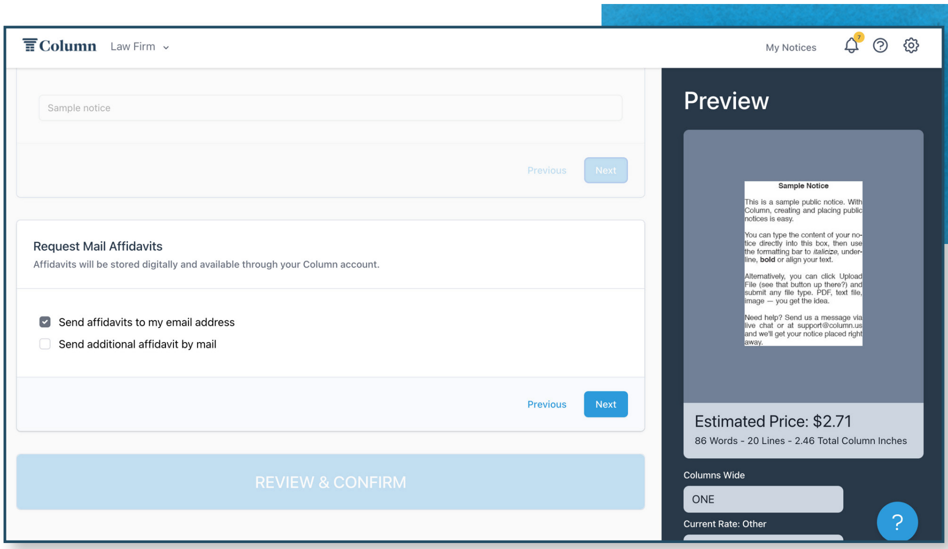


8. **Create a name for your notice.** This name will be used only for internal tracking purposes — it won't appear on the notice itself.

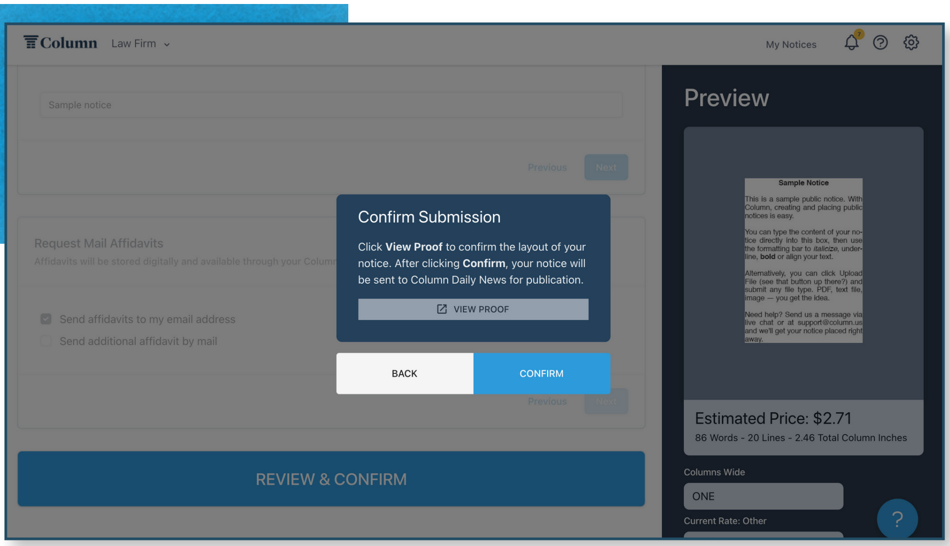


The Editing Screen

9. Set your **affidavit preferences**. You will always receive an email affidavit, and you can opt in to receive a mailed affidavit. Click Next to confirm.



10. When all steps are completed and you are happy with the result, click **Review & Confirm**. Column will generate a proof for you to review. Click CONFIRM submit the notice to the paper.



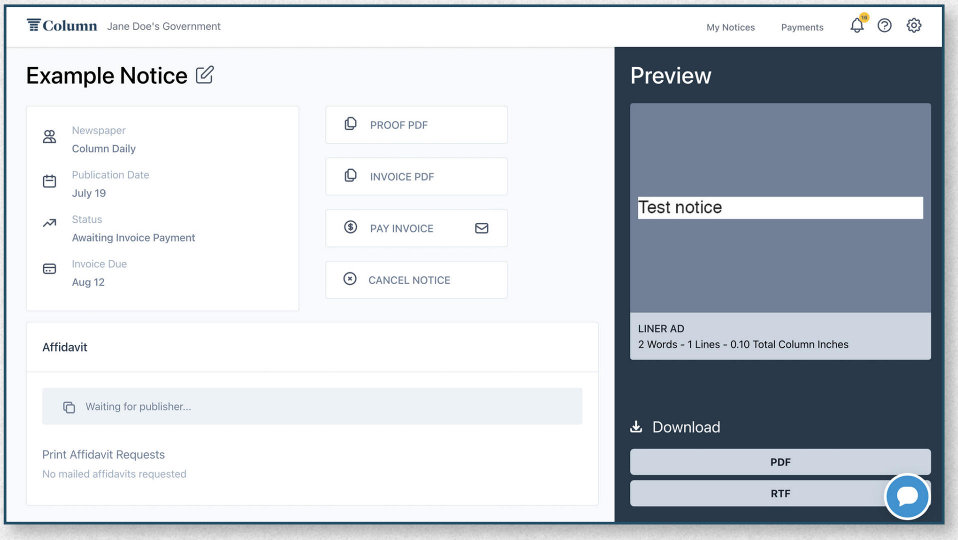
11. You're done for now! You can view this notice on your home page

Chapter 03:
Paying for a Notice

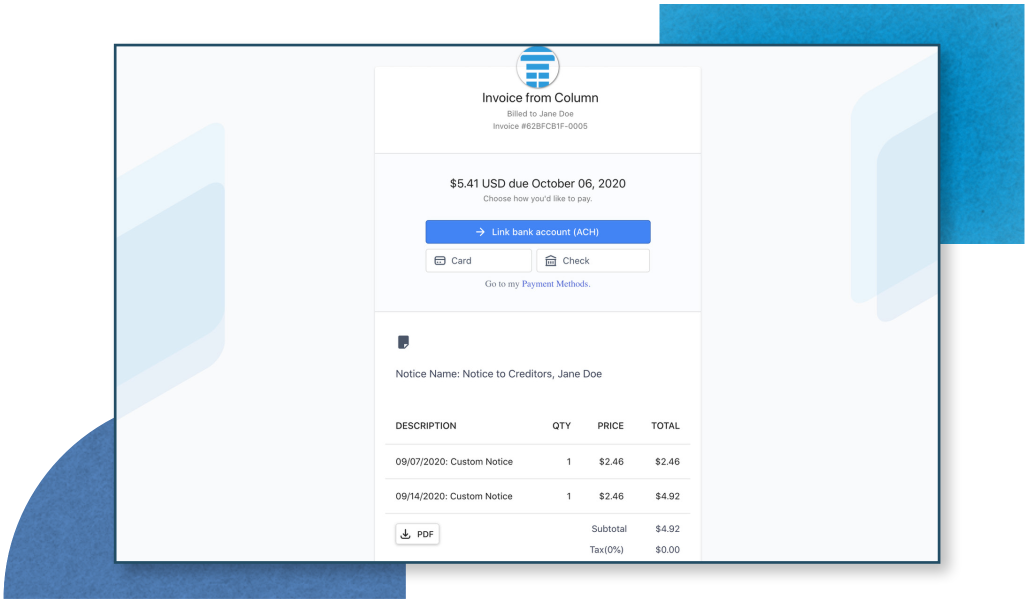
How to Pay for Your Notice

1. 1Once the newspaper confirms an invoice amount, you will receive an email notification prompting you to pay the invoice. Click **Pay Invoice** to pay for the invoice through our secure payment processing system, or click **Review Notice** to see your **Notice Details.**

2. You can also pay from column.us/notices. Click on the notice in your Notice Dashboard, and then click **Pay Invoice**. To simply review your invoice, click **Invoice PDF.**



3. When you open the invoice for your notice, you can choose to pay via ACH (bank transfer), card, or check. If you want to pay via bank transfer (recommended), select the bank account you wish to draw from, or click **Link bank account** if you have not yet added any bank accounts. If you want to pay via card, click **Card** and enter your card information. If you want to pay via check, click **Check** for more information about where to send your check.



4. Click **Pay invoice** to finalize your payment.

Payment Methods

We accept a variety of payment methods:

- Debit card
- Credit card
- ACH bank transfers (wire transfers)
- Checks

When you receive your invoice by e-mail, it will include instructions for each of these payment methods.

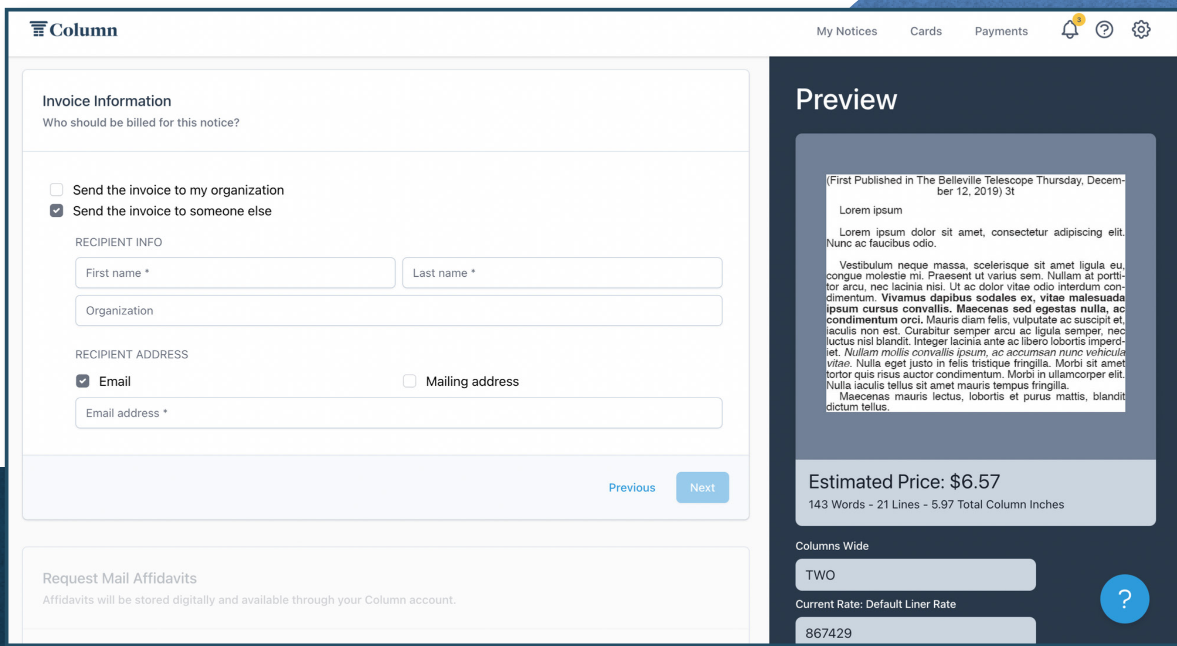
Our Processing Fee

Your time is valuable. At Column, our goal is to build a product that puts time back on your calendar and spares you the headache of cross-referencing legal documents or hassling newspapers for details on pricing and deadlines. We do the leg work for you. In return, we charge a small convenience fee that ensures we can continue developing a product to support your needs.

Sending Your Invoice to Someone Else

If you're placing a notice on behalf of someone else, you may wish to send the invoice directly to that person. You can opt to send the invoice to a third-party payee while placing your notice. Here's how:

1. When you get to the Invoice Information step of the placement process, click **"Send the invoice to someone else."**



2. If you want to send the invoice to the payee by email, enter their name, organization (optional), and email address, then click "Next." Once the newspaper creates an invoice for this notice, it will be billed to the individual you specified, and the invoice will be emailed directly to that individual for payment.

3. If you want to send the invoice by mail, click the checkbox for "Mailing Address" and enter the payee's mailing address. Once the newspaper creates the invoice, it will be billed to the individual you specified, then automatically printed and mailed to the individual's address.

Linking Your Bank Account to Set Up ACH Direct Deposit

To pay invoices with one click, you can link your bank account(s) to Column. We offer two easy ways to add bank accounts to your Column profile:

1. Log in directly with your online banking credentials
2. Send micro-deposits to your bank to verify your account

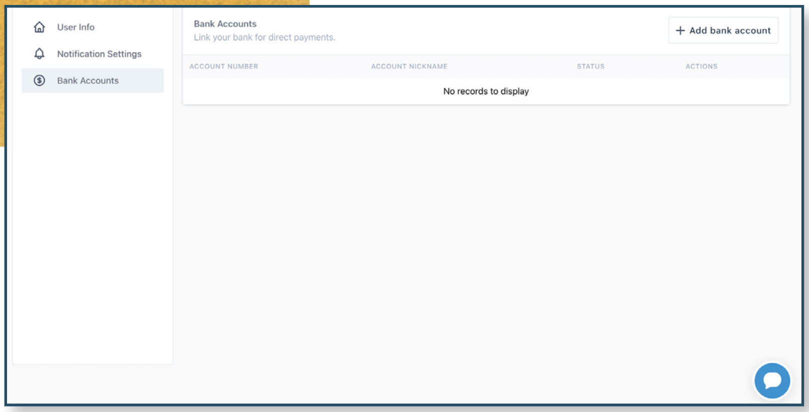
Regardless of which route you choose, your information will remain safe and secure, and Column will not have access to your bank account.

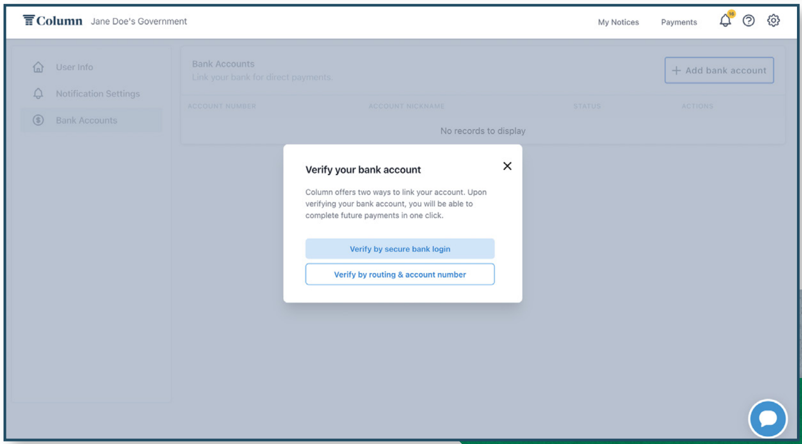
Adding a New Bank Account

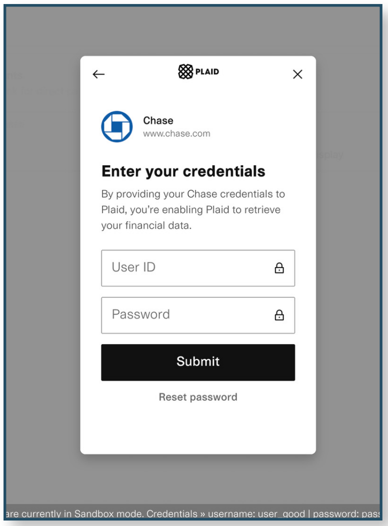
1. If you belong to an organization, log in at column.us/login, click **Settings** then **My Organization**. (If you're registered as an individual, go to **My Account**.) Select **Bank Accounts** from the menu on the left side of your page to see your current bank account settings. Alternatively, next time you receive an invoice via Column, you can click **Link bank account (ACH)** directly from your invoice, which will bring you to your payment settings.

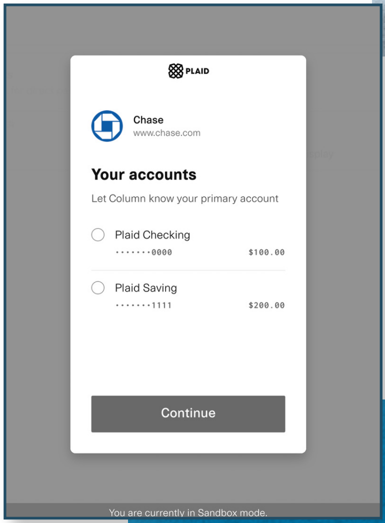
2. Click **Add Bank Account**, then select either **Verify by secure bank login** or **Verify by routing & accounting number**. If the button isn't there, please contact help@column.us to enable your Column account for bank account adding.

3. If you choose to **Verify by secure bank login**, click **Continue**, then select your bank. Input the username and password you use for online banking. Click **Submit**. If you have multiple accounts at your bank, choose the account you wish to use to pay for public notices. Click **Continue**, and your account is all set to go.

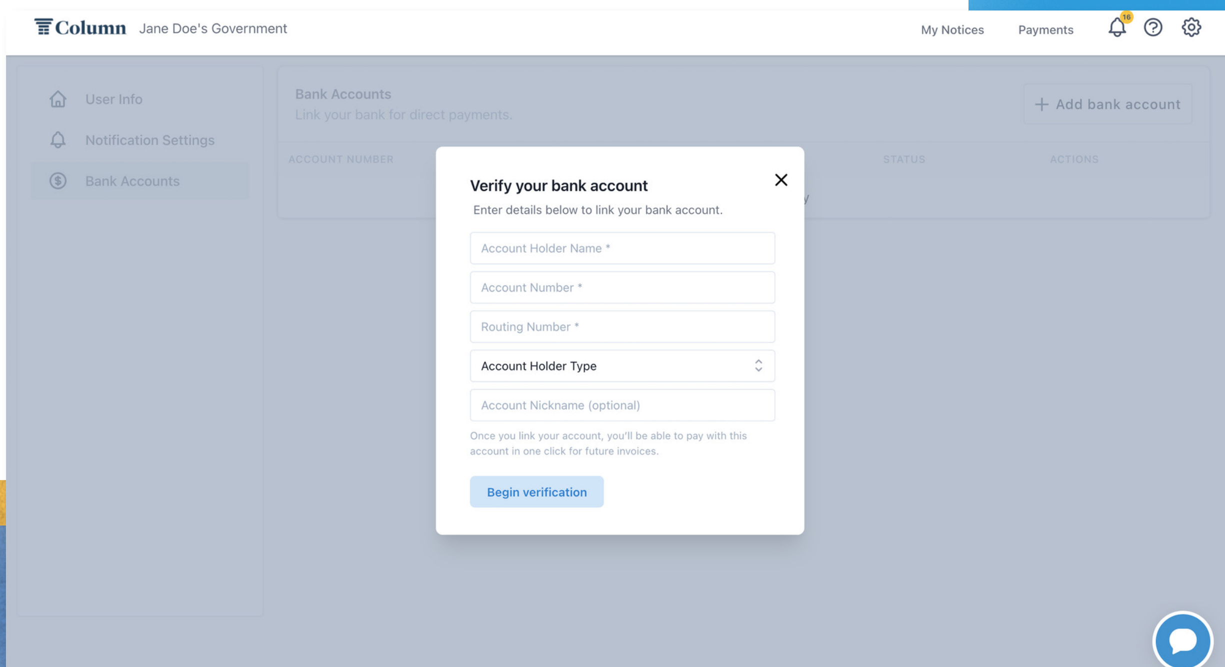








4. If you choose to **Verify by routing & account number**, enter your Account Holder Name, Account Number, Routing Number, and Account Type. Click **Begin verification**. Agree to the ACH authorization terms, then click **Confirm**.



Within 3-5 business days, you should receive two micro-deposits (at less $1.00 each) to your bank account. You will receive an email letting you know when you can expect your micro-deposits to be ready.

When you receive your micro-deposits, return to **Bank Accounts** in your Column settings. Click **Action Required**, then input the amount you received for each micro-deposit. Click **Verify** to complete the process.

Chapter 04:

Everything You Need to Know About Affidavits

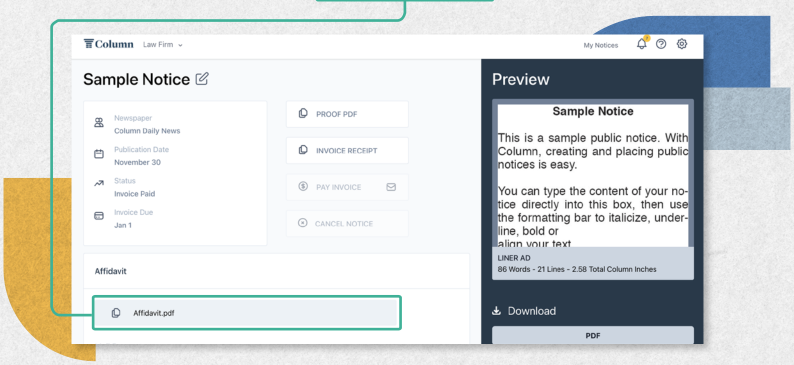
An affidavit is a legal document that serves as a proof of publication.

When will I receive my affidavit?

You will receive your affidavit when:

1. You have paid your invoice
2. Your notice has passed its publication date(s)
3. The publisher has signed and notarized the affidavit

You will receive an email notification once the newspaper uploads a digital affidavit. Once uploaded, you can view and download the digital affidavit under the notice details screen.



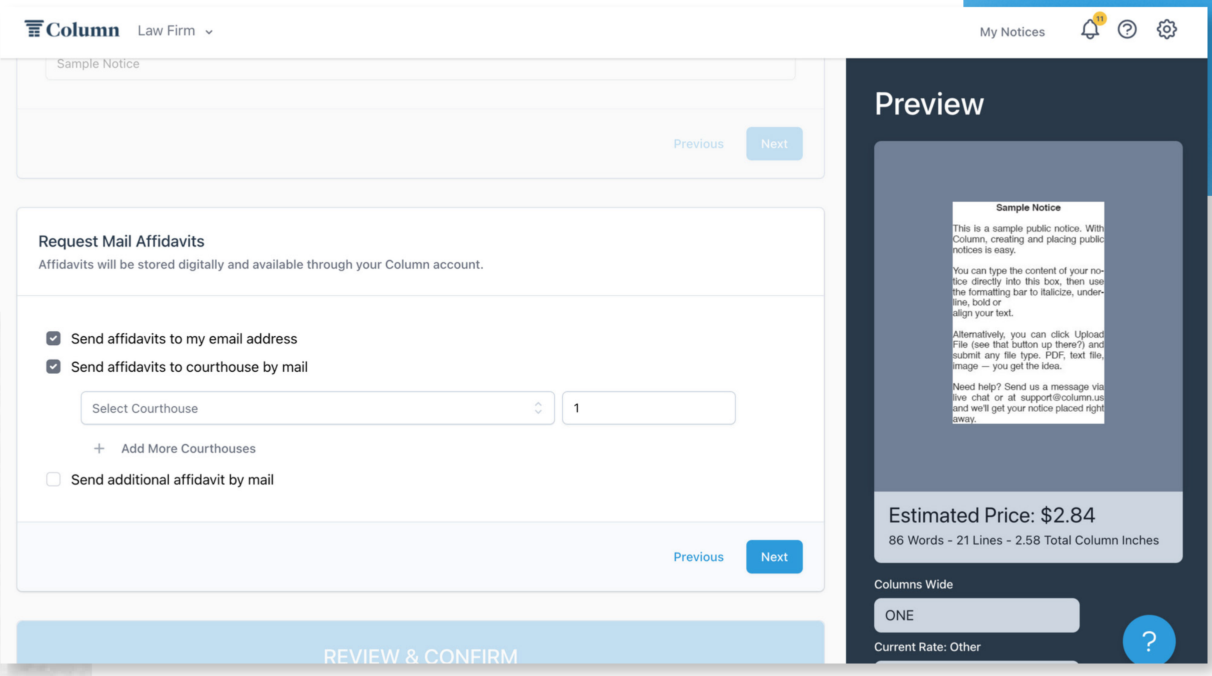
Please note that you must have **successfully paid for your notice** before the digital affidavit becomes available to you, and your notice must have completed its run.

If you opted to receive a print affidavit as well, you can find the **expected delivery date** on your Notice Details page.

17 Will my affidavit be sent to the courthouse?

Depending on your state, you may be able to have your affidavit mailed directly to the courthouse. This requires only one additional click!

If applicable, when placing a notice and reaching the Affidavits step, you will see the option to select ***Send affidavits to courthouse by mail***. Be sure to select this if you'd like your notice to be sent to the courthouse.



Column

Chapter 05:

Settings

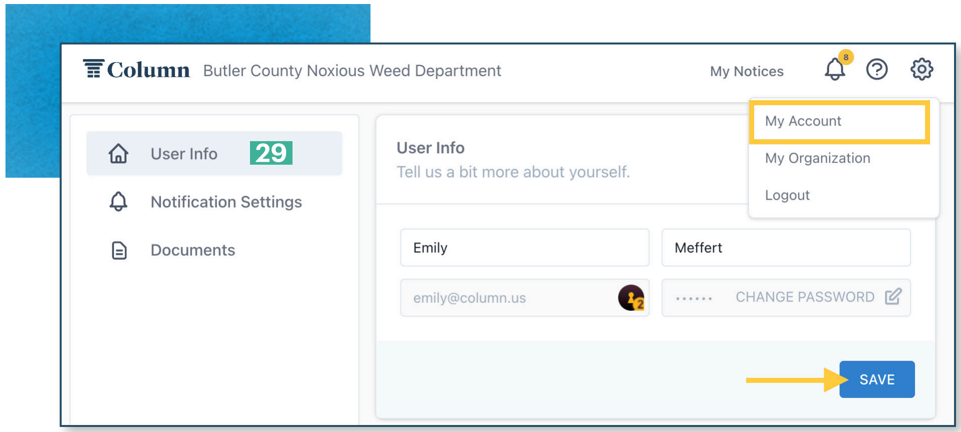
Whether you're viewing your Notice Table or your Notice Details page, you can always access your Settings in the upper right corner of your page (it's the little gear icon). Clicking this button will open a dropdown menu where you can select **My Account** and **My Organization**. A lot of your most frequently asked questions can be answered with these two Settings pages! This chapter walks you through all the buttons in your Column settings.

My Account Settings

In the My Account settings page, there are two main tabs: **User Info** 29 and **Notification Settings** 30, and Documents 36. Updating these settings impacts only your account.9

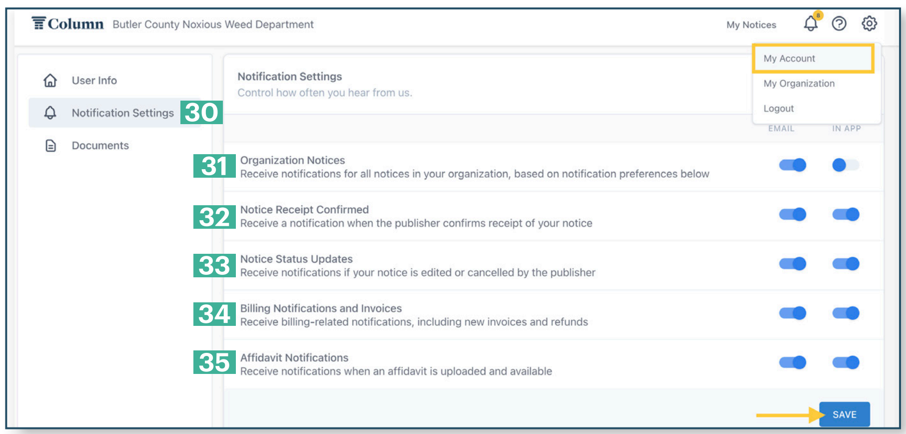
User Info Settings

29 User Info
Use this setting to update the name associated with your Column account and/or change your password. While you're able to change just about every detail of your Column account, the one thing you cannot change is the email address associated with it (since this is the piece of information that anchors your account).



30 Notification Settings
Control what kinds of notifications you receive by adjusting the settings under this tab. Adjust the toggles to indicate whether you'd like to be notified in-app or by email.

31 Organization Notices
Turning this toggle on will send you notifications related to all the notices in your organization. If it is off, you'll receive notifications related to only the notices that you place on your own account.

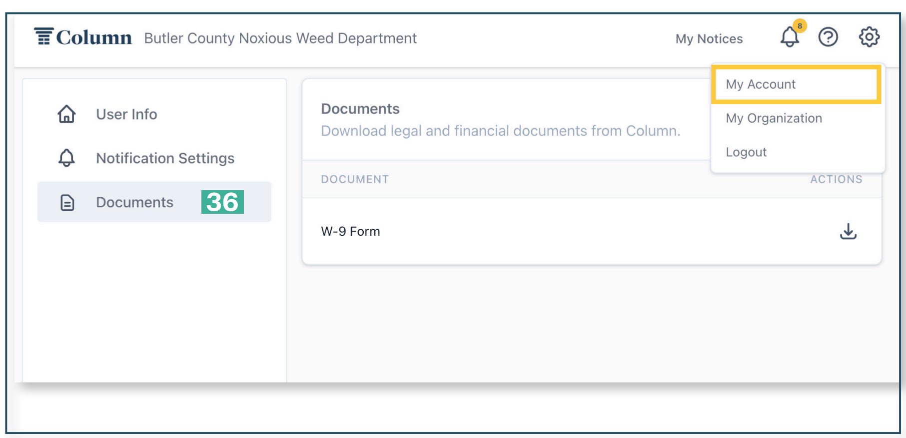


32 Notice Receipt Confirmed
We'll give you a heads-up as soon as the newspaper confirms your notice for publication.

33 Notice Status Updates
If the newspaper edits or cancels your notice, you'll hear from us!

34 Billing Notifications and Invoices
Turn on this setting to be notified when an invoice is created or if your payment has been refunded. If you've enabled email notifications, we'll include a link to submit payment when your invoice is generated.

35 Affidavit Notifications
As soon as your affidavit becomes available, you'll receive a link to access it on our site!



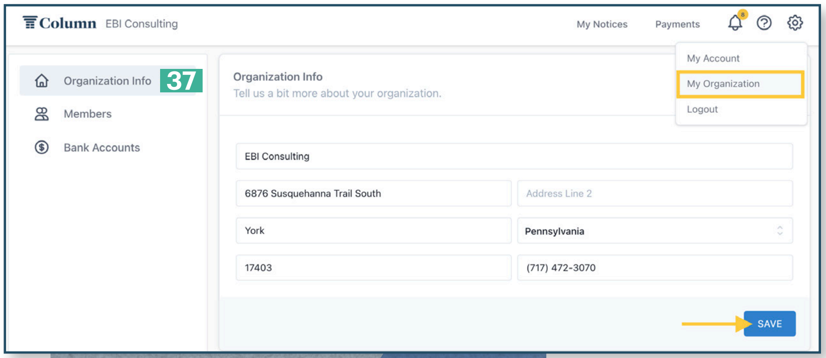
36 Documents
Check out this tab to access legal and financial documents that you may need from Column. If you need our W-9, you'll find it here.

My Organization Settings

In the My Organization settings page, there are three main tabs: **Organization Info** (37), **Members** (38), and **Bank Accounts** (40). Updating these settings impacts all members of your organization.

37 Organization Info

Use this tab to update basic details about your organization: its name, address, and phone number. Be sure to click the blue Save button after making any changes.



38 Members

Use this tab to review, edit, add, and remove members of your organization.

If you see a name and email listed, this means that the person is either a confirmed member of your organization in Column (**Active** status), or that they have received an invitation to join (**Invited** status).

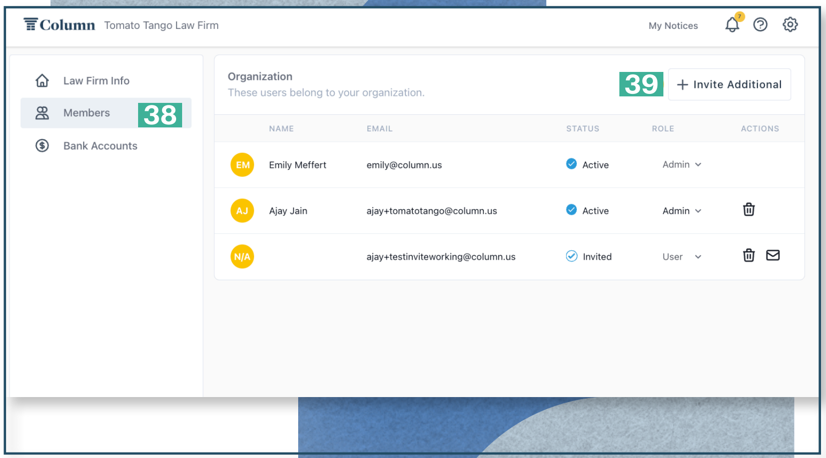
If you have invited someone to join your organization but they haven't yet accepted, you can use the mail icon in the **Actions** column to resend their invitation.

To remove members from your organization, click the trashcan icon in the **Actions** column.

There are three possible roles for members: **Users** can see organization notices but aren't able to edit or pay for those placed by other members.

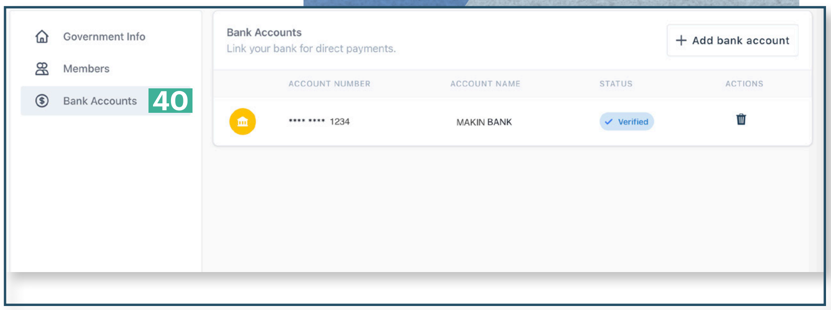
Members assigned the **Billing** role will receive email notifications related to payments, and they can submit payments for notices placed by anyone in the organization.

Admins can view, edit, and pay for notices placed by all members of the organization. They also have permission to update all organization settings.



39 te Additional

To invite new members to your organization, use the **+ Invite Additional** button in the upper right corner of this page. If the person has already created a Column account as an individual, they'll receive an email with a button to accept their invitation. If they have not yet created a Column account, they'll be prompted to register as a member of your organization.



40 Bank Accounts

Link your bank account to set up ACH direct deposit and enable one-click payments for all of your notices. To get started, click **+ Add bank account** in the upper right corner. See Chapter 3 for step-by-step instructions for completing this process.

Chapter 06:

Getting Help

Our Help Center: help.column.us
Our Help Center includes valuable resources and instructional guides related to registration, notice placement, submitting payments, accessing affidavits, and more. If you have questions about navigating Column, you'll likely find the answers you're looking for here.

Advertiser Quick Start Guide
The Advertiser Quick Start Guide covers everything that your customers will need to register and place notices in Column. You should have this file on hand (and if you don't, we'll be glad to send it your way!); this is a comprehensive resource for advertisers to use as they get the hang of navigating our site.

Column Support
Providing materials that empower you to use our app autonomously is important to us. Additionally, we strive to promote self-sufficiency among our users by building features that continuously expand the information available to you and the range of actions that you can perform in-app.

That said, there will always be questions that are situational and unique. We're here to help. Our on-call Support team is live and staffed by real people working in real time. We work 50 hours each week (Monday-Friday, from 9am-7pm EST).

How to Contact Support:
Email: help@column.us
Chat: Click the **Contact** tab in the upper righthand corner of our help center: help.column.us