



# COLUMN 101 for Advertisers

## Table of Contents

02	<b>Chapter 01: What is Column?</b>
03	The Notice Table
05	The Notice Details Page
07	<b>Chapter 02: How to Place a Notice</b>
11	<b>Chapter 03: How to Pay for a Notice</b>
11	How to Pay for Your Notice
11	Payment Methods
11	Our Processing Fee
13	Sending Your Invoice to Someone Else
14	Linking Your Bank Account to Set Up ACH Direct Deposit
16	<b>Chapter 4: Everything You Need to Know About Affidavits</b>
16	When Will I Receive my Affidavit?
17	Will my Affidavit be Sent to the Courthouse?
18	<b>Chapter 5: Settings</b>
21	<b>Chapter 6: Resources</b>



## 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.



**My Notices**

01 Organization Name 02 In-App Notifications 03 Help Center 04 Settings

05 Active Notices 06 Archived Notices 07 Drafts 08 All notices 09 Search Notices... 10 Export

11 NOTICE NAME	12 PUBLICATION	13 PUBLICATION DATE	14 CONFIRMED	15 BILLING STATUS	16 AFFIDAVIT SUBMITTED	17 ACTIONS
Notice of Sale	The Observer	8/19/22	✓	✓ Invoice Paid	Awaiting Upload	📄
Name Change	The Gazette	8/8/22	✓	✓ Invoice Paid	Awaiting Upload	📄
Fictitious Business Name	The News	4/15/22, 4/17/22	✓	✓ Invoice Paid	Awaiting Upload	📄
Take notice!	The Observer	1/31/22	⚠	Awaiting Invoice Creation	Awaiting Upload	📄

### 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 drop-down 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

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 or PDF, 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.

### 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

11 NOTICE NAME	12 PUBLICATION	13 PUBLICATION DATE	14 CONFIRMED	15 BILLING STATUS	16 AFFIDAVIT SUBMITTED	17 ACTIONS
Notice of Sale	The Observer	8/19/22	✓	✓ Invoice Paid	Awaiting Upload	📄
Name Change	The Gazette	8/8/22	✓	✓ Invoice Paid	Awaiting Upload	📄
Fictitious Business Name	The News	4/15/22, 4/17/22	✓	✓ Invoice Paid	Awaiting Upload	📄
Take notice!	The Observer	1/31/22	!	Awaiting Invoice Creation	Awaiting Upload	📄

## 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.

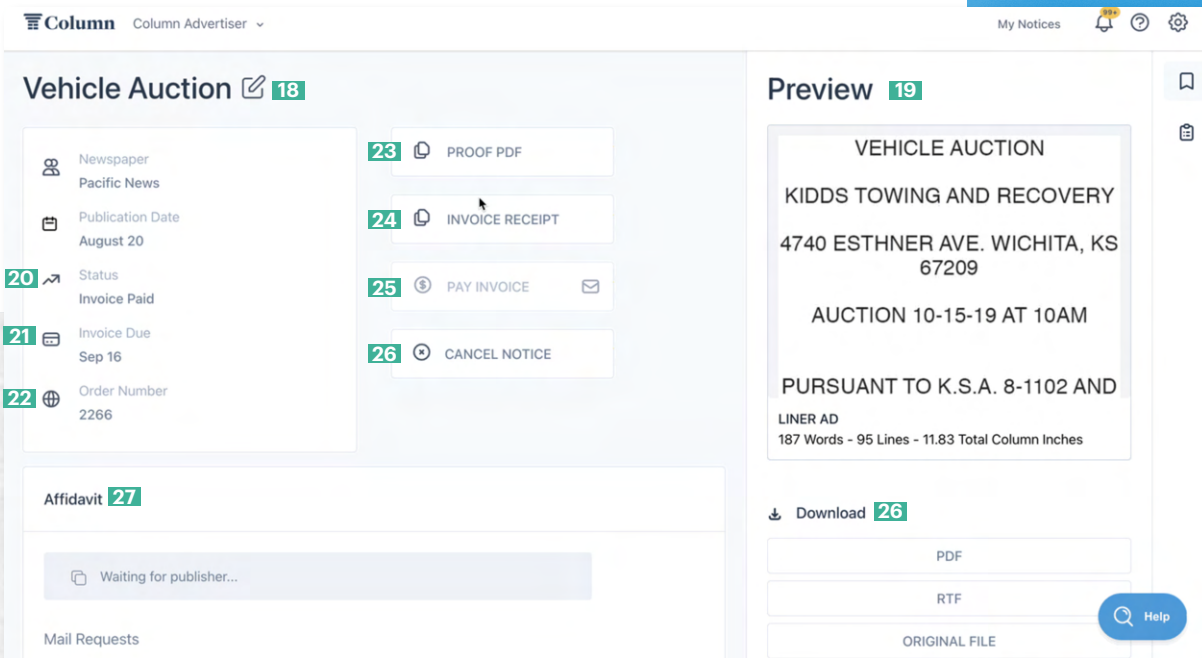
**Awaiting Upload:** Your notice has completed publication but the newspaper has not yet uploaded the affidavit. This timeline varies from paper to paper — some upload affidavits on the final day of publication, while others may take up to a week after the notice finishes running (due to local differences 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.





### 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.

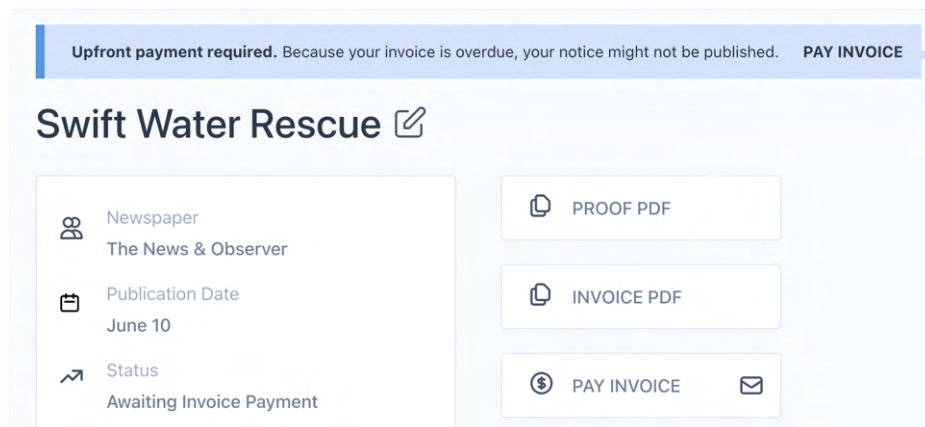
**Awaiting Invoice Creation:** The newspaper has not yet generated an invoice for your notice. Typically, you'll see your invoice become available within 24 hours of notice placement.

**Awaiting Invoice Payment:** Your invoice has been generated but payment has not yet been submitted.

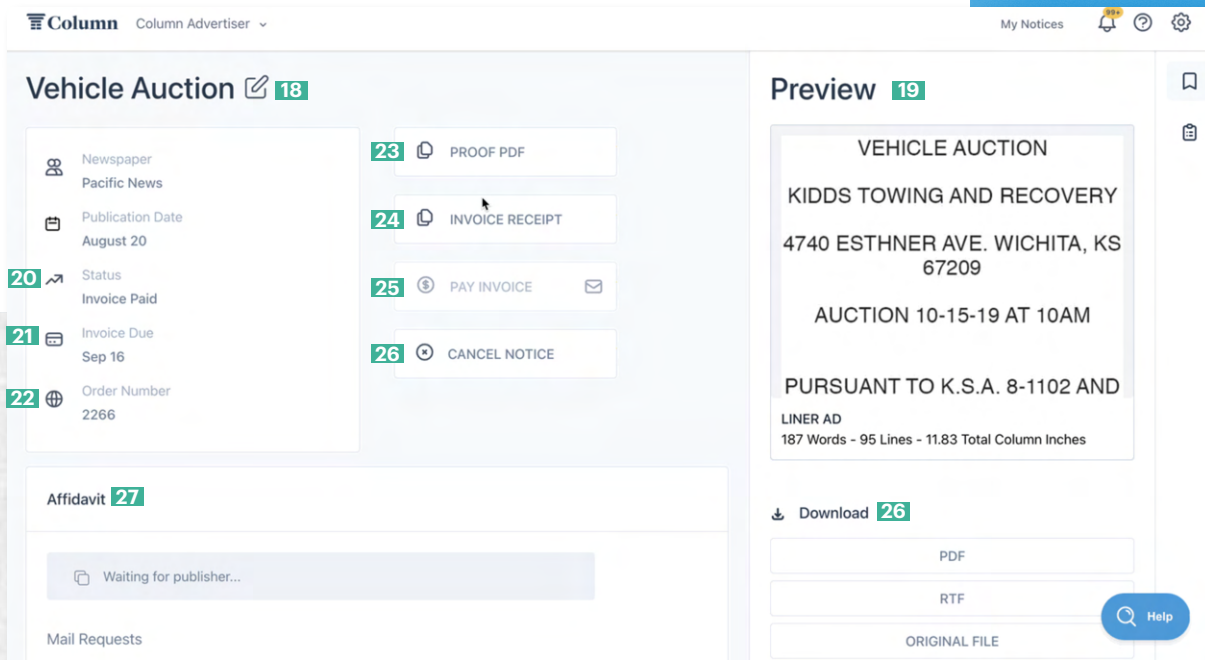
**Invoice Paid:** Payment has been received. You're ready to roll!

### 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:







## 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](https://column.us/login) or the newspaper-specific link you've been provided.
2. Click **+ Place Notice**

The screenshot shows the 'My Notices' dashboard in the Column application. At the top, there's a header with the Column logo, 'Law Firm' dropdown, and 'My Notices' link. Below this is a section titled 'My Notices' with tabs for 'Active Notices', 'Archived Notices', and 'Drafts'. A dropdown menu is set to 'All notices', and there's a search bar. The main content is a table with columns: NOTICE NAME, PUBLICATION, PUBLICATION DATE, CONFIRMED, BILLING STATUS, and AFFIDAVIT SUBMITTED. Two notices are listed: 'Notice to Creditors' and 'Name Change'. The 'Name Change' notice has a 'Waiting for Publisher' status. At the bottom, there's a '+ PLACE NOTICE' button and a help icon. A callout line connects the button in the top right of the image to the button in the bottom left of the dashboard.

NOTICE NAME	PUBLICATION	PUBLICATION DATE	CONFIRMED	BILLING STATUS	AFFIDAVIT SUBMITTED
Notice to Creditors	Column Daily News	12/3/21	✓	Unpaid	Awaiting Publication
Name Change	Column Daily News	11/15/21	✓	Waiting for Publisher	Awaiting Upload

Showing 1 to 2 of 2 results

5 rows < 1 >

**+ PLACE NOTICE**

Terms of Use | Privacy Policy | [help@column.us](mailto:help@column.us) | [column.us](https://column.us)



## 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**.

The screenshot shows the 'Column' interface for selecting a newspaper and notice type. The 'Select Newspaper' section has a dropdown menu with 'North Carolina' selected and 'Column Daily News' listed below it. The 'Select Notice Type' section has a dropdown menu with 'Other Public and Legal Notices' selected. The 'Select Publication Dates' section has a text input field. A 'Next' button is visible at the bottom right of the form. On the right side, there is a 'Preview' panel showing a placeholder for the notice text and an 'Estimated Price' of '\$--'.

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...

The screenshot shows the 'Column' interface for selecting a notice type. The title is 'What type of notice are you placing?'. There is a search bar labeled 'Search Notice Types'. Below the search bar, there are nine categories of notices, each with a 'CREATE' button: Probate, Delinquent Taxpayers, Ordinance, Resolution, Name Change, School Elections, Vehicle Auctions, Bid Proposals, Elections, Zoning and Planning, Mortgage Foreclosure, and Personal.

..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.

The screenshot shows a form titled '1 → What is the case number? \*'. There is a text input field containing the number '123'. Below the input field, there is a blue button labeled 'OK ✓' and the text 'press ENTER'.



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

The screenshot shows the 'Select Newspaper' step of the Column website. The 'North Carolina' state is selected, and 'Column Daily News' is chosen from the dropdown. A 'Next' button is visible. Below, the 'Select Notice Type' section shows 'Other Public and Legal Notices' selected. A 'Next' button is also present. At the bottom, the 'Select Publication Dates' section is partially visible. On the right, a 'Preview' panel shows a placeholder for the notice and an 'Estimated Price: \$--' with '0 Words - 0 Lines - 0 Total Column Inches'. The 'Columns Wide' dropdown is set to 'ONE', and the 'Current Rate' is 'Other'.

7. Next, you will **review 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.

The screenshot shows the 'Draft Notice' step. A text area contains a sample notice about public notices. A 'REVERT TO DISPLAY AD' button is at the bottom left. On the right, the 'Preview' panel shows the sample notice and an 'Estimated Price: \$2.71' with '86 Words - 20 Lines - 2.46 Total Column Inches'. The 'Columns Wide' dropdown is set to 'ONE', and the 'Current Rate' is 'Other'.

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 screenshot shows the 'Name Your Notice' step. A text field contains the example name 'I.e. Notice to Creditors, Jane Doe'. A 'Next' button is visible. Below, the 'Request Mail Affidavits' section is partially visible. On the right, the 'Preview' panel shows the sample notice and an 'Estimated Price: \$2.71' with '86 Words - 20 Lines - 2.46 Total Column Inches'. The 'Columns Wide' dropdown is set to 'ONE', and the 'Current Rate' is 'Other'.

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.

The screenshot shows the 'Request Mail Affidavits' section of the Column Law Firm interface. It includes a 'Sample notice' text area, a 'Previous' button, and a 'Next' button. Below this, the 'Request Mail Affidavits' section explains that affidavits will be stored digitally and available through the Column account. It features two radio button options: 'Send affidavits to my email address' (which is selected) and 'Send additional affidavit by mail'. At the bottom of this section are 'Previous' and 'Next' buttons. A large blue button labeled 'REVIEW & CONFIRM' is positioned at the bottom of the main editing area. To the right, a 'Preview' panel displays a sample notice, an estimated price of \$2.71 (based on 86 words, 20 lines, and 2.46 total column inches), and options for 'Columns Wide' (set to ONE) and 'Current Rate' (set to Other).

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.

This screenshot shows the same editing screen as before, but with a 'Confirm Submission' modal dialog box centered over it. The dialog contains the text: 'Click View Proof to confirm the layout of your notice. After clicking Confirm, your notice will be sent to Column Daily News for publication.' It includes a 'VIEW PROOF' button with a checkmark icon, a 'BACK' button, and a 'CONFIRM' button. The background interface, including the 'REVIEW & CONFIRM' button and the 'Preview' panel, is visible but dimmed.




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

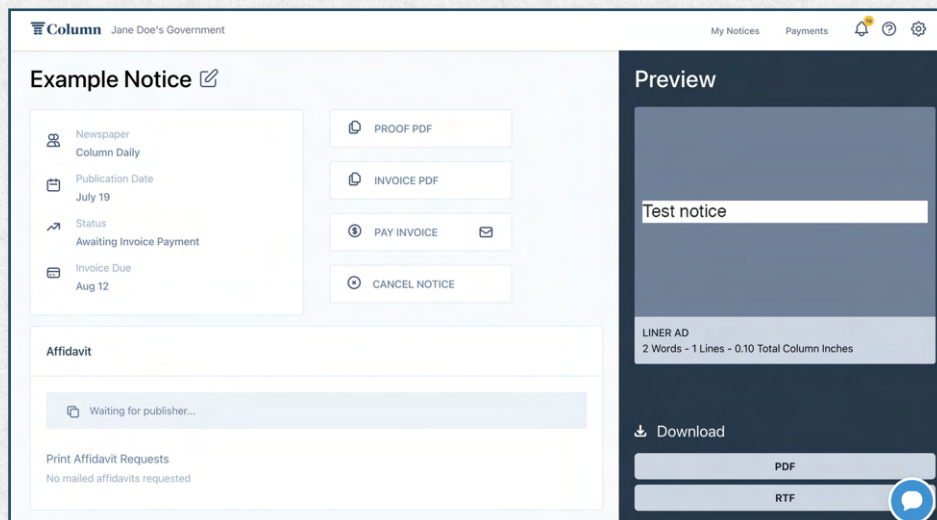


## Chapter 03:




# Paying for a Notice

## How to Pay for Your Notice





1. Once 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](https://column.us/notices). Click on the notice in your Notice Dashboard, and then click  **Pay Invoice**. To simply review your invoice, click  **Invoice PDF**.








**Column** Jane Doe's Government


My Notices Payments   

### Example Notice

 Newspaper  
Column Daily  
 Publication Date  
July 19  
 Status  
Awaiting Invoice Payment  
 Invoice Due  
Aug 12

 PROOF PDF  
 INVOICE PDF  
 PAY INVOICE   
 CANCEL NOTICE


#### Affidavit

 Waiting for publisher...

Print Affidavit Requests  
No mailed affidavits requested


### Preview

Test notice



 LINER AD  
2 Words - 1 Lines - 0.10 Total Column Inches

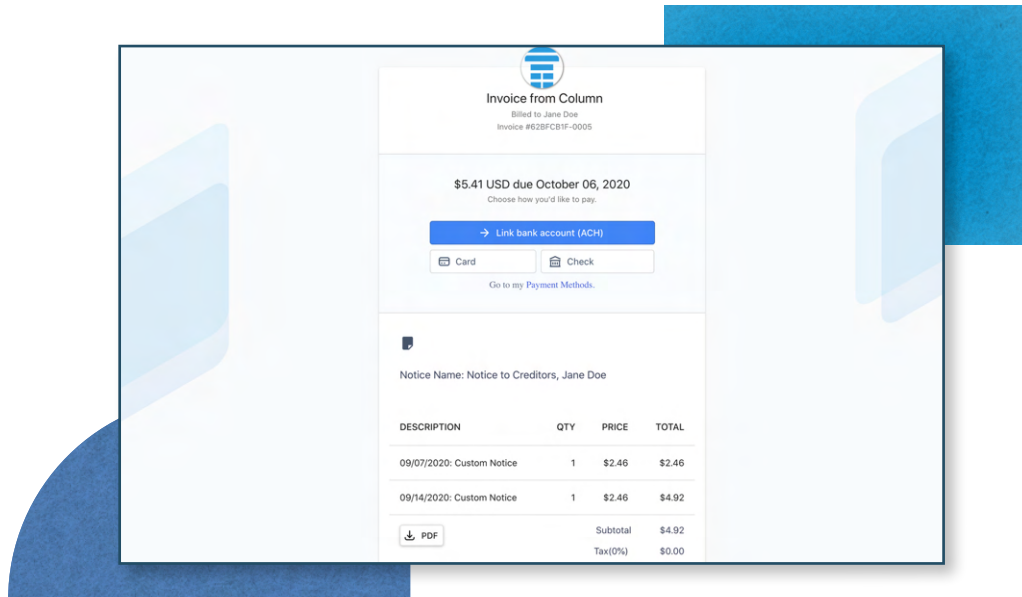
Download

PDF  
RTF





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."**

**Column**

My Notices Cards Payments

### Invoice Information

Who should be billed for this notice?

☐ Send the invoice to my organization  
☒ Send the invoice to someone else

**RECIPIENT INFO**

First name \* Last name \*

Organization

**RECIPIENT ADDRESS**

☒ Email  
☐ Mailing address

Email address \*

Previous Next

**Preview**

(First Published in The Belleville Telescope Thursday, December 12, 2019) 3t

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ac faucibus odio.

Vestibulum neque massa, scelerisque sit amet ligula eu, congue molestie mi. Praesent ut varius sem. Nullam at portitor arcu, nec lacinia nisi. Ut ac dolor vitae odio interdum condimentum. Vivamus dapibus sodales ex, vitae malesuada ipsum cursus convallis. Maecenas sed egestas nulla, ac condimentum orci. Mauris diam felis, vulputate ac suscipit et iaculis non est. Curabitur semper arcu ac ligula semper. nec iuctus nisi blandit. Integer lacinia ante ac libero lobortis imperdiet. Nullam mollis convallis ipsum, ac accumsan nunc vehicula vitae. Nulla eget justo in felis tristique fringilla. Morbi sit amet tortor quis risus auctor condimentum. Morbi in ullamcorper elit. Nulla iaculis tellus sit amet mauris tempus fringilla. Maecenas mauris lectus, lobortis et purus mattis, blandit dictum tellus.

**Estimated Price: \$6.57**

143 Words - 21 Lines - 5.97 Total Column Inches

Columns Wide

TWO

Current Rate: Default Liner Rate

867429

Request Mail Affidavits

Affidavits will be stored digitally and available through your Column account.

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

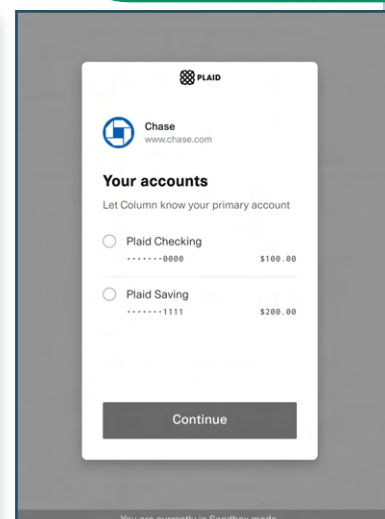
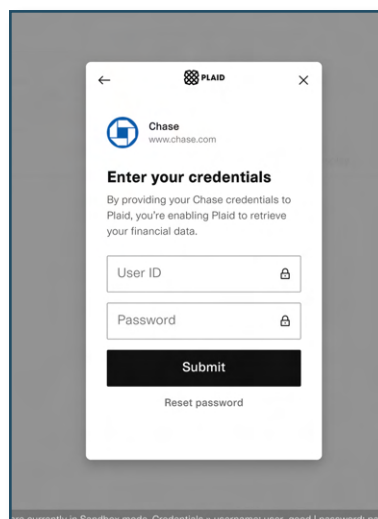
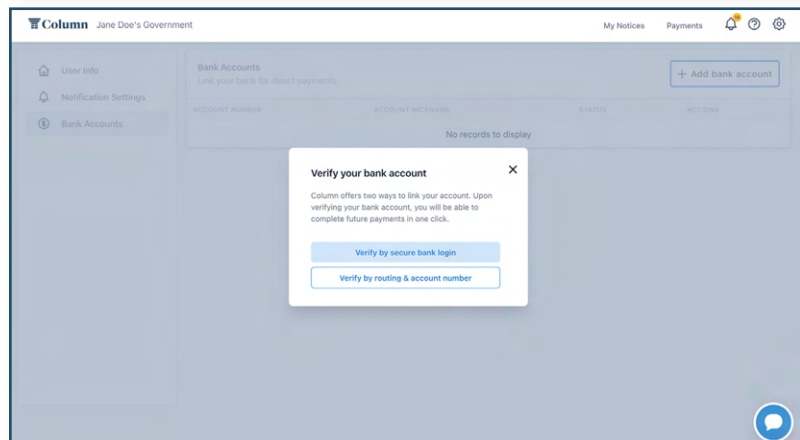
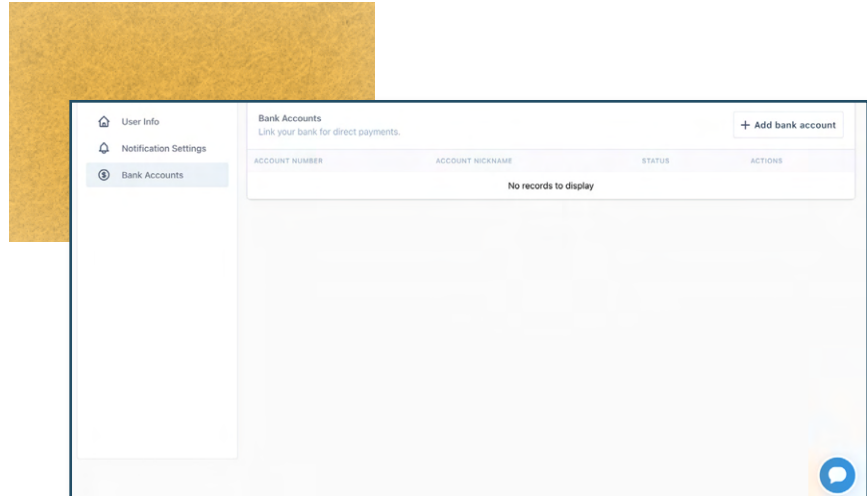
To pay invoices with one click, you can link your bank account(s) to Column. We offer two easy ways to add bank accounts to your Column profile:

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](https://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](mailto: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**.

The screenshot shows the Column web interface for 'Jane Doe's Government'. The left sidebar contains links for 'User Info', 'Notification Settings', and 'Bank Accounts'. The main content area is titled 'Bank Accounts' with the subtitle 'Link your bank for direct payments.' and a '+ Add bank account' button. A modal window titled 'Verify your bank account' is open, prompting the user to 'Enter details below to link your bank account.' The modal contains the following fields: 'Account Holder Name \*', 'Account Number \*', 'Routing Number \*', 'Account Holder Type' (a dropdown menu), and 'Account Nickname (optional)'. Below these fields, a note states: 'Once you link your account, you'll be able to pay with this account in one click for future invoices.' At the bottom of the modal is a blue button labeled 'Begin verification'. The background interface includes a top navigation bar with 'My Notices', 'Payments', and a notification bell icon, and a bottom right chat icon.

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

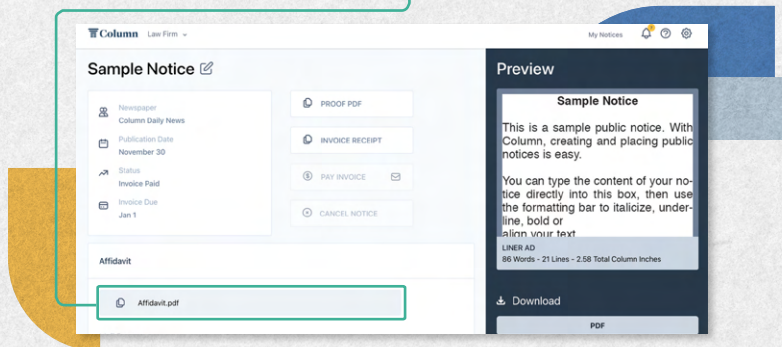
An affidavit is a legal document that serves as a proof of publication.

## 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.



## 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.

The screenshot displays the 'Request Mail Affidavits' section of the Column Law Firm interface. The main area shows a 'Sample Notice' at the top, followed by a 'Request Mail Affidavits' section. This section includes a note that affidavits will be stored digitally and available through the Column account. Below this, there are two checked options: 'Send affidavits to my email address' and 'Send affidavits to courthouse by mail'. A dropdown menu for 'Select Courthouse' is set to '1', with a '+ Add More Courthouses' link below it. An unchecked option 'Send additional affidavit by mail' is also present. Navigation buttons 'Previous' and 'Next' are visible. At the bottom, a blue bar reads 'REVIEW & CONFIRM'.

The right sidebar, titled 'Preview', shows a preview of the notice content. It includes a 'Sample Notice' header, followed by text explaining that this is a sample public notice and that users can type content directly into the box or upload a file. It also provides contact information for support. Below the preview, the 'Estimated Price' is \$2.84, based on 86 Words, 21 Lines, and 2.58 Total Column Inches. The sidebar also shows 'Columns Wide' set to 'ONE' and 'Current Rate: Other'.





## 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.



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.<sup>9</sup>

### 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 Invite 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.

The screenshot shows the 'Organization Info' tab for 'EBI Consulting'. The left sidebar has 'Organization Info' (37), 'Members', and 'Bank Accounts'. The main content area has a form with fields for 'Name' (EBI Consulting), 'Address Line 1' (6876 Susquehanna Trail South), 'Address Line 2', 'City' (York), 'State' (Pennsylvania), 'Zip' (17403), and 'Phone' ((717) 472-3070). A blue 'SAVE' button is at the bottom right. A dropdown menu in the top right corner shows 'My Account', 'My Organization' (highlighted), and 'Logout'.

The screenshot shows the 'Members' tab for 'Tomato Tango Law Firm'. The left sidebar has 'Law Firm Info', 'Members' (38), and 'Bank Accounts'. The main content area shows a table of members with columns: NAME, EMAIL, STATUS, ROLE, and ACTIONS. There are three members listed: Emily Meffert (Active, Admin), Ajay Jain (Active, Admin), and a third member (Invited, User). A '+ Invite Additional' button is in the top right corner.

NAME	EMAIL	STATUS	ROLE	ACTIONS
Emily Meffert	emily@column.us	Active	Admin	
Ajay Jain	ajay+tomatotango@column.us	Active	Admin	
	ajay+testinviteworking@column.us	Invited	User	

The screenshot shows the 'Bank Accounts' tab. The left sidebar has 'Government Info', 'Members', and 'Bank Accounts' (40). The main content area has a table with columns: ACCOUNT NUMBER, ACCOUNT NAME, STATUS, and ACTIONS. One bank account is listed: \*\*\*\* \* 1234, MAKIN BANK, Verified. A '+ Add bank account' button is in the top right corner.

ACCOUNT NUMBER	ACCOUNT NAME	STATUS	ACTIONS
**** * 1234	MAKIN BANK	Verified	



## Chapter 06: Getting Help

### **Our Help Center:** [help.column.us](https://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](mailto:help@column.us)

Chat: Click the **Contact** tab in the upper righthand corner of our help center: [help.column.us](https://help.column.us)