



Co-Op Advertising

Increase Product Movement, Sales Volume and Profit Margin

What is Co-Op Advertising?

Co-Op advertising is supported by a program that manufacturers use as a marketing tool to sell through to the consumer. This plan or program fosters a partnership that provides for a sharing in the cost of the advertising to promote the provider's products or services.

How Does Using Co-Op Help Your Business?

By using your manufacturers' Co-Op programs and your accrued advertising dollars, you can:

- Increase store traffic and sales
- Build your business
- Augment your advertising budget by using your earned advertising funds, in some cases without increasing your costs

How can the TMG Help You Get Started?

With a signed authorization letter and a list of the manufacturers you do business with, the TMG Co-Op department will:

- Research your earned advertising dollars by manufacturer
- Create a marketing plan to maximize your ad frequency
- Submit ad materials to the manufacturer for pre-approval
- Simplify the paperwork for your reimbursement



**Let TMG
Work for
You!**



For more information, contact your TMG representative today!

CO-OP ADVERTISING DOLLARS CAN BE USED FOR MULTIPLE TRIBUNE MEDIA GROUP SOLUTIONS



Use your Co-Op funds to increase sales and profits!

TMG will help you find and use your earned Co-Op funds to help pay the cost of your advertising. Most manufacturers offer programs that can supplement your ad budget and increase your exposure in the marketplace.

Let us help you take the hassle out of using your Co-Op money. We will research your accruals, get your ads pre-approved and manage the claims process.



You have earned Co-Op program support...use it!

A few of the participating manufacturers:



For more information, contact your TMG representative today!

CO-OP ADVERTISING –AUTHORIZATION LETTER



Date:

To whom it may concern:

This letter is to authorize the TMG and/or Recas, a division of MultiAd Services in Peoria, IL to research cooperative advertising funds and or ad materials for use by my company.

Please release any cooperative advertising information, including accrual balances, to the Tribune or Recas representative who calls you. This information is to be shared in strict confidence between the Tribune, Recas and the retailer for purposes of advertising development.

Thank you for your time and assistance

Authorized by: _____

Title: _____

Advertiser's Name: _____

Advertiser's Address: _____

Advertiser's Phone#: _____

CO-OP ADVERTISING REQUEST FORM



Advertiser: _____ Contact: _____

Telephone: _____

Please provide the names of the brands which you sell the most. If you already receive co-op from a brand, please provide it anyway. We will research the co-op plans and find out how much money is available. Also include all applicable vendor or account numbers with the brands.

Top Products

- | | |
|-----------|----------------|
| 1. _____ | Vendor # _____ |
| 2. _____ | Vendor # _____ |
| 3. _____ | Vendor # _____ |
| 4. _____ | Vendor # _____ |
| 5. _____ | Vendor # _____ |
| 6. _____ | Vendor # _____ |
| 7. _____ | Vendor # _____ |
| 8. _____ | Vendor # _____ |
| 9. _____ | Vendor # _____ |
| 10. _____ | Vendor # _____ |

If you purchase products from a distributor or directly from a rep, include that info here.

Distributor Info For: _____	Manufacturer Rep Info For: _____
Name _____	Name _____
Telephone _____	Telephone _____
Contact _____	Contact _____
Account # _____	Account # _____

Distributor Info For: _____	Manufacturer Rep Info For: _____
Name _____	Name _____
Telephone _____	Telephone _____
Contact _____	Contact _____
Account # _____	Account # _____



CO-OP ADVERTISING GLOSSARY

Accrual: Funds or credit generated by retailer purchases, credited to the retailer's cooperative advertising account for implementation of the manufacturer's co-op program.

Accrual Percentage: One of several methods of measuring co-op ad dollars received from a vendor or manufacturer; a certain percentage of purchases allowed for co-op ad performance.

Accrual Period: A specific period of time during which the retailer earns cooperative advertising funds.

Buy In: The procedure by which a retailer is required to buy new product a certain amount of product to be eligible to participate in a co-op ad schedule.

Checklist: A list of products within a specific merchandise area known to have co-op program funds.

Claim: The process and form used by the retailer to file for reimbursement for co-op advertising expenditures; sometimes referred to as "proof of performance."

Claim Period: The period of time allowed by the manufacturer to receive the claim in order to be eligible for reimbursement.

Claim Requirements: An outline of exactly what is needed by the manufacturer to qualify and eligible retailer advertiser's claim for co-op reimbursement.

Development Funds: Money over and above the fixed co-op accruals that is available based on a proposal by the dealer to support a promotion or special event. Also known as Key City Money.

Documentation: The material required by the manufacturer's co-op program to be submitted with the claim.

Eligible Media: Media listed in the co-op plan that requires no specific approval.

FTC: Federal Trade Commission is the regulatory agency that oversees the use of co-op advertising.



CO-OP ADVERTISING GLOSSARY

Form of Reimbursement: Means of reimbursement to the advertiser, usually check or credit memo.

Manufacturer Agreement: A contract or agreement between the manufacturer and the dealer used to alert the manufacturer to track the dealer's accruals and to assure that the retailer is aware of all the specifications of the co-op plan.

Participation Percent: Defines the percentage of a specific ad cost that the manufacturer will reimburse.

Performance Date: The last date by which an ad must be published/inserted to qualify for co-op reimbursement.

Performance Period: The time period within which an ad must be published/inserted to qualify for co-op reimbursement.

Prior Approval: A term used in some plans that requires ads to be approved before publication and requires contact with manufacturer's co-op administrator.

Promotional/Display Allowance: A form of co-op funds using the dollars available to retailers for specific performance in merchandising and displaying of the manufacturer's products.

Proof of Performance: Substantiation by retailer that he has followed the requirements of the co-op plan and is therefore entitled to reimbursement.

Reimbursement: The amount a retail advertiser receives from his earned co-op accruals with a given manufacturer to subsidize his advertising costs. Forms of reimbursement include credit memo, check, free goods or merchandise.

Robinson Patman Act: A federal law that is directed at preventing competitive inequalities that come from certain types of discrimination by sellers in interstate commerce.

Sell Through: The movement of products from a manufacturer to a seller to a consumer to achieve reorders and profits, which is the objective of all co-op advertising.