

# PHIFER

## CO-OP ADVERTISING PROGRAM

### Eligible Phifer Products



### Eligible Businesses

Any fabricator, hardware store, home center, building supply dealer, mass merchant, distributor or manufacturer that purchases any of the first-quality Phifer products listed above are eligible.

Phifer will reimburse dealers for their total (net) advertising costs, subject to the limitations outlined herein. A distributor may only use funds not claimed by his dealers.

### Phifer's Limits of Reimbursement

Phifer's portion of reimbursement is limited to 2¢ per square foot on interior sun control fabrics and 3¢ per square foot on exterior sun control fabrics ordered during the calendar year (Jan. 1 – Dec. 31). Please call for BetterVue and Ultravue co-op reimbursement details.

Co-op funds earned in a calendar year should be claimed within that year on expenses incurred in the same calendar year. **Only** if Phifer receives a **written request** (by December 31) can co-op funds be rolled over to the following year. Requests for reimbursement for funds permitted to be rolled over must be received in-house by March 31 or **forfeited**.

### General Qualifications

To qualify for reimbursement, your ad must:

1. Feature an eligible product (listed above).
2. Feature the logo and name prominently.
3. Make no claims Phifer doesn't make in its own advertising or specifications.
4. Include a brief description of the features and benefits of the product(s).
5. Include no production costs or agency fees.
6. Comply with the following requirements for specific media.

### Newspaper & Magazine Ads

1. Ad space must be a minimum of four column inches.
2. Publications qualify for this program, providing they:
  - are distributed in the principle trading areas served by the dealer.
  - qualify for a second-class mailing permit.
  - publish rates and circulation figures which can be verified through independent audit.
3. All claims for reimbursement must be received within 60 days of the ad publication date.
4. To receive payment, submit a publication invoice in addition to the entire page on which the ad ran. If the same ad runs more than once, you must include separate tear sheets for each time the ad is run.
5. Co-op for ads featuring several products will be divided equally among those products. In order to qualify, all ads must feature the product logos.

### Example of an acceptable ad:



Phifer  
**SunTex®90**  
DESIGN

### INSTANT RELIEF FROM THE SUN'S HEAT

Blocks up to 90% of solar heat and glare. Replaces regular insect screening on your windows and doors. Save energy! Reduce glare and fading!

WINDOWS • DOORS  
PATIOS • SKYLIGHTS

Contact

**YOUR NAME HERE**

## **Radio & TV Ads**

1. Only spot commercials qualify. Program sponsorships do not.
2. If dealers do not use Phifer-supplied scripts, spot copy and/or storyboards must be submitted in advance for approval.
3. To receive payment, send a notarized Certificate of Performance, station invoice, and a notarized script of the spots that ran. Claim for reimbursement must be received within 60 days of date(s) the ad is aired. The ANA/RAB documentation must be on the script itself.

Phifer offers 30 and 60-second radio and TV scripts. For more information, call the Advertising Department.

## **Signage & Outdoor**

Claims for billboard reimbursement should use the Outdoor Advertising Association of America Proof of Performance including the following:

1. A photograph of the signage or billboard.
2. An invoice showing dates, locations and costs.

**Advance approval of signage/billboard layout is required.**

## **Yellow Pages**

Display advertising and space listings in the Yellow Pages qualify for co-op assistance. If Phifer-supplied Yellow Pages art is used, ads qualify for 100% co-op, subject to earned funds available.

Co-op for Yellow Pages featuring several products will be divided equally among those products. In order to qualify, all ads must feature the product logos. For 100% allowance, ads larger than 1/4-column must feature both the logo and installation illustration. To claim Yellow Pages, submit Yellow Pages invoice (verifying cost) and tear sheet for each ad claimed.



## **Alternate Media**

If participants cannot in a practical way take advantage of this program, they may choose to advertise through home sales circulars, mall shows, fairs, catalogs and direct mail pieces distributed through the mail and other methods.

**Alternate media must have advance approval by Phifer's Advertising Department.** A request for

approval should include the method of distribution, size of the ad, printing costs and planned use of color. Information on reimbursement procedures will be given at the time the proposed advertising is approved. Photographs are acceptable proof for non-tangible promotions, such as home shows, magnetic signs, etc. Promotional gift items and trade show participation will only be paid at 50 percent of the cost based on available co-op.

### **Request for Reimbursement Checklist**

#### **You must submit:**

**Send copies of original invoices** - in order by date or invoice number from local distributor verifying purchase of the following Phifer products: SunScreen, SunTex 80, SunTex 90, SunTex 90 Design, Solar Insect Screening, Tuffscreen, PetScreen, Super Solar Screening, Super Solar Screening+, SheerWeave, BetterVue, or UltraVue.

**Advertising Invoice(s)** - indicating media used, date of advertisement, cost of advertisement

**Proof of Advertising** - prominently featuring Phifer logo(s) and/or product information

**All paperwork must be legible**

**Requests for reimbursement should be made to: Melanie Walker, Advertising and Sales Promotions Manager, Phifer Incorporated, P.O. Box 1700, Tuscaloosa, Alabama 35403-1700.**

Reimbursement will be made by check or credit memo. **Please allow eight weeks for processing.** All ads must run no later than December 31 to be considered for the current calendar year.

Advertising materials, i.e., reproduction proofs, glossy photos, slides, TV and radio scripts, logos and artwork on CD are available upon request. For immediate assistance with our co-op program, call toll free 1-800-633-5955.

### **Program Termination**

Phifer Incorporated reserves the right to cancel or amend this program at any time.



**PHIFER**  
INCORPORATED

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