

Wouldn't it be great if somebody

ELSE

picked up the cost of your advertising?

Meet CO-OP



Every year manufacturers set money aside for retailers to promote brands locally. That's called cooperative advertising. If you don't use that money, your competitors will!

💰 While \$65 billion in co-op funds are available nationwide annually, much of that goes unspent because retailers don't know to ask about it or don't want to be bothered with the details.

💰 That's where the Daily Herald steps in to lend a helping hand.

💰 Don't lose out.

How we can help

The Daily Herald will research what co-op dollars you have available, maximize your potential advertising revenue and provide the documentation you need to submit claims to the manufacturer for reimbursement.

We will provide details about the manufacturers in your business category who offer co-op plans. We'll see how much money each of those businesses have set aside for your use, then we'll create spec ads for your review that meet the manufacturers' requirements.

Let's get started

From you, the Daily Herald will need a list of the top manufacturers you work with by volume purchased and the corresponding vendor number – then we'll do the rest.

As your partner, we will handle the research for you and help customize a creative marketing campaign encompassing all products in the Daily Herald while getting all or a portion of the ad cost covered by the manufacturer.

Who benefits

Manufacturers are able to brand their product locally by selling more product. Retailers benefit by association with a national brand – and driving more traffic to their store.

Co-op Approval

To Whom It May Concern:

This letter is to authorize The Daily Herald and/or ReCAS, a division of MultiAd Services, Inc. of Peoria, Ill., to research cooperative advertising funds and available ad materials for use by my company.

Please release any cooperative advertising information, including accrual balances, to the representative that calls you.

Thank you for your time and assistance.

AUTHORIZED BY

TITLE

ADVERTISER/CLIENT NAME

ADVERTISER/CLIENT ADDRESS

CITY

STATE

ZIP

EMAIL

Please send fax to
Cathi Edman
Co-op Advertising Specialist
847.806.5450

Co-op Request Form

ADVERTISER/CLIENT

PHONE

ADVERTISER/CLIENT CONTACT

EMAIL

ADDRESS

Manufacturers

1

MANUFACTURER OR VENDOR NAME

PRODUCT NAME

MANUFACTURER OR VENDOR NUMBER

SUPPLIER CONTACT NAME

CONTACT TELEPHONE NUMBER

2

MANUFACTURER OR VENDOR NAME

PRODUCT NAME

MANUFACTURER OR VENDOR NUMBER

SUPPLIER CONTACT NAME

CONTACT TELEPHONE NUMBER

3

MANUFACTURER OR VENDOR NAME

PRODUCT NAME

MANUFACTURER OR VENDOR NUMBER

SUPPLIER CONTACT NAME

CONTACT TELEPHONE NUMBER

4

MANUFACTURER OR VENDOR NAME

PRODUCT NAME

MANUFACTURER OR VENDOR NUMBER

SUPPLIER CONTACT NAME

CONTACT TELEPHONE NUMBER

To discover what co-op dollars are available to you
just fill out this form and fax it to
Cathi Edman at 847.806.5450