



## Co-op Advertising Program Design & Management

How can a manufacturer double the media dollars spent promoting their products or services? Many manufacturers decide that a co-op advertising program is the answer, where retailers are encouraged to advertise within agreed-upon standards, for which their media costs will be partially reimbursed.

Usually the overall goal of co-op advertising programs is to drive incremental prospects into retail locations, resulting in incremental retail sales. We can help you measure the effectiveness of a co-op program directly at retail locations which track "floor traffic," and we can measure effectiveness indirectly by conducting periodic "Purchase Funnel Research," which will measure changes in brand awareness and advertising awareness.

Pied Piper Management Company LLC is an experienced provider of turn-key co-op advertising programs.

### **Why select PPMC to develop and/or administer your co-op advertising program?**

- We know the operation of retailer co-op programs intimately. We have run multiple co-op programs, and we know how to carefully design and operate them to be as painless as possible for both manufacturer and retailer. We also know what not to do.
- Our solution involves an easy to use web application with a powerful database backend. It's exactly the same approach we use on multiple other programs, so we know it well. The advantages are speed of implementation, flexibility with client accounting and IT needs, low cost and a user interface that's simple and easy to use.
- Our clients are able to log-in from any internet connection to view program details such as waiting/pending ads, retailer accounts and budgets and to review and approve special circumstance ads.
- Client retailers can log-in and view budget/allocated funds, can download pre-approved ads, can upload ads for approval, or alternatively can send print, audio or video ads to PPMC via U.S. mail.
- We can develop a new program for you, or assume responsibility for an existing program
  - We have the infrastructure in place to handle questions via phone or email through a unique 800 number and unique email address.
  - We can tailor your program to use your existing retailer reimbursement procedure or provide a new procedure.
  - We have equipment in place to allow high-speed scanning, which allows flexibility for retailers who wish to fax or mail hard-copies for approval instead of uploading them.
  - We have plenty of communications bandwidth available for uploading and downloading advertising materials without delay. Our dedicated co-op servers are located adjacent to the west-coast internet hub in the San Jose area which gives us virtually unlimited bandwidth (up to 10,000 times greater than a T1 line) whenever needed, so that uploading, viewing and downloading advertising for submission or approval is trouble-free.
  - What does all of this mean? Low cost, ease of implementation, ease of use and reliability.
- Last, but certainly not least, we are absolutely committed to delivering the highest quality, highest satisfaction service for client projects. There are no competing priorities.

NEW A B C D E F G H I J K L M N O P Q R S T U V W X Y Z +

**DEALERSHIP DETAIL**

**DEALER ID:** 514 [EDIT](#)  
**DEALER:** [REDACTED]  
**CONTACT:** [REDACTED]  
**PRINCIPAL:** [REDACTED]  
**ADDRESS:** 7122 Negro Falls Blvd  
 Negro Falls, VA 24126  
**MAILING:** 7122 Negro Falls Blvd  
 Negro Falls, VA 24126  
**PHONE:** 703-694-1188  
**FAX:** 703-694-1201  
**EMAIL:** [info@negrofalls.com](mailto:info@negrofalls.com)

**LAST UPDATE:** 12/4/06 7:10A

**NOTES** [New](#)

[12/7/2006 12:50] [\(AD\)](#) NOTE: by System Admin Ad approval amount changed to \$1,738.50.  
 [12/6/2006 17:10] [\(AD\)](#) NOTE: This ad is approved, but as a one-time exception. Co-op guidelines state that eligible advertising can only contain [REDACTED] brands (refer to Item 1.E.). Additionally, this ad contains distressed language (Item 1.F.)and this direct mail is not part of [REDACTED]'s Postcard Program (Item 2.A.). Approval amount is less than 50% due to partial representation of the [REDACTED] brands.  
 [12/6/2006 11:19] [\(AD\)](#) APPROVED: \$5,212.50 by [REDACTED]  
 [12/4/2006 14:35] [\(AD\)](#) DEFERRED: [REDACTED], please review. This is the ad you and I discussed.

[View 1 Ads](#)

**7 RELATED USERS**

- [Bill Buckhead \(ADMIN\)](#)
- [Jim Hill](#)
- [Karen White \(ADMIN\)](#)
- [Miles Stewart \(ADMIN\)](#)
- [Thomas Stewart](#)
- [Trenton Media \(ADMIN\)](#)
- [Tom Hurler](#)

2006

DATE	DESCRIPTION	ACCOUNT CREDIT	ACCOUNT DEBIT	NOTE
07/14/2006	1RF43561072041130	\$500.00		
08/25/2006	1RF21444172041786	\$500.00		
08/25/2006	1RF21444572041886	\$500.00		
08/25/2006	1RF21444X72041964	\$500.00		
08/25/2006	1RF42464172041984	\$500.00		
08/25/2006	1RF42464172042004	\$500.00		
08/25/2006	1RF42464772042007	\$500.00		
08/25/2006	1RF42464X72041997	\$500.00		
08/30/2006	1RF42464472042126	\$500.00		
08/31/2006	1RF42454872042146	\$500.00		
09/19/2006	1RF13551471041724	\$500.00		
09/27/2006	1RF33561671041960	\$500.00		
10/18/2006	1RF42454X72042407	\$500.00		
10/23/2006	1RF33561171042594	\$500.00		
11/16/2006	1RF42464672043052	\$500.00		
11/20/2006	1RF42464372043090	\$500.00		

\*CREDIT PENDING ON DEALERSHIP MEETING QUARTERLY INVENTORY REQUIREMENTS.

2006 Calendar Year
<b>TOTAL CREDITS</b> \$8,000.00
<b>TOTAL REIMBURSEMENTS</b> \$0.00
<b>APPROVALS WITH PAYMENT PENDING</b> \$1,738.50
<b>AVAILABLE CO-OP CREDIT</b> \$8,000.00