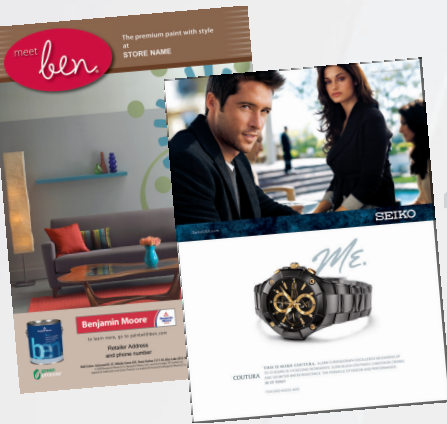


4 simple steps to increase ad revenue.

1 Do the Research—Co-op Advertising Is Everywhere

- Identify businesses with co-op sales potential—use leads and targeting ideas from Recas, identify brand name products in your local stores, look up brands in the Recas co-op database, etc.
- Ask the retailer how much and from where they buy their product(s).
- Look up the co-op plan information.



2 Incorporate Brand Names into Your Retailers' Ads—Spec Ads Close More Sales

- Use manufacturer-created ads, elements or logos as a visual sales tool, demonstrating how brand name products will be promoted.
- Create a dynamic ad schedule that uses all available co-op funds, along with the advertiser's normal advertising budget—may include the use of multiple brands over the course of the campaign.

3 Get Advertising Approval—Finalize the Details

- Ensure the retailer has full buy-in and approves the ad campaign.
- Verify the ad specifications are met to the manufacturer's standards and the funds are available.
- Get the manufacturer/co-op plan administrator's approval.

4 Produce Co-op Claim Documentation—Ensure Retailer Reimbursement

- Provide proof of performance documentation, which usually includes a Recas-generated co-op invoice, media invoice and tearsheet(s)—check the co-op plan for complete performance requirements.
- Submit documentation directly to the claim address or provide it to the retailer to submit themselves.
- Create internal documentation of the campaign details so it can be built upon for continued co-op success next month, next quarter or next year.

