

## CO-OP ADVERTISING PROGRAM

Aetrex, Inc. is proud to present the Co-Op Advertising Program. The function of the program is to provide Aetrex customers the tools to advertise and co-brand their store with Aetrex and receive a company credit as reimbursement.

### PROGRAM OVERVIEW

Aetrex customers are eligible for Co-Op dollars totaling 2% of their net purchases from the previous year. When you submit pre-approved, co-branded advertisements, Aetrex will credit your balance sheet with up to 50%\* of the cost of the ad, not to exceed the amount of Co-Op dollars available.

\*percentage based on the amount of space dedicated to Aetrex

All advertising must run between the period of January 1<sup>st</sup> to December 31<sup>st</sup> of the current year. These Co-Op funds will expire on December 31<sup>st</sup> of each year. For example, Co-Op accrued from 2021 net purchases will expire on December 31<sup>st</sup> of 2022.

Approved claims will receive a credit, which will be applied to your Aetrex balance sheet.

### ELIGIBILITY

In order to participate in the program, the retailer must be an active Aetrex account in good standing at the time the cooperative advertising reimbursement claim is submitted for payment. *All advertising must be pre-approved to be considered for reimbursement.*

Advertisements must comply with Aetrex MAP Policy. All Aetrex branded products qualify for Co-Op credit.

For a detailed list of eligible media/advertising see [Eligible Media/Advertising Requirements](#) below.

## NOT ELIGIBLE FOR CO-OP REIMBURSEMENT

Advertising agency fees, program sponsorships, Yellow Pages, ads with non-qualifying merchandise and search engine marketing through sites such as Yahoo/Bing, Google and the like are not eligible for Co-Op reimbursement. Postage charges cannot be submitted for Co-Op reimbursement.

## SUBMISSION PROCESS

Part 1 - Request pre-approval for Co-Op ad:

Complete the online Co-Op Request form by submitting a copy of the proposed advertising. Qualified advertising includes; digital, print, newspaper, magazine, catalog, postcards, billboard, broadcast television and radio. (Submit Online Link)

Part 2 – Submit claims after ad has been pre-approved and ad has run:

1. Complete the online [Co-Op Request Form](https://irle3andv1z.typeform.com/to/wuuJiQQc) by attaching copies of invoices and ads that have run. <https://irle3andv1z.typeform.com/to/wuuJiQQc>
2. Allow 3 weeks to process your Co-Op credit.

## ELIGIBLE MEDIA/ ADVERTISING REQUIREMENTS

### DIGITAL

All digital advertising must be pre-approved by the Aetrex Marketing Department to guarantee reimbursement. If seeking reimbursement for digital advertising the ad MUST do ALL of the following:

- Be Geo-Targeted to a specific store/location
- The CTA must drive traffic to shop in store or to the customer's website

Digital advertising includes social media advertising such as Facebook, Twitter, Pinterest and any other social media platform, as well as display advertising online that may include banner ads, flash, video and text messaging. *Search engine marketing through search engines such as Yahoo/Bing, Google and the like are NOT eligible to receive Co-Op reimbursement.* Ad copy and or display art must include at least one

Aetrex mention (ad copy) or creative (product or lifestyle image) and needs to be pre-approved ahead of time.

To obtain logo, product artwork or lifestyle images, please visit our NuOrder home page or email [coremarketing@aetrex.com](mailto:coremarketing@aetrex.com) to contact the Aetrex Marketing Department. A copy of the artwork/copy must be submitted along with the media invoice for each campaign showing the run dates, source/medium, cost per ad and total cost.

### PRINT ADVERTISING

Aetrex qualifying merchandise, together with the current Aetrex logo, must be illustrated in all print materials.

### NEWSPAPER

All Daily, Sunday and Weekly newspapers with verified, audited circulation qualify for this program. In multiple product ads, Aetrex will pay for its pro-rata share if the total space used, including header and store ID.

Newspaper Claims: Must include a full page tear sheet of each ad showing the newspaper name, date and net rate paid for the advertisement.

### MAGAZINE

Local or regional editions of national magazines or quality local or regional publications are eligible for co-op. Please submit your magazine plans, ad copy, layout and insertion costs in advance to the Aetrex for prior approval.

Magazine Claims: Must include a complete copy of the magazine (indexed to show Aetrex ad) and a media invoice for the space showing the net rate.

### CATALOG

Prior to printing, all catalog advertising requires review and written approval from the Aetrex Marketing Department for copy, layout, printing estimates and number of copies to be circulated. Credit will be determined by Aetrex's pro-rata share of the cost based

on the amount of space devoted to Aetrex. For example, if an 8-page catalog costs \$40 per thousand and contains one page featuring Aetrex, the proportionate space subject to co-op would be 1/8 of the cost (\$5 per thousand). Aetrex would participate to the extent of 50% of \$5 per thousand within the limits of the advertising accrual fund.

Catalog Claims: Must include a complete copy of the catalog (indexed to show Aetrex ad) and the printer invoice that includes the total production costs.

### POSTCARDS

All artwork must be pre-approved by the Aetrex Marketing Department to guarantee reimbursement. Postage charges cannot be submitted for co-op reimbursement. To obtain logo and product artwork, please visit NuOrder or contact the Aetrex Marketing Department at [coremarketing@aetrex.com](mailto:coremarketing@aetrex.com).

Postcard Claims: Must include a sample of the postcard and any invoices associated with the production of the postcard.

### BILLBOARD

Aetrex can provide you with images that can be used to produce billboard paper or vinyl. To obtain logo and product artwork, please visit [www.aetrex.com/literature](http://www.aetrex.com/literature) or contact the Aetrex Marketing Department. All billboard advertising must be pre-approved by the Aetrex Marketing Department.

Billboards Claims: Must include a picture of the posted billboard, a location list and an invoice from the outdoor company. The invoice should show the number of regular and/or illuminated billboards, the cost per billboard, total cost and the time period posted. Both the location list and the invoice should include the identity of the billboard that was posted.

### BROADCAST ADVERTISING

All FCC licensed and cable TV stations are eligible in this program.

## TELEVISION

All television commercials must be pre-approved by the Aetrex Marketing Department. Aetrex must be mentioned twice, there must be a shot of Aetrex footwear, orthotics, and/or technology that lasts at least 2 – 3 seconds.

Television Claims: A copy of each script broadcast, each bearing the appropriate, notarized ANA documentation must be submitted/ ANA/ TVB (television) and ANA/ CAB (cable television) documentation must be filled out and signed by the station management. Additionally, you must include a media invoice for each station on which you advertise, showing the length of the spot, the spot ID, number of Aetrex spots, cost per spot and total cost.

## RADIO

All radio advertising must be pre-approved by the Aetrex Marketing Department. In 30 second spots, there must be at least three (3) Aetrex product mentions. In 60 second spots, at least (4) Aetrex product mentions must be made.

Radio Claims: A copy of each script broadcast, each bearing the appropriate, notarized ANA documentation must be submitted. ANA/ RAB (radio) documentation must be filled out and signed by the station management. Stations have this documentation. Additionally, you must include a media invoice for each station on which you advertise, showing the length of the spot, the spot ID, number of Aetrex spots, cost per spot and total cost.

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Thank you for taking part in the Aetrex Co-Op Advertising Program.