

Coop Advertising Guidelines



Print Advertising Requirements

Advertising Specifications

1. Logo must be illustrated and featured prominently.
2. Multiple manufacturers will be prorated.
3. Non-traditional forms of advertising (catalogs, flyers, etc.) require prior approval.

Claim Requirements

1. Copy of Paid media invoice.
 2. Full page tear sheet.
 3. Reimbursement Form completed.
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Radio/TV Advertising Requirements

Advertising Specifications

1. Kozy Heat must be mentioned a minimum of 3 times in any radio or TV ad.
2. Multiple manufacturers will be prorated.

Claim Requirements

1. Notarized affidavit of performance.
 2. Copy of script as aired.
 3. Copy of Paid media invoice.
 4. Reimbursement Form completed.
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Promotional & Miscellaneous Advertising Requirements

Advertising Specifications

1. All promotional items must contain Kozy Heat's logo.

Claim Requirements

1. Photo of any billboard.
2. Copy of Show-space Rental Agreement.
3. Drawing of detailed Booth Layout.
4. Copy of Paid invoice.
5. Reimbursement Form Completed.