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## Media Co-Op Program Information

Email: [mediacoop@namesandnumbers.com](mailto:mediacoop@namesandnumbers.com)

Phone: 620-231-4000 Fax: (620) 231-3648

P.O. Box 1479 Pittsburg, KS 66762

**Program Information Also Available At:**

**[www.namesandnumbers.com](http://www.namesandnumbers.com)**

*(Media Co-Op Link)*



## WHAT IS COOPERATIVE ADVERTISING?

Co-Op Advertising is a cooperative effort to build a partnership between Names and Numbers and retailers, creating an effective way for both parties to advertise their business. Retailers and service providers that participate in co-op advertising enjoy the benefit of increased marketing funds to advertise their business, while the company offering the program also benefits through increased local exposure.

## WHY USE COOPERATIVE ADVERTISING?

By adding a Names and Numbers audio announcement or logo\* to your business' advertisements (other than your yellow page advertisement), Names and Numbers will reimburse a portion of those advertising costs to eligible customers.\*\*

This simple addition not only offers your business increased advertising funds, but it also gives you more local exposure to your current and potential customers. By referring customers to your yellow page advertisement, you are also able to effectively communicate important business information, thus leading to an increased customer base.

In turn, Names and Numbers will continue to gain exposure and increase the amount of people using our phone books. Our Media Co-Op Program offers a circle of opportunities for all parties involved. This program was designed to ultimately increase your business by providing you with the necessary tools and information you will need to effectively use the funds available through our program.

## MEDIA CO-OP PROGRAM ELIGIBILITY

New Media Co-Op program participants of Names and Numbers are required to invest a minimum of \$2000 in Names and Numbers advertising to be eligible for the Media Co-Op program. The minimum investment can be met in one phone book or a combination of Names and Numbers phone books. The same or increased annual investment level is required to maintain program eligibility.

No other directory publishing company logos, names, photos, etc. can be mentioned in the participating advertisement in order to qualify for reimbursement. Customers advertising in Names and Numbers products and services are not eligible for Media Co-Op reimbursement.

\* Depending on the type of media.

\*\*Must follow the Rules and Regulations in order to receive a reimbursement.



## HOW DO I GET REIMBURSED?

- Simply by incorporating our approved audio announcement (radio and television) or approved logo (for print) in your advertisements -other than Yellow Pages, Names and Numbers will reimburse eligible customers up to 30% of the total annual dollars they invest with us in their Names and Numbers Yellow Page advertising.
- With each Media Co-Op submission, 15 percent of your paid advertising total is reimbursed to you. Co-Op funds are available for current distributed phone book(s). When next year's phone books are distributed, the new phone books' funds are available for use.

### **Each Media Co-Op Submission Must Include The Following For Processing:**

- Completed Names and Numbers Media Co-Op Claim Form (on pg. 7)
- Proof of Advertising Schedule
- Proof of All Advertisements (CD, Actual Advertisement-Tear Sheet(s), Certified Script, etc.)
- Copy of Paid Invoice(s)

### **Reimbursements Are Made One Of Two Ways - Depending Your Account:**

- If you have a zero balance with Names and Numbers:  
A refund check will be issued typically 90 days after processing your submission
- If you have a balance on your Names and Numbers account:  
A credit will be issued to your account typically 90 days after processing your submission  
  
(Media Co-Op funds cannot be applied to your monthly payment to Names and Numbers.  
You need to continue to make your monthly payment to Names and Numbers. The credit will be applied  
reducing the actual number of total monthly payments.)
- For timely processing, we recommend co-op claims be submitted on a monthly basis.
- Names and Numbers reserves the right to refuse reimbursement if the appropriate information is not submitted according to program eligibility. This includes misused or missing logos, audio announcement, etc. in accordance with our guidelines.
- Our Media Co-Op program was designed to increase your business by providing additional advertising value through a mutual advertising partnership. If you have any questions regarding our Media Co-Op Program, we recommend you contact our office Monday through Friday 8am to 5pm (CST) or email [mediacoop@namesandnumbers.com](mailto:mediacoop@namesandnumbers.com).



## EXAMPLE OF MEDIA CO-OP PROCEDURE

- Yellow Page advertising dollars invested with Names and Numbers (One phone book or combination of phone books) **\$2000**
- Advertiser Qualifies for \$600 in Media Co-Op Funds (30% of Names and Numbers investment - E.g.  $\$2000 \times .30 = \$600$ ) **\$600**
- Advertiser submits paid invoices from other media sources using approved Names and Numbers logo (and/or) commercial announcement. (Advertiser submits copies of total paid invoices (\$1500), proof of advertisement and completed Names and Numbers Media Co-Op Claim Form.) **\$1500**
- Total amount Names and Numbers reimburses eligible advertiser (15% of total dollars spent on other advertising - E.g.  $\$1500 \times .15 = \$225$ ) **\$225**
- Media Co-Op funds available to customer after example reimbursement (\$600 total co-op available - \$225 co-op funds refunded/credited = \$375) **\$375**

## WHEN CAN I START USING MY CO-OP FUNDS?

- First time Media Co-Op advertisers can use co-op funds when the phone book featuring their ad is published.
- Returning Media Co-Op advertisers who continue the same level or increase their level of advertising with Names and Numbers may utilize their co-op funds after their new contract is signed.
- Media Co-Op funds are available until the next year's book is distributed.



## RULES & REGULATIONS - SUBMISSION REQUIREMENTS

To qualify for Media Co-Op funds, Names and Numbers advertiser must include an approved Names and Numbers audio announcement in all radio and television advertising. All print advertising must contain an approved Names and Numbers logo (Names and Numbers cannot be written out).

***See page 6 for approved audio announcements and logos***

Each co-op claim submission must include the following:

### **RADIO:**

- Approved Names and Numbers audio announcement (as read by announcer).
- Copy of all advertisements:  
CD/MP3 (or) copy of radio station CERTIFIED script as read by the announcer.
- Proof of advertising schedule:  
Commercial schedule (traffic log) as provided by the radio station.
- \* A copy of the paid invoice from the radio station.
- Completed Media Co-Op Claim Form (see page 7).

### **TELEVISION:**

- Approved Names and Numbers audio announcement (as read by announcer).
- Approved Names and Numbers logo placed on the screen is optional.  
(Names and Numbers cannot be written out).
- \* Proof of advertising schedule:  
Commercial schedule (traffic log) as provided by the television station or cable system.
- Proof of advertisement:  
DVD/VHS (or) copy of television station CERTIFIED script as read by the announcer.
- \* A copy of the paid invoice from the television station or cable system.
- \* Completed Media Co-Op Claim Form (see page 7).

*(continued on page 5)*



## **RULES & REGULATIONS - SUBMISSION REQUIREMENTS**

(Continued)

### **PRINT:**

- Approved Names and Numbers logo. Names and Numbers logo must appear at least 25% in size when compared to the advertising business (for approved logos, see page 6).
- \* Proof of advertising schedule:  
Advertising schedule as provided by the newspaper, magazine or printed periodical.
- Proof of advertisement:  
All actual advertisement(s) or tear sheet(s). Digital copies must be pre-approved prior to submission for program eligibility.
- \* A copy of the paid invoice.
- \* Completed Media Co-Op Claim Form (see page 7).

### **BILLBOARD - SIGNAGE:**

- Approved Names and Numbers logo. Names and Numbers logo must appear at least 25% in size when compared to the advertising business (for approved logos, see page 6).
- \* Proof of advertising schedule:  
Advertising schedule as provided by the billboard company. Signage other than billboards requires pre-approval for program eligibility.
- Proof of advertisement:  
Digital file or photo of actual billboard (or sign). Faxed images or copies are not allowed.
- \* A copy of the paid invoice.
- \* Completed Media Co-Op Claim Form (see page 7).

### **ELECTRONIC - INTERNET:**

- Internet, social media, email and other associated electronic media are not eligible for Media Co-Op reimbursement.

*Media other than those outlined herein requires pre-approval from Media Co-Op Specialist, for program eligibility. It is the advertiser's responsibility to submit all required documents. Customers advertising in Names and Numbers products and services are not eligible for Media Co-Op reimbursement.*



# Names and Numbers®

*Five Star Media*

## APPROVED AUDIO ANNOUNCEMENTS

- Find us fast in Names and Numbers.
- Find us fast in Names and Numbers, the phone book my customers use.
- Find us fast on page \_\_\_\_\_ in Names and Numbers.
- Find us fast in Names and Numbers. Your 5 Star Phone Book.
- Find us fast in Names and Numbers. The easy to use phone book.
- Find us fast under \_\_\_\_\_ (section) in Names and Numbers.
- Find us fast in Names and Numbers... the local phone book of \_\_\_\_\_.
- For more information, find us fast in Names and Numbers.
- For more information, find us fast on page \_\_\_\_\_ in Names and Numbers

## APPROVED LOGOS

Find Us *FAST* In  
**Names  
and  
Numbers®**  
★★★★★ *Five Star Media*

Find Us *FAST* In  
**Names  
and  
Numbers®**  
★★★★★ *Five Star Media*  
On Page \_\_\_\_\_

Find Us *FAST* In  
**Names  
and  
Numbers®**  
★★★★★ *Five Star Media*  
(city) \_\_\_\_\_ local phone book

Find Us *FAST* In  
**Names  
and  
Numbers®**  
★★★★★ *Five Star Media*  
For More Information

Find Us *FAST* In  
**Names  
and  
Numbers®**  
★★★★★ *Five Star Media*  
The Easy to Use Phone Book

Find Us *FAST* In  
**Names  
and  
Numbers®**  
★★★★★  
*Five Star Media*

## NOT APPROVED EXAMPLES

**Names and Numbers®**  
★★★★★ *Five Star Media*

(anything typed out)  
Names and Numbers

## MEDIA CO-OP SUBMISSION FORM & CHECKLIST

**Thank you** for submitting your reimbursement request. Before submitting your request, please complete the form below. Incomplete submissions may result in delay, or possible denial, of your reimbursement request.



Name of Media\*

Invoice(s) Total

\$

Account Name

*\*Please use one Submission Form with each Media used*

Mailing Address

Schedule of Run Dates (Month & Year)

City  St  Zip

Contact  Phone#

Questions? - Please call 620-231-4000 & ask for Media Co-op  
Or, email at [mediacoop@namesandnumbers.com](mailto:mediacoop@namesandnumbers.com)

Email  Fax#

Please Check

### COMPLETE APPROPRIATE CHECKLIST FOR SUBMITTED MEDIA\*

YES (N/A)

Internal Use Only

☐
☐

1. Media/Advertiser Monthly Invoices (Must Accompany All Requests)

#### Radio - Television Submissions

☐
☐

2. Schedule/Contract with Media

☐
☐

3. Affidavit (Certified Document) of Script & Tagline Content\*\*

☐
☐

3a. Or, DVD of Commercial(s)\*\*

#### Newspaper & Print Submissions

☐
☐

4. Actual Tear Sheets\*\* (Complete Page) - Including Ad

#### Billboard Submissions

☐
☐

5. Submitted Proof of Pre-Approved Design Layout

☐
☐

6. Actual Photo of Billboard (Digital photos may be emailed)

#### Direct Mail & Other Submissions

☐
☐

7. Submitted Proof of Pre-Approved Piece

☐
☐

8. Certified Postal / Postage Invoice (Direct Mail)

\*\* (Reference Rules & Regulations)

Internal Use Only

Remit Request To: Names and Numbers • c/o Media Co-Op • P.O. Box 1479 • Pittsburg, KS • 66762

FAX (620) 231-3648