

# 2020 Co-Op Claim Form



## 2020 CO-OP ADVERTISING CLAIM

All balances must be current with EP Henry to get Co-Op reimbursements.

Business Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone # \_\_\_\_\_ Fax # \_\_\_\_\_  
 Submitted By \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

Media Name	Ad Date	Ad Size	Rate	Net Media Cost	Office Use Only
You must run and spend your Co-Op allowance by December 31, 2020.				TOTAL	

### REQUIRED DOCUMENTATION

PLEASE FORWARD THE APPROPRIATE PROOF OF PERFORMANCE AS INDICATED UNDER THE FOLLOWING CATEGORIES:

#### ONLINE

- Search engine marketing (SEM, keyword search, pay-per-click) – invoice from SEM provider showing the clicks, costs and search engine backup by keyword
- Search engine optimization (SEO) programs – invoice from SEO provider showing keywords optimized, costs and monthly page ranking by keyword
- Social media sponsored posts on Facebook – supply an export or screen shots from Facebook and Facebook Billing screen.

#### MAGAZINES

- Complete copy of magazine or digital copy via email
- Invoice from magazine showing date of ad and total net cost

#### NEWSPAPER

- Full page tearsheet with date line showing the newspaper name and date for each ad claimed
- Newspaper invoice showing net space cost

#### NEWSPAPER INSERT

- Complete copy of insert
- Printing invoice
- Publisher's invoice(s) showing net insertion charges

#### DIRECT MAIL

- Complete copy of mailer
- Net printing invoice
- Post office mailing receipts or other proof of distribution

#### TV COMMERCIALS

- Videotape or DVD of the spot
- Invoice and notarized affidavit of performance from the station

#### RADIO COMMERCIALS

- Copy of the script
- Invoice and notarized affidavit of performance from the station

#### SHOWS & EVENTS

- Photograph of the exhibit shown in the rented booth space
- Invoice for booth space only

#### APPAREL

- Invoice for merchandise with description of products purchased from the EP Henry authorized vendor, Signature Specialties

#### OUTDOOR

- Photograph of billboard, poster, etc., including location
- Net invoice

All claims for the year must be submitted by January 31, 2021. Payment will be made within 30 days.

If you are an Exclusive Distributor making a claim for a co-branded ad with your contractor, follow the instructions above. Reimbursement will be made to you.

To submit a claim, fill out the form completely and submit it with all required documentation. Claims without a completed form will be returned. Make a copy of the completed form for your records and mail the form with all supporting documentation to:

**EP Henry Co-Op Program**  
 261 Old York Rd, Suite 923 • Jenkintown, PA 19046  
 Telephone: 215/635-1000 ext.213 • Fax: 215/635-6542 • e-mail: Lthomas@mitchres.com

**If you have questions, call the EP Henry Co-Op Help Desk: 215/635-1000 ext. 213**  
 9:00am-4:30pm, Monday-Friday