R.D. HENRY & CO.

CO-OP ADVERTISING CLAIM FORM

3738 South Norman St., Wichita, KS | USA | 67215 | P ••••316.529.3431 | F ••••316.529.1738 | W •••• RDHenry.com

Dealer ID _____ Date _____

Dealership _____

Your Name _____

R.D. HENRY & CO. CO-OP ADVERTISING POLICY

R.D. Henry & CO. will reimburse up to 1/2 of 1% of net sales invoiced and paid for each quarter. Claims are subject to the guidelines below. Quarters begin January 1st, April 1st, July 1st and October 1st.

☐ **PRINT - MAGAZINE / NEWSPAPER**

A full-page tear sheet showing the publication name and date must be submitted for approval. If the same ad runs more than one time, you only need to submit one tear sheet per request as long as the invoice clearly states the days the ad ran. A legible copy of the paid invoice for the ad(s) must be submitted.

☐ **ONLINE - BANNER ADS / SOCIAL MEDIA(PAID) / HOUZZ / ETC.**

A legible copy of the paid invoice for the ad(s) must be submitted along with a screen shot of the online ad.

☐ **SAMPLE DOOR / SALES AIDS**

We will reimburse up to 25% of your total order on sales aids (sample doors, color blocks, etc.). A legible copy of the paid invoice showing the net amount of the sales aid(s) and the dates it was purchased must be submitted.

☐ **PHOTOGRAPHY**

A legible copy of the paid invoice for the photography must be submitted with high quality photo files and release forms.

☐ **BROADCAST (TV, RADIO)**

A legible copy of the paid invoice showing the net amount of the ad(s) and the dates and times it aired must be submitted. A digital copy of the ad must be submitted.

☐ **DIRECT MAIL**

A copy of the direct mail piece, a copy of the paid invoice for printing, postage costs, and certification of mailing, showing quantity, date and type of mail must be submitted. Production charges (layout, artwork, etc.) are not eligible.

☐ **BILLBOARD / VEHICLE WRAP**

A photo of the billboard or vehicle wrap and legible copy of the paid invoice showing the installation date must be submitted.

☐ **OPEN HOUSE / IN-HOUSE PROMOTION / HOME SHOW**

Documentation must include: photographs of the event or RDH representation, photographs of your display, copy of paid invoices for event items. Expenses for staffing, entertainment, food and beverages are not eligible.

REIMBURSEMENT INSTRUCTIONS:
Mail/email/fax completed copy and requested materials to:

R.D. HENRY & CO.
Attn: Sales & Marketing Department
3738 S. Norman, Wichita, KS 67215

Phone: (316) 529-3431; ext. 161
Fax: (316) 529-1738
Email: marketing@rdhenry.com

OFFICE USE ONLY	CO-OP AVAILABLE _____	CO-OP USED _____	CO-OP REMAINING _____