

# Co-op Advertising Program

## FAQs

### What is co-op advertising?

Co-op advertising are funds earned through purchases made from participating vendors. These funds are then made available to be used for advertising expenses per the vendor's guidelines.

### How do I get my co-op allowance totals?

You can reach out to Shonda O'Brien (shonda.obrien@doitbest.com or 260-748-5554) for co-op funds balances for vendors managed in-house.

**NOTE:** If you have multiple stores, the totals will be pooled together. All stores have full access to the funds.

### What is the deadline for using co-op funds and submitting claims?

In order to use the fiscal year's co-op funds, the advertising invoices must be dated between July 1 - June 30. You have until August 31 to get them submitted for statement credit reimbursement.

### How do I submit a claim?

Fill out the request for co-op advertising allowance form found on the mydoitbest.com website. You can find the form under Programs & Services > Consumer Marketing > Additional Resources. The claim form will list items that need to be included with the form depending on the type of claim you are submitting.

### Where do I send my claim form and supporting documents?

It is preferred that you email them to **shonda.obrien@doitbest.com**.

If you choose to mail your claim, please send one copy to the address below:

Do it Best Corp.  
Co-op Claims  
P.O. Box 868  
Fort Wayne, IN 46801-0868

Fax - 260-748-5573. Proofs submitted with claims will NOT be returned.

### What if I want to advertise more than one vendor on my item?

The advertising invoice will be split between the number of vendors advertised and then co-op funds assessed accordingly. (i.e. Invoice is \$1000 and two vendors are advertised on an employee t-shirt. The invoice is split between the 2 vendors making the eligible invoice amount \$500. Co-op is then assessed at 50%. \$250 is reimbursed to you through statement credit). Customized circular advertising space is calculated based on the cost of the circular and the number of pages. The eligible advertising space is based on size and space used for participating vendors managed in-house on those pages.

### How do I get the eligible logos to put on my items?

Digital images of the logos can be retrieved through Brandfolder on mydoitbest.com. Go to mydoitbest.com > Programs & Services > Consumer Marketing > Quick Links > Request access/Log in. If you have a log in or once you get it, I highly recommend going to Online Tools and starring Brandfolder. Then you can access it with one click from the home page under My Online Tools.