

## ELIGIBLE PHIFER PRODUCTS



SunScreen<sup>®</sup>  
BY PHIFER

SunTex<sup>®</sup> 80/90  
BY PHIFER

SunTex<sup>®</sup> 95  
BY PHIFER

UltraVue<sup>®</sup>  
BY PHIFER

TuffScreen<sup>®</sup>  
BY PHIFER



SunTex<sup>®</sup> 90  
Design  
BY PHIFER

Solar Insect  
Screening  
BY PHIFER

BetterVue<sup>®</sup>  
BY PHIFER

TuffScreen<sup>®</sup>  
No-See-Um  
BY PHIFER

Super Solar  
Screening  
BY PHIFER

Super Solar  
Screening+  
BY PHIFER

PetScreen<sup>®</sup>  
BY PHIFER

## ELIGIBLE BUSINESSES

Any fabricator, hardware store, home center, building supply dealer, mass merchant, distributor or manufacturer that purchases any of the first-quality Phifer products listed above are eligible. Phifer will reimburse dealers for their total (net) advertising costs, subject to the limitations outlined herein. A distributor may only use funds not claimed by his dealers.

## PHIFER'S LIMITS OF REIMBURSEMENT

Phifer's portion of reimbursement is limited to 2¢ per square foot on interior sun control fabrics (SheerWeave) and 3¢ per square foot on exterior sun control fabrics, PetScreen, TuffScreen and TuffScreen No-See-Um ordered during the calendar year (Jan. 1 – Dec. 31). Please call for BetterVue and UltraVue co-op reimbursement details.

Co-op funds earned in a calendar year should be claimed within the year in which expenses were incurred. **Only** if Phifer receives a **written request** (by December 31) can co-op funds be rolled over to the following year. Requests for reimbursement for funds permitted to be rolled over must be received in-house by March 31 or **forfeited**.

## GENERAL QUALIFICATIONS

To qualify for reimbursement, your ad must:

1. Feature an eligible product (listed above).
2. Feature the logo and name **prominently**.
3. Make no claims Phifer doesn't make in its own advertising or specifications.
4. Include a brief description of the features and benefits of the product(s).
5. Include no production costs or agency fees.
6. Comply with the requirements for specific media. See back of this page.

## REQUEST FOR REIMBURSEMENT CHECKLIST

Request must include the following:

- Send copies of original invoices - in order by date or invoice number** from local distributor verifying purchase of the following Phifer products: SunScreen, SunTex 80, SunTex 90, SunTex 90 Design, SunTex 95, Solar Insect Screening, Super Solar Screening, Super Solar Screening+, SheerWeave, PetScreen, TuffScreen, TuffScreen No-See-Um, BetterVue, or UltraVue. Copies of sales orders and packing lists will not be considered.
- Advertising Invoice(s)** - indicating media used, date of advertisement, cost of advertisement
- Proof of Advertising** - prominently featuring Phifer logo(s) and/or product information
- All paperwork must be legible.**
- Requests for reimbursement should be mailed to:**

**Attn: Advertising Dept – Co-op  
Phifer Incorporated  
P.O. Box 1700  
Tuscaloosa, AL 35403-1700**

*No digital submittals please.*

Reimbursement will be made by check or credit memo. **Please allow eight weeks for processing.** All ads must run no later than December 31 to be considered for the current calendar year.

Advertising materials, i.e., sample layouts, photos, TV and radio scripts, logos and artwork may be available upon request. For immediate assistance with our co-op program, call toll free 1-800-633-5955.

## PROGRAM TERMINATION

Phifer Incorporated reserves the right to cancel or amend this program at any time.

## PRINT ADS

1. Ad space must be a minimum of four column inches.
2. Publications qualify for this program providing they are distributed in the principal trading areas served by the dealer, qualify for a second-class mailing permit, and published rates and circulation figures can be verified via independent audit.
3. All claims for reimbursement must be received within 60 days of the ad publication date.
4. To receive payment, submit a publication invoice in addition to the entire page on which the ad ran. **If the same ad runs more than once, you must include separate tear sheets for each time the ad is run.**
5. Co-op for ads featuring several products will be divided equally among those products. **In order to qualify, all ads must feature the product logos.**

## RADIO & TV ADS

1. Only spot commercials qualify. Program sponsorships do not.
2. To receive payment, send a notarized Certificate of Performance, station invoice and a notarized script of the spots that ran. Claim for reimbursement must be received within 60 days of the date(s) the ad is aired. The ANA/RAB documentation must be on the script itself.

**Spot copy and/or storyboards must be submitted in advance for approval.**

## SIGNAGE & OUTDOOR

Claims for billboard reimbursement should use the Outdoor Advertising Association of America Proof of Performance, including the following:

1. A photograph of the signage or billboard.
2. An invoice showing dates, locations and costs.

**Advance approval of signage/billboard layout is required.**

## YELLOW PAGES

Display advertising and space listings in the Yellow Pages qualify for co-op assistance. If Phifer-supplied Yellow Pages art is used, ads qualify for 100% co-op, subject to earned funds available. Co-op for Yellow Pages featuring several products will be divided equally among those products. **In order to qualify, all ads must feature the product logos.** For 100% allowance, ads larger than 1/4-column must feature both the logo and installation illustration. To claim Yellow Pages, submit a Yellow Pages invoice (verifying cost) and tear sheet for each ad claimed.

## ALTERNATE MEDIA

If participants cannot in a practical way take advantage of this program, they may choose to advertise via other methods such as home sales circulars, mall shows, fairs, catalogs and direct mail pieces.

A request for approval should include the method of distribution, size of the ad, printing costs and planned use of color. Information on reimbursement procedures will be given at the time the proposed advertising is approved. Photographs are acceptable proof for nontangible promotions, such as home shows, magnetic signs, etc. Promotional gift items and trade show participation will only be paid up to 50% max of the cost based on available co-op.

**Alternate media must have advance approval by Phifer's Advertising Department.**



**HEAVY-DUTY SHADING FABRIC**

**SunTex®**  
BY PHIFER

Instant relief of the sun's heat. Blocks up to 80% of solar heat and glare. Replaces regular insect screening on your windows and doors. Save energy! Reduce glare and fading!

**WINDOWS • DOORS  
PATIOS • SKYLIGHTS**

Contact  
**YOUR NAME HERE**

*Example of an acceptable ad*