

ELIGIBLE PHIFER PRODUCTS



SunScreen.
BY PHIFER

SunTex. 80/90
BY PHIFER

SunTex. 95/97
BY PHIFER

PHIFER

SUN CONTROL PRODUCTS

Solar Insect
Screening
BY PHIFER

Super Solar
Screening+
BY PHIFER

PHIFER

INSECT SCREENING

BetterVue.
BY PHIFER

UltraVue. 2
BY PHIFER

PetScreen.
BY PHIFER

TuffScreen.
BY PHIFER

TuffScreen.
No-See-Um
BY PHIFER

ELIGIBLE BUSINESSES

Any business that purchases any of the first-quality Phifer products listed above are eligible. Phifer will reimburse their total (net) advertising costs, subject to the limitations outlined herein.

PHIFER'S LIMITS OF REIMBURSEMENT

Phifer's portion of reimbursement is limited to 2¢ per square foot (18¢ per square yard) on interior sun control fabrics (SheerWeave) and 3¢ per square foot (27¢ per square yard) on exterior sun control fabrics, PetScreen, TuffScreen and TuffScreen No-See-Um ordered during the calendar year (Jan. 1 – Dec. 31). Please call 800-854-9473 for BetterVue and UltraVue 2 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 for a 3-month grace period to submit claims. All claims for reimbursement of funds must be received in-house by March 31. Claims received after April 1 will be denied.

Any "negative" (in the red) balances at year's end will automatically carry forward to the new year.

GENERAL QUALIFICATIONS

To qualify for reimbursement, your ad must:

1. Feature an eligible product (listed above).
2. Feature the current product logo and name **prominently within the ad.**
3. Make no claims Phifer doesn't make in its own advertising or specifications.
4. Include no art production costs or agency fees.
5. Comply with Phifer requirements for specific

REQUEST FOR REIMBURSEMENT CHECKLIST

Request must include the following:

- Copies of original product invoices for non-direct buying customers - in order by date or invoice number** from local distributor verifying purchase of the following Phifer products: SheerWeave, SunScreen, SunTex 80, SunTex 90, SunTex 95, SunTex 97, Solar Insect Screening, Super Solar Screening+, BetterVue, UltraVue 2, PetScreen, TuffScreen or TuffScreen No-See-Um. Copies of sales orders, purchase 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 current Phifer logo(s) and/or product information. See specific ad type for requirements.
- All paperwork must be legible.**
- Requests for reimbursement should be emailed to CoopAdvertising@phifer.com or mailed to:**

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

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 1-800-221-5497.

PROGRAM TERMINATION

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

PRINT ADS

1. Publications qualify for this program providing they are distributed in the principal trading areas served by the dealer.
2. 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.
3. Reimbursement for ads featuring competing products will be pro-rated by the number of competing products.

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.

ALTERNATIVE PROMOTIONS

If participants cannot in a practical way take advantage of this program, they may choose to advertise through alternative promotions via other methods such as home sales circulars, local home shows, fairs, catalogs and direct mail pieces. **Alternative promotions must have advance approval by Phifer's Advertising Dept. Please email CoopAdvertising@phifer.com with your promotion details.**

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 non-tangible 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.

DIGITAL ADVERTISING

Generally, digital advertising campaigns administered by Phifer or a Phifer marketing partner (Examples: localized social media advertising, email blasts or PPC campaigns) are co-op eligible. **All other digital advertising must have advance approval by Phifer's Digital Marketing Department.**

NOTE: In order to qualify, all ads must feature the current Phifer product logos. Current logos can be downloaded from our website at Phifer.com or requested at CoopAdvertising@phifer.com.



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

