



Co-op Advertising Claim Form

Dealer Name: \_\_\_\_\_

OED Dealer #: \_\_\_\_\_

City/State: \_\_\_\_\_

Dealer Claim #: \_\_\_\_\_
(For dealer accounting purposes only; not required.)

Form of Advertising (check appropriate box):

- Print, Direct Mail, Broadcast, Event
Copy of media invoices showing net cost of space, less all discounts, rebates, and production costs.
Full-page tear sheet for each date and edition used.
Copy of original station invoices including commercial length, broadcast date and time of day, and net cost for each spot.
Notarized affidavit and script stating dates and terms.
Copy of invoices showing printing, mailing, and postage costs.
Sample of entire direct mail piece.
Copy of invoices showing food/beverage, rental, and/or trade show booth costs.
Picture of open house or entire trade show booth showing Billy Goat products were present.

Co-op Reimbursement:

Table with 6 columns: Media, Advertising Date, Total Cost of Adv. (A), Billy Goat % (B), Billy Goat Portion of Adv. (A x B), Co-op Credit (OED use only). Includes an example row and a Grand Total row.

Dealer Signature \_\_\_\_\_ Date \_\_\_\_\_

Dealer must mail a copy of all necessary proof of performance along with this completed form within 45 days of the date of the media invoice to:

Outdoor Equipment Distributors, Inc.
Attn: Advertising
PO Box 58494
Raleigh, NC 27658-8494

No Faxed-In Requests Will Be Processed