

CARRIER NORTHEAST CO OP CLAIM FORM

Date _____ Dealer Name _____

Account Number _____

Territory Manager _____

Invoice Amount _____

Co-op amount requested _____

Pre-Approval Tracking # and Code _____

This claim **must** include ALL REQUIRED BACKUP:

- Copy of invoice
- Full page tear sheet, photos, notarized scripts proving creative message that ran.

Attaching your materials via Email or sending by Fax will get your claim processed faster than postal mail!

Email: carriercoop@c-e.com

Fax: 877-234-7542

Or

Mail to:
Campbell-Ewald Trade Marketing
30400 Van Dyke Ave
Warren, MI 48093

CO OP QUESTIONS PLEASE CALL! **Phone 586-753-8665**

IMPORTANT NOTE TO OUR CUSTOMERS:

We are constantly working to improve the co-op process; occasionally, claims are subject to delay.

Always allow for a 9 week turnaround for your co op claim to be reflected *on your account and in your statement*.

Turnaround time from claim submission to the application of a credit to your account is 4 – 9 weeks.

We will always do everything within our control to apply your credit before 9 weeks, but for your own financial planning purposes the safest bet is to **assume the 9 week turnaround**.

Here is how a co-op claim is handled and the built in timelines for each step:

- (1.) You submit a claim to Campbell-Ewald. (We always recommend using email or fax to submit, as regular postal mail adds travel time to the equation.) **(Range: 1 day – 2 weeks)**
- (2.) Campbell-Ewald, our advertising auditing company, receives your claim. They audit the claim/materials and approve or reject **(Range 1-2 weeks)**
- (3.) A list of claims and whether approved or rejected (If rejected return to step 1) is returned to us. If approved, we process the credit. **(Range 2 weeks)**
- (4.) Credits appear on your next billing statement **(Range up to 4 weeks)**

Make sure that **all claims** are properly submitted to Campbell-Ewald, including **all required backup**.

- Completed co-op claim form (THIS DOCUMENT)
- Copy of the applicable invoice from your media vendor, print shop, supplier, etc.
- Required back-up documents including tear sheets, notarized scripts, photos

Be alert to any communication you receive from Campbell-Ewald notifying you that a claim needs additional information to be completed. Your claim **WILL NOT PROCEED** until you respond to these requests from Campbell-Ewald.



CO OP CLAIMING GUIDELINES

Carrier Produced Advertising Co-op Guidelines

- ~ The co-op rate will be as follows: 50% Dealer/50% Carrier on all Carrier produced advertising, including ads produced and placed by Marc USA or used from the Carrier Sales & Marketing Advertising guide or Hudson Ink kit.
- ~ Claims must include a copy of the agency/media invoice and full-page tear sheet (cut-out ads or copies will not be accepted).
- ~ Radio and TV advertising must include notarized affidavits showing running dates and copies of script.
- ~ Agency fees, production costs, handling fees, and tax are not eligible for co-op funds.
- ~ Advertising claims will be processed and a credit will be issued to your account after the correct information is received, providing funds are available.
- ~ No claims for 2012 advertising will be accepted after December 11, 2012.
- ~ You have access to your monthly advertising funds at www.mycarriertoolbox.com

Dealer Produced Advertising Co-op Guidelines

- ~ The co-op rate for all dealer-created advertising will be 60% Dealer/ 40% Carrier.
- ~ If a dealer is using their own artwork, the artwork, script or ad must be submitted for approval via e-mail to carriercoop@c-e.com. They need at least 2 business days to process the approvals.
- ~ The Carrier TTE tagline logo & leaf must appear on all printed material and must be about equal to the size of the dealer signature. Any modifications of the Carrier logo will compromise reimbursement.
- ~ Ads must include the dealer info and Carrier brand only. You are not eligible for co-op if competitive brands logos are placed.
- ~ All advertising submitted for co-op participation (print or broadcast) must have the current registered brand name logo and the "Turn to the Experts" tagline prominently displayed.
- ~ All Carrier promotional items and uniforms must have the current registered brand name logo and the "Turn to the Experts" tagline prominently displayed. The co-op rate for Carrier promotional items and uniforms is 70% (Dealer)/30% (Carrier).
- ~ All advertising claims must be submitted to Carrier within 30 days after the date of advertising. For your convenience, the Carrier Ad Kits are available through HVACpartners.com and www.mycarriertoolbox.com as well as more detailed information regarding the Kit Guidelines and marketing tools.

PERCENTAGE OF PARTICIPATING PRODUCT PURCHASES

CO-OP RATES	MEDALLION		
Product Categories	Platinum	Gold	Silver
Infinity Series	3%	2%	1%
Performance Series	2%	2%	1%
Comfort Series	1%	1%	1%
Select IAQ Branded Products	5%	5%	5%
Commercial	.5%	.5%	.5%
Parts	1%	1%	1%