

CO-OP ADVERTISING OPPORTUNITIES WITH MAGNOLIA DIRECTORY COMPANY

A. What is Co-op Advertising?

It is a cooperative program by which both parties enjoy exposure of their respective businesses. Those who choose to partner will enjoy additional marketing funds to help reduce overall costs and/or add to increase advertising programs.

B. Why should your business take advantage of this program?

When you include Magnolia Directory's logo or tagline to your advertisements, it increases your customer's ability to know where to go to find your phone number and additional information found in your yellow page ads. This makes your all your advertising much more effective.

As an added benefit for Magnolia Directory, it demonstrates that goods and services that they are seeking are found in our directory. By sharing costs, we both benefit!

It also means additional dollars in your pocket. We will reimburse a portion of the additional advertising costs to eligible customers. Of course, there are limitations and conditions.

C. Eligibility, Conditions & Limitations

1. Beginning in contract year 2010-2011, your business must spend a minimum of \$1800 in current edition advertising.
2. No other directory company can also be a part of those ads in which Magnolia Directory participates in.
3. All final co-op advertising proofs must approved by both parties.
4. Magnolia Directory will reimburse your business up to 30% of the total amount of dollars spent with us. Each submission is eligible for 15% reimbursement of the advertising total. Once your 30% is used up no further co-op is eligible for reimbursement until your next contract with Magnolia Directory is in force. Example: your business spends \$2000 with us and you have a \$1000 cable tv advertising program in which you include our logo. Following submission to us, you will receive back \$150 from us. You then have a newspaper ad program in which you include our logo and spend \$350. You'll receive \$52.50 back from us. This brings your total co-op with us to \$202.50, leaving you a balance of \$397.50 worth of co-op money.
5. All co-op balances must be used within one year of the date of your contract with Magnolia Directory. Any unused coop balances are forfeited after the one year date.
6. Magnolia Directory reserves the right to refuse any requests for co-op reimbursement due to incorrect submission, misuse of logos or taglines and unapproved advertising programs.
7. This co-op program is not an entitlement, rebate, discount or right to any advertiser. It is designed to be a program to increase your businesses ability to advertise and grow your customer base and profits. We reserve the right to deny any business participation in this co-op program for any reason we deem valid.

D. Here's how your business can be reimbursed.

1. Complete the Magnolia Directory Co-op Reimbursement Form.
2. Attach a copy of your advertising invoice.
3. Attach proof of when advertising occurred (tear sheet, certified air time run, etc.)

Once this is completed, you have a choice in how we can reimburse you:

1. If your account has a zero balance with us, we will issue a check within 30 days of full submission.
2. If your account has a balance, a credit will be issued and applied from the rear-end of your payment schedule. In other words, you will need to continue making your monthly

payments and the credit will take effect from the back end, therefore reducing the number of payments remaining.

PRE-APPROVED AUDIO TAGLINES

Television or Radio – to be read by announcer

- 1. Be sure to see our ad in Magnolia Directory, the one you choose to use.**
- 2. Look for our ad in the book you choose to use, Magnolia Directory**
- 3. Our ad can be found in Magnolia Directory, the one you choose to use.**
- 4. See our ad under _____ in our local phone book, Magnolia Directory.**

Other taglines may be used, but only with prior approval.

Logo must be used in all TV commercials for a minimum of 5 seconds or whenever the number is shown.

For Print Media & Billboards

Magnolia Directory logo must be at least 25% the size of your business' logo.

**APPROVED MAGNOLIA DIRECTORY LOGOS WILL BE MADE AVAILABLE
UPON REQUEST AND SENT VIA E-MAIL TO YOUR ADVERTISING
REPRESENTATIVE.**



**MAGNOLIA DIRECTORY COMPANY
CO-OP SUBMISSION FORM**

ACCOUNT NAME

E-MAIL ADDRESS

PHONE # _____ FAX # _____

CONTACT NAME

NAME OF
MEDIA _____

(ONLY ONE MEDIA PER FORM)

INVOICE TOTAL

RUN DATES

CHECKLIST OF ITEMS TO BE SUBMITTED

_____ Invoice

_____ Media Contract

_____ Affidavit or Certification

_____ Tear sheet / CD / DVD

_____ Reference to any pre-approvals (if required)

MAIL ALL SUBMISSIONS TO: MAGNOLIA DIRECTORY COMPANY
PO BOX 8540
COLUMBUS, MS 39705

