



Want to obtain co-op advertising reimbursement?

Keep this in mind:

1. Check the logo. **The most recent Hunter Douglas logo must be in the ad.**

Example:

HunterDouglas HunterDouglas

2. Credit is issued a *minimum of 30-45 days* from the date of the co-op submission. Do not make any deductions until you receive the credit.
3. The date on your tear sheet should correspond to the date on the invoice or you will need a valid explanation for the difference.
4. Co-op submissions must include a **valid invoice**.
(Not one that reads: "Co-op Invoice" or "Statement.")
5. Review the Hunter Douglas advertising requirements. Ads will not receive co-op approval unless they follow the specific guidelines highlighted in the [2008 Hunter Douglas Advertising Program Guidelines](#), such as misleading claims, art & copy restrictions, media guidelines and important reminders.
6. You must meet the co-op submission **deadlines**:
Ads run from January 1 - June 30 may be submitted for co-op no later than August 31, 2008.
Ads run from July 1 - December 31 may be submitted for co-op no later than January 31, 2009.
7. Hunter Douglas brand and product content must occupy **at least 25%** of the total ad space.
8. Any other products featured in an advertisement, not made by Hunter Douglas, will be pro-rated. Percentage of reimbursement will be determined by Hunter Douglas.
9. Ads featuring any product or merchandise in competition with Hunter Douglas will be disqualified.

Co-op advertising reimbursement can only be guaranteed after prior approval is given. It is strongly recommended you submit your advertisement for prior approval before publication. When requesting prior approval, you must provide the type of advertisement and whether you will use any certificates. **Allow 48 hours per prior approval submission/request for an answer to be given.**