

2017 Co-Op Advertising Program

Apex is proud to present the 2017 Co-Op Advertising Program. The function of the program is to provide Apex customers the tools to advertise and co-brand their store with Apex and receive a company credit as reimbursement.

PROGRAM OVERVIEW

Apex customers are eligible for Co-Op dollars totaling 5% of their net purchases from the previous year. When you place a pre-approved advertisement, co-branding Apex, Apex will credit your balance sheet with up to 50%* of the cost of the ad, not to exceed the amount of Co-Op dollars available

*percentage based on the amount of space dedicated to Apex

Example

Your product purchases for 2016 totaled \$20,000.00. This means you earned \$1,000.00 Co-Op dollars. You run an ad that credits equally your store and Apex and that costs \$500.00. Apex will credit your balance sheet with \$250.00. At this time you will have \$750.00 in Co-Op dollars remaining.

Eligibility

In order to participate in the program, the retailer must be an active Apex account in good standing at the time the cooperative advertising reimbursement claim is submitted for payment.

All advertising **must be pre-approved** to be considered for reimbursement

In order to obtain pre-approval for your Co-Op ad:

1. Complete the attached Co-Op Advertising Pre-Approval form.
2. Email the Pre-Approval form and a copy of your ad to marketing@apexfoot.com with your name and phone number. The Apex Marketing Department will contact you to let you know if your ad has been pre-approved.

Qualifying Merchandise

Qualifying merchandise includes Apex footwear.

Advertising Accrual Fund

Apex will create an advertising accrual fund based on 5% of the net purchases of Apex product during the period of January 1, 2016 through December 31, 2016. Funds not used by December 31, 2017 and claimed by February 28, 2017 are forfeited by the retailer.

Reimbursement

Approved claims will receive a credit, which will be applied to your Apex balance sheet.

Advertising Period

All advertising must run between the periods of January 1, 2017 to December 31, 2017.

ELIGIBLE MEDIA/ ADVERTISING REQUIREMENTS

PRINT ADVERTISING

Apex qualifying merchandise, together with the current Apex logo, must be illustrated in all print materials.

Newspaper

All Daily, Sunday and Weekly newspapers with verified, audited circulation qualify for this program. In multiple product ads, Apex will pay for its pro-rata share if the total space used, including header and store ID.

Newspaper Claims: Must include a full page tearsheet of each ad showing the newspaper name, date and net rate paid for the advertisement.

Magazine

Local or regional editions of national magazines or quality local or regional publications are eligible for co-op. Please submit your magazine plans, ad copy, layout and insertion costs in advance to the Apex for prior approval.

Magazine Claims: Must include a complete copy of the magazine (indexed to show Apex ad) and a media invoice for the space showing the net rate.

Catalog

Prior to printing, all catalog advertising requires review and written approval from the Apex Marketing Department for copy, layout, printing estimates and number of copies to be circulated.

Credit will be determined by Apex's pro-rata share of the cost based on the amount of space devoted to Apex. For example, if an 8-page catalog costs \$40 per thousand and contains one page featuring Apex, the proportionate space subject to co-op would be 1/8 of the cost (\$5 per thousand). Apex would participate to the extent of 50% of \$5 per thousand within the limits of the advertising accrual fund.

Catalog Claims: Must include a complete copy of the catalog (indexed to show Apex ad) and the printer invoice that includes the total production costs.

Postcards

All artwork must be pre-approved by the Apex Marketing Department to guarantee reimbursement. **Postage charges cannot be submitted for co-op reimbursement.** To obtain logo and product artwork contact the Apex Marketing Department.

Postcard Claims: Must include a sample of the postcard and any invoices associated with the production of the postcard.

Billboard

Apex can provide you with images that can be used to produce billboard paper or vinyl. To obtain logo and product artwork contact the Apex Marketing Department. All billboard advertising must be pre-approved by the Apex Marketing Department.

Billboards Claims: Must include a picture of the posted billboard, a location list and an invoice from the outdoor company. The invoice should show the number of regular and/ or illuminated billboards, the cost per billboard, total cost and the time period posted. Both the location list and the invoice should include the identity of the billboard that was posted.

BROADCAST ADVERTISING

All FCC licensed and cable TV stations are eligible in this program.

Television

All television commercials must be pre-approved by the Apex Marketing Department. Apex must be mentioned twice and before there must be a shot of the footwear that lasts at least 2 – 3 seconds.

Television Claims: A copy of each script broadcast, each bearing the appropriate, notarized ANA documentation must be submitted/ ANA/ TVB (television) and ANA / CAB (cable television) documentation must be filled out and signed by the station management. Additionally, you must include a media invoice for each station on which you advertise, showing the length of the spot, the spot ID, number of Apex spots, cost per spot and total cost.

Radio

All radio advertising must be pre-approved by the Apex Marketing Department. In 30 second spots, there must be at least three (3) Apex product mentions. In 60 second spots, at least (4) Apex product mentions must be made.

Radio Claims: A copy of each script broadcast, each bearing the appropriate, notarized ANA documentation must be submitted. ANA/ RAB (radio) documentation must be filled out and signed by the station management. Stations have this documentation. Additionally, you must include a media invoice for each station on which you advertise, showing the length of the spot, the spot ID, number of Apex spots, cost per spot and total cost.

NOT ELIGIBLE FOR CO-OP REIMBURSEMENT

Advertising agency fees, program sponsorships, Yellow Pages, ads with non-qualifying merchandise are not eligible for Co-Op reimbursement. Postage charges cannot be submitted for Co-Op reimbursement

GENERAL REGULATIONS

Pre-approval is required in order to guarantee Co-Op reimbursement. Advertisements offering discounts of greater than 10% off of MAP pricing are not eligible for Co-Op reimbursement.

SUBMISSION OF CLAIMS

In order to process your Co-Op credit:

1. Complete the attached Co-Op Advertising Credit form.
2. Staple the completed Co-Op Credit form, the tear sheet (an original copy of the printed ad as it ran in the publication), and the invoice for the ad together. Mail to the address listed below:

Apex Foot Health and Wellness
Attn: Marketing Dept.
414 Alfred Avenue
Teaneck, NJ 07666

3. Allow 3 weeks to process your Co-Op credit.

For your available Co-Op dollars or additional questions write us at marketing@apexfoot.com

Thank you for taking part in the Apex Co-Op Advertising Program.