



## OVERVIEW

The DIRECTV Co-Op Marketing Program is designed to assist dealers with their marketing efforts to increase the acquisition of quality customers. By sharing the cost of marketing, DIRECTV helps its dealers extend their marketing budget, the penetration of the DIRECTV brand name and the dealer's presence in the marketplace.

The DIRECTV Co-Op program is a reimbursement program. Therefore, dealers will need to pay for marketing activities up front before filing claims for reimbursement. Co-Op authorizations are required before claims may be submitted for reimbursement. Proof of performance (specific documentation) is required for all claims.



If you have any questions about these program guidelines, please contact the DIRECTV Co-Op Resource Center at 866-631-9761 or at [DIRECTVcoopsupport@acbcoop.com](mailto:DIRECTVcoopsupport@acbcoop.com).

## FUNDS

- Each eligible dealer will receive a fund amount ("ACCRUAL") to use for approved marketing activities. The total balance of this fund will be based on the number of paid (commissioned), qualified Residential Dealer activations from the prior month, at an accrual rate of \$50.00 per activation.
- Qualified activations are defined as a new customer, activated to any DIRECTV base programming package (\$29.99/mo. or above) or any qualifying international services bundle, residential account, activated into an annual agreement with DIRECTV
- Accrued Co-Op funds are deposited monthly into your Co-Op account and will be available towards approved marketing/advertising activities performed within 90 days from the month of deposit. Example: Funds deposited in January are available to use from February through April
- Funds do not carry over beyond the designated 90-day period

### Example:

Activations Earned During:	Accruals Deposited By:	May be Used:	Expires On:	No Longer Available On:
December 1 - December 31	January 31	February - March - April	April 30	May 1
January 1 - January 31	February 28	March - April - May	May 30	June 1
February 1 - February 28	March 30	April - May - June	June 30	July 1



## AUTOMATED CLEARING HOUSE (ACH) PROCESS

It is mandatory for all dealers to complete the Automated Clearing House (ACH) process online. This process allows for rapid Co-Op reimbursement to be deposited directly to your bank account.

- Log in to [www.directvcoop.com](http://www.directvcoop.com)
  - New users will automatically be navigated to begin the ACH process
- Follow the prompts to complete all fields on the ACH Form
- Print this form. Be sure to sign the form, attach a voided check and send to:
  - DIRECTV  
c/o The Advertising Checking Bureau, Inc.  
P.O. Box 52118  
Phoenix, AZ 85072-2118
  - or fax to 602.710.2131
  - or scan and email to [DIRECTVcoopsupport@acbcoop.com](mailto:DIRECTVcoopsupport@acbcoop.com)
- When the online ACH process is complete, dealers may navigate the website immediately. However, reimbursement may only be deposited based upon final ACH verification by DIRECTV.
- Dealers have the ability to update ACH data should information change, i.e., a dealer opens a new bank account. Click on "Reset ACH Form" at the bottom of this page:

**ACH Authorization Form**

<b>Corp ID:</b>		<b>User Name:</b>
<b>Contact Information</b>	<b>Customer Information:</b>	
Title: Contact Name: Address 1: Address 2: City, State/Province, Zip: Country: Phone: Fax: Mobile: Email:	Customer Name: Address 1: Address 2: City, State/Province, Zip: Country: Phone: Fax: Mobile: Email:	
<hr/>		
<b>Banking Information</b>		
<small>*Required Banking Fields.</small>		
*Bank Name:	Bank Address:	
*Bank Account Type:	Bank Suite:	
*Routing/ABA Number or Swift Code:	*City:	*State/Province: Zip/Postal Code:
*Account Number:	*Country:	
	United States	
I hereby authorize that ACB, on behalf of DIRECTV, may use Automated Clearinghouse electronic transfers to issue payments to the above-referenced DIRECTV dealer. I understand that payment information can be viewed online at <a href="http://www.acbcoop.com">http://www.acbcoop.com</a>		
<input type="radio"/> I Agree <input type="radio"/> I Disagree		
<small>Once accepted, your account will remain on hold until ACB receives your signed ACH Confirmation Form with a copy of a voided check and verified accurate banking information. Please print this form, sign and date it, and send it back to ACB with a voided check at <a href="mailto:DIRECTVcoopsupport@acbcoop.com">DIRECTVcoopsupport@acbcoop.com</a> OR DIRECTV, C/O The Advertising Checking Bureau, Inc., P.O. Box 52118, Phoenix, AZ 85072-2118. Any questions, please call 1-866-631-9761</small>		
<input type="button" value="Print Required ACH Form"/> <input type="button" value="Confirm"/> <input type="button" value="Reset ACH Form"/>		

**Complete the banking information.**  
 Click "I Agree"  
 Click "Print Required ACH Form"  
 Click "Confirm"



## REIMBURSEMENT

- This program allows for reimbursement at a rate of 60% of eligible costs for approved marketing activities unless otherwise authorized by DIRECTV
- Reimbursement rate percentages may vary based on Exclusive Preferred qualification and other approved marketing promotions
- If the amount approved is greater than the amount of available funds, the difference will be held and reimbursed upon the next deposit of accruals
- Dealers will receive reimbursement via an ACH payment deposited directly to their bank accounts. Payee is company name (DIRECTV DBA name) and cannot be an individual name. If Dealer's DBA is not on file with DIRECTV, please fill out and submit an Information Change Form from the DIRECTV Dealer Website.
- If a media was purchased annually, i.e., yellow pages, and payment is made in full, the reimbursement rate is dependent upon the payment date. If a media was purchased annually and payment is made in installments, i.e., monthly, the reimbursement rate is dependent upon each payment date.

## CO-OP AUTHORIZATIONS

- All claims require a Co-Op authorization
- Please visit [www.directvcoop.com](http://www.directvcoop.com). At the main menu "Co-Op Account", click on the sub-menu "Co-Op Authorizations"
- Co-Op authorization numbers expire 120 days after date created. If the same advertising continues after the 120 day period, a new Co-Op authorization is required. Failure to create a new Co-Op authorization renders the claim as ineligible for reimbursement.
- Co-Op authorizations may be created for Ad Builder claims, Review and Approval Process (RAP) claims, or other media

**Select Co-Op Authorization Form**

**Please select the type of Co-Op Authorization Form you would like to submit.**

Ad Builder 
  Rap 
  Other Media

- Select Co-Op authorization option "Ad Builder" for plans to advertise using an Ad Builder template
- Enter the document ID number obtained from the Ad Builder website

**DIRECTV Co-Op Authorization For Pre-Approved Ad Builder Advertising**

**Co-Op Authorization Number:** (auto-generated)      **Co-Op Authorization Date:** 3/28/2011  
(The Co-Op Authorization Number expires 120 days from the date above)

<p>Document ID: <input style="width: 100%;" type="text"/></p> <p>Media Group: <input style="width: 100%;" type="text"/></p> <p>Media Type: <input style="width: 100%;" type="text"/></p> <p>Estimated Media Name: <input style="width: 100%;" type="text"/></p> <p>Target Audience: <input style="width: 100%;" type="text"/></p> <p>DMA: <input style="width: 100%;" type="text"/></p> <p>Product Group: <input style="width: 100%;" type="text"/></p> <p>Product(s): <input style="width: 100%;" type="text"/></p> <p style="text-align: center; font-size: small;">Ctrl+click to select multiple.</p>	<p>Objective: <input style="width: 100%; height: 40px;" type="text"/></p> <p>Estimated Start Date: <input style="width: 100%;" type="text"/></p> <p>Estimated End Date: <input style="width: 100%;" type="text"/></p>
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Comments:

Percent Reimbursement Rate as of today:  
(Subject to change based on Actual Activity End Date)



## CO-OP AUTHORIZATIONS, cont.

- Select Co-Op authorization option "RAP" for plans to advertise using a custom ad approved by DIRECTV
- Enter the RAP number obtained from DIRECTV

**DIRECTV Co-Op Authorization For Custom RAP Advertising**

Co-Op Authorization Number: (auto-generated) Co-Op Authorization Date: 3/28/2011  
 (The Co-Op Authorization Number expires 120 days from the date above)

RAP Number:  (Circled in orange)

Media Group:

Media Type:

Estimated Media Name:

Target Audience:

DMA:

Product Group:

Product(s):

Objective:

Estimated Start Date:

Estimated End Date:

Comments:

Percent Reimbursement Rate as of today: (Subject to change based on Actual Activity End Date)

Submit

- Select Co-Op authorization option "All Other Media" for plans to advertise using non-Ad Builder templates or activity that does not require RAP such as events, fairs and tradeshow
- Select the program name

**DIRECTV Co-Op Authorization For All Other Media**

Co-Op Authorization Number: (auto-generated) Co-Op Authorization Date: 3/28/2011  
 (The Co-Op Authorization Number expires 120 days from the date above)

Program:  (Circled in orange)

Media Group:

Media Type:

Estimated Media Name:

Target Audience:

DMA:

Product Group:

Product(s):

Objective:

Estimated Start Date:

Estimated End Date:

Comments:

Percent Reimbursement Rate as of today: (Subject to change based on Actual Activity End Date)

Submit

- All Co-Op authorizations must reference the correct media group and media type
  - **Media group example:** Print
  - **Media type example:** Newspaper pre-approved (Ad Builder), newspaper custom (RAP), etc
- Enter all other required fields
- A unique Co-Op authorization number is generated to be used for the lifecycle of this claim
- Co-Op authorizations do not guarantee reimbursement. Funds must be available and proof of performance must be submitted within established program deadlines.

**TIP: Participate in the Ad Builder program using immediate Co-Op and an Ad Builder Media Representative will submit a Co-Op authorization on your behalf. Reach out to any of the Media Representatives by calling 866-241-7690.**



## MEDIA

Co-Op Eligible Media		Co-Op Ineligible Media	Ineligible Media
<p><b>TRADITIONAL TACTICS:</b></p> <ul style="list-style-type: none"> <li>■ Billboards</li> <li>■ Building Murals</li> <li>■ Direct Mail (list must be scrubbed to remove existing DIRECTV customers)</li> <li>■ Door Hangers</li> <li>■ Flyers/Catalogs</li> <li>■ Infomercials</li> <li>■ Magazines</li> <li>■ Newspaper</li> <li>■ Newspaper Inserts</li> <li>■ Posters</li> <li>■ Radio</li> <li>■ Register Tapes</li> <li>■ Signage</li> <li>■ Transit Media</li> </ul>	<p><b>FACE-TO-FACE:</b></p> <ul style="list-style-type: none"> <li>■ Events*</li> <li>■ Fairs*</li> <li>■ Mall Kiosks/Carts/ Supermarkets</li> <li>■ Promotional/Premium Items</li> <li>■ Sponsorships*</li> <li>■ Trade Shows*</li> </ul> <p><b>MISCELLANEOUS:</b></p> <ul style="list-style-type: none"> <li>■ RedPlum Wrap and MailSouth (Contact:centralbuydesk@directv.com)</li> <li>■ Van Wraps by Signature Graphics</li> <li>■ Yellow Page Directories/ Listings*</li> </ul> <p><b>ONLINE:</b></p> <ul style="list-style-type: none"> <li>■ Microsites/Websites*</li> <li>■ Online Directory Listings*</li> <li>■ Social Media*</li> <li>■ Web Banners*</li> </ul> <p><b>*Through Ad Builder Marketing Support Team only</b></p>	<ul style="list-style-type: none"> <li>■ Carpeting, Electricity, Booth Cleaning and Construction</li> <li>■ Email Advertising</li> <li>■ Equipment Rental Fee</li> <li>■ Production Expenses</li> <li>■ Transportation and Union Fees</li> <li>■ Travel Expenses</li> </ul>	<ul style="list-style-type: none"> <li>■ Agency/Talent Fees (excluding Ad Builder program)</li> <li>■ Email Advertising</li> <li>■ Facsimile Advertising</li> <li>■ Internet Advertising (excluding Web Banners and DIRECTV Online Program)</li> <li>■ Mobile/Texting</li> <li>■ Telemarketing Activities</li> </ul>

- Pre-approved advertising is located on DIRECTV's Ad Builder at [directv.brandmuscle.net](http://directv.brandmuscle.net)
- All custom advertising, beyond acceptable parameters, require RAP approval from [www.raponlinereview.com](http://www.raponlinereview.com)
  - Acceptable parameters include the addition of dealer information in the retailer section, excluding price points and additional dealer offers and the addition of a customizable burst made available via Ad Builder build-out process
- Once RAP approval is received, it is valid for one year after the approval date. If a RAP approval expires during an activity's run dates, a new RAP approval is required.
- Any activity not itemized under "Eligible Media" is not eligible for reimbursement

## CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE

### ALL MEDIA

- Dealers must comply with all DIRECTV brand, trademark and logo guidelines. Please visit [www.directv-digitalassets.com](http://www.directv-digitalassets.com) to obtain a copy of the DIRECTV Brand Book.
- Under no circumstances, may Dealer promote a competitive product. Competitive advertising renders the entire ad as ineligible.
- Invoices from third party vendors and self created (in-house) invoices are not eligible for reimbursement
- All templates on Ad Builder may be re-sized up to 10%. In order to avoid a denied claim, please submit the resizing request to Brand Muscle/Ad Builder prior to placing the marketing activity in the media or newspaper. If you have the publisher resize your ad you run the risk of having your claim denied.
- Ads may not feature gift with activation
- Text messaging and telemarketing activities are not eligible. (Not recommended. Highly restricted. Requires RAP approval.)



## CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.

- No relation to business or vendor permitted
- DIRECTV reserves the right to request proof of payment (front/back of check or credit card statement) for any media advertised
- URLs are permitted in advertising as long as they do not violate restrictions in the dealer agreement (no DIRECTV trademarks) and if the website is created by the approved DIRECTV agency

## TRADITIONAL TACTICS

### Print

- When creating a Co-Op authorization, select "print" as the media group. Select the appropriate media type, e.g., newspaper pre-approved (for Ad Builder ads), newspaper custom (for RAP ads), etc.
- The dealer tag area must feature the name of the dealer
- A full tearsheet bearing publication name and date is required. eTearsheets bearing publication name and date are acceptable. If the tearsheet does not display the publication name and date, the entire publication is required, e.g., a magazine.
- A publisher's invoice detailing DIRECTV, ad dates, ad size and costs is required. Agency invoices will be accepted if itemized to include rates, ad dates, discounts, commissions, number of spots, etc. All agency invoices must be accompanied by an affidavit from publisher and/or broadcast station.
- For newspaper inserts a publisher's invoice detailing ad dates and costs, the cover and/or full tearsheet bearing the publication name and date is required
- For direct mail, creative must be a minimum of 50% DIRECTV content
- Direct mail and associated postage costs are eligible for reimbursement. Mailing lists must have gone through the scrubbing process in order to be considered for Co-Op reimbursement. The following are required for reimbursement:
  - Mailer
  - Brand Muscle email confirming that the scrub was completed
  - Itemized invoice (all items must be itemized with an associated cost. This includes such items as "free" website maintenance or "free" email blasts. These items have costs associated with them that vendors will try to build into the mailer costs. It's important to make sure DIRECTV isn't inadvertently reimbursing for ineligible media)
  - Postage receipts (must match the total number of mailers listed on the itemized invoice)
- Proof of performance including proof of payment (front/back of voided check or credit card statement) is required. If submitted through Brand Muscle, a copy of the invoice is also required.
- For Stationery (e.g. Business Cards) it is permissible to use the DIRECTV Dealer badge combined with the Dealer's logo on stationery. The DIRECTV logo is not to be used on Dealer stationery under any circumstance. Proof of performance is:
  - A copy of the front and back of the final stationery piece
  - A detailed invoice

**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.****Door Hangers**

- When creating a Co-Op authorization, select “other printed material pre-approved” or “other printed material custom” as the media group. Select the appropriate media type, i.e., pre-approved door to door (for Ad Builder door hangers) or custom door to door (for RAP door hangers), etc.
- An invoice for production/printing is required.
- A copy of the front and back of the door hanger is required .
- Use your invoice date as your activity date.
- Door hanger service fees (distribution) are eligible only if provided by Ad Builder. Only Ad Builder may eClaim this eligible expenses.

**Broadcast**

- When creating a Co-Op authorization, select “broadcast” as the media group. Select the appropriate media type, i.e., radio pre-approved (for Ad Builder ads), radio custom (for RAP ads), etc.
- Radio: Must be :15, :30, :45 or :60 spots. :15, :30, and :45 spots require DIRECTV mention at least 2 times verbally. :60 spots require DIRECTV mention at least 3 times verbally.
- Radio Remotes: Must be :60 spots with DIRECTV mention at least 2 times every 30 minutes, e.g. a one-hour remote must feature four :60 spots
- Television: Must be :10, :15, :30, or :60 spots. Must feature DIRECTV exclusively. :10, :15 :30 and :45 spots require DIRECTV mention at least 2 times verbally and 1 time visually. :60 spots require DIRECTV mention at least 3 times verbally and 1 time visually.
- Infomercials of 30 minutes or greater require DIRECTV mention at least 4 times verbally and 2 times visually
- A copy of the script imprinted with the ANA/RAB (radio), ANA/TVB (TV) or ANA/CAB (cable), signed by a station official is required. For radio remotes, 2 photos (including 1 of actual broadcast set up) is required in place of a script. Scripts are to be routed through RAP prior to being used at a remote.
- If a script affidavit is provided, the affidavit must bear a header with the script and invoice information
- DIRECTV's Ad Builder may not have scripts available
- Station invoice detailing ad dates, times, costs of each spot and any earned discounts or agency commission is required. Agency invoices will be accepted if itemized to include rates, ad dates, discounts, commissions, number of spots, etc. All agency invoices must be accompanied by an affidavit from the publisher and/or broadcast station.
- If a Business Quick List is invoiced, the List must be submitted as proof of performance
- A document ID is not required for Tylie Jones broadcast claims. A script is optional, but a station invoice is required. The station invoice must reference a Tylie Jones template number. Tylie Jones template numbers are located on Ad Builder.
- If a claim is submitted for purchasing a script, the actual script is not required. A Tylie Jones invoice is required.

**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.****Outdoor/Signage**

- When creating a Co-Op authorization, select “outdoor” as the media group. Select the appropriate media type, i.e., billboards pre-approved (for Ad Builder ads), billboards custom (for RAP ads), etc.
- Creative must be 100% DIRECTV
- Dealer contact information must be featured in the ad (phone number or street address/coordinates)
- Must include appropriate disclaimers. Disclaimers are as follows:
  - DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, LLC. and are used with permission
  - Additional disclaimers are contingent upon what the sign/billboard promotes, e.g. installation, current offer, HD DVR upgrades, etc.
- A vendor contract or invoice, detailing posting dates, costs, and the name and address of the signage location is required. Handwritten contracts are not eligible.
- A minimum of 2 photos after posting is required. If disclaimers are not legible in the photo, a file or artwork provided to the outdoor company (bearing the disclaimer) is required.
- Electronic billboards are eligible provided it is obtained from Ad Builder and submitted with the appropriate Document ID or a RAP number is submitted

**FACE-TO-FACE****Events/Fairs/Tradeshows/Sponsorships**

- All events are eligible for immediate Co-Op when booked through the Event Engine on the Ad Builder website. All events that are booked outside of the Event Engine—any third party, multi-vendor hosted event/tradeshow—are not eligible for immediate Co-Op.
  - When creating a Co-Op authorization, select “event” as the media group. Select the appropriate media type, i.e., fairs/home/trade shows pre-approved (for Ad Builder ads).
  - DIRECTV must be prominently displayed in the booth or at the sponsorship
  - DIRECTV must be a minimum of 50% of booth space or 50% of sponsorship
  - Vendor contract or invoice, detailing activity dates and costs, is required. Handwritten contracts are not eligible. Handwritten invoices and/or cash payments may result in DIRECTV legal review delaying reimbursement up to one month.
- When the event is booked through the Event Engine and 100% of cost is paid by dealer then a Brand Muscle invoice and a credit card statement is required.
- Event Engine will be coordinating shipments of DIRECTV-owned event backdrops/display units to dealers for use at events (these units are on loan to dealers only and must be returned to DIRECTV c/o Brand Muscle). Dealers will be responsible to pay the costs for shipping to-and-from the event. Shipping charges for event backdrops ordered through Event Engine Media team are eligible for Co-Op.





## CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.

### Mall Kiosks/Supermarkets

- When creating a Co-Op authorization, select “kiosks/supermarkets” as the media group and select the media type “kiosks” or “supermarkets”
- Must feature DIRECTV exclusively
- Kiosks should be equipped with a DIRECTV live feed for demonstration purposes. If a live feed from the location is not possible, dealers must be equipped to run a taped “loop” promotional video/DVD approved by DIRECTV.
- Store fronts and long term lease agreements are not eligible for Co-Op reimbursement
- A vendor contract or invoice detailing activity dates and costs is required. Handwritten contracts are not eligible.
- A minimum of 2 photos at activity, featuring DIRECTV presence, is required
- If booked outside of DIRECTV Event Engine, proof of performance including proof of payment (front/back of voided check or credit card statement) is required
- Proof of performance waived if submitting through the DIRECTV Event Engine program
- If the event is booked through the Event Engine and 100% of cost is paid by dealer then a Brand Muscle invoice and a credit card statement is required

### Promotional or Premium Items

- All merchandise is eligible for immediate Co-Op if dealers sign up through the Dealer Merchandise Center (DMC) website
  - When creating a Co-Op authorization, select “promotional items pre-approved” as the media group or “promotional items custom” as the media group. Select the appropriate media type, i.e., door to door, events, other pre-approved (for Ad Builder ads) or door to door, events, other custom (for RAP ads), etc.
  - Only promotional/premium items purchased from the DMC through supplier BUDCO are pre-approved. All other promotional/premium items require RAP approval.
  - Dealer tagging expenses, \$5.50 per shirt, on promotional items at the Revolution Store or from the DMC are eligible for Co-Op reimbursement. The one time set up charge for dealer tagging, \$60.00, is eligible for Co-Op reimbursement.
  - Shipping charges applied to the DMC purchases are eligible for Co-Op reimbursement. These charges will appear on invoices from the DMC, these invoices also serve as proof of performance.
- If merchandise is purchased outside the DMC, please follow these steps:
  - A DMC BUDCO invoice or vendor invoice detailing costs is required
  - Use your invoice date as your activity date
  - A photo or sample of promotional/premium item is required. A photo or sample is not necessary if purchased from the DMC.

## ONLINE MARKETING

### Websites/Microsites:

- Eligible dealers may participate in DIRECTV'S Online Programs. Open enrollment only occurs once a year in Q4.
- Proof of performance is required by including your Ad Builder invoice, if not processing payment through Brand Muscle.

### Web Banners:

- Only pre-approved web banners on DIRECTV's Ad Builder site are eligible and all web banners must link to a pre-approved microsite or RAP approved website. The RAP process is not available for custom web banners.
- When creating a Co-Op authorization, select “electronic” as the media group
- Proof of performance should be the Ad Builder doc ID number and a screen shot of the banner placement on the site

**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.****Paid Online Directory Listings:**

- Paid directory listings can only be purchased through the DIRECTV Online Program

**Social Media:**

- Only eligible if participating in Ad Builder Social Media Program. Includes one-time implementation fee and monthly maintenance for 6 months
- Proof of performance is required by including your Ad Builder invoice

**MISCELLANEOUS****Central Buy Desk Programs ([centralbuydesk@directv.com](mailto:centralbuydesk@directv.com))****■ Valassis RedPlum Wrap**

- Must be placed through Central Buy Desk
- Templates available on AdBuilder; Creative must be 100% DIRECTV
- Eligibility for participation is limited to Dealers with Premier Partners Program Silver Status or higher at time of media buy
- When participating in a Valassis program, dealers may submit either the initial estimate or the final invoice for repayment, but may only submit for repayment once.

**■ Yellow Pages and other Print Directories**

- For Yellow Pages, can order advertising through Ad Builder (866-241-7690), Ketchum Directory Advertising (913-344-1958) or local publisher sales rep for DIRECTV reimbursement
- Dealers must use the "DIRECTV Authorized Dealer Logo" and may advertise only under the dealer name
- All ads must be pre-approved by RAP. Approved templates can be found on AdBuilder. All ads must be approved by RAP prior to publication.
- Ads need to be evergreen and non-offer specific given the life span of print directories
- Proof of performance is a completed Ketchum order form or a publication tearsheet and invoice

**Call Tracking/Lead Management**

- When creating a Co-Op authorization, select "call tracking" as the media group and select the media type "call tracking"
- Call Tracking is a unique 800, local or vanity number used to measure marketing performance
- Dealers may purchase a call tracking number through Ad Builder or with their own local provider
- Call tracking charges may be claimed with marketing activity or may be claimed separately from the activity
  - If call tracking charges are claimed with marketing activity, a media invoice and call tracking provider invoice (referencing "paid in full") is required
  - If call tracking charges are claimed separately from the non-event marketing activity, reference to the claim number for the activity is required (in addition to the above)

**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.****Van Wrap**

- When creating a Co-Op authorization, select "other printed material custom" as the media group and select the media type "other"
- If using the supplier noted on Ad Builder with the graphics as posted, no RAP number is required. But you will have to provide the Ad Builder order form with your claim submission. This can be found under "Tools & Resources" under the "Vehicle Wraps" section of the Ad Builder site.
- If modifications are made to the Ad Builder template then a RAP number is required. If you do not use Ad Builder, charges for van wraps are eligible for reimbursement with RAP approval and you will need to provide a RAP number.
- Charges for van wrap installations are eligible for reimbursement only if the service is provided by Signature Graphics

**Dealer Headshot**

- Sitting Fee for Dealer Head Shots are eligible for reimbursement up to \$75.00. Purchase of portraits cannot be submitted for co-op reimbursement and are solely the responsibility of the purchaser
- When creating a Co-Op authorization, choose "Other Media" for your Co-Op Authorization Form, select "print" as the media group and select the media type "Local Portrait Studio"
- Receipt of purchase from local portrait studio is required

**Installation Training:**

- All installation training claims will be reimbursed at 70%. No more than six certifications at \$250.00 per certification can be reimbursed. The following are required for reimbursement:
  - Invoice
  - Certificate of completion from the installation training course for each attending member that Co-Op reimbursement is claimed
- An invoice for production/printing is required



## SUBMIT A CLAIM

### Claims for Reimbursement

- Only when a dealer completes a Co-Op authorization may a claim be submitted
- Please visit [www.directvcoop.com](http://www.directvcoop.com). Under the tab "Co-Op Account", click on "Submit Claim". Select the Co-Op authorization number.
- All fields entered in the Co-Op authorization auto populates
- Dealers have the opportunity to revise the estimated media name and estimated start/end activity dates
- Enter the invoice number and invoice amount
- The system calculates the claimed amount based on the invoice amount, the activity end date and percent reimbursement rate authorized
- Select a delivery method. It is recommended dealers select "upload". This method expedites payment.

**Submit Claim for Reimbursement**

Co-Op Authorization Number:

Dealer Name: SATELLITE SATELLITE  
Corp ID: 0000000

RAP/Template Number:  
Product(s):  
Estimated Media Name:  
Target Audience:  
DMA:  
Actual Media Name:   
Invoice Number:   
Invoice Amount:

Co-Op Authorization Date:   
(The Co-Op Authorization Number expires 120 days from the date above)

Objective:

Estimated Start Date:   
Estimated End Date:   
Actual Start Date:   
Actual End Date:   
Claim Date: 3/28/2011

Check here if this is documentation for a previously denied claim.

Comments:

Dealer Balance: \$45,987.50

System Claimed Amount:   
(based on invoice amount and percent reimbursement rate authorized)

Percent reimbursement rate authorized:

Mail  Fax  Upload

\*Scanned file's must be in .PDF format.

## DEADLINES

### Claims

- All claims must be submitted online no later than 30 days after the end of the 90-day fund period. Example: Funds earned by activations in Apr are available for spending anytime in May-Jun-Jul and must be claimed no later than Aug.
- Claims received after this deadline are rendered ineligible for reimbursement

### Resubmitted Claims

- Dealers are notified by email if additional documentation is needed to complete the processing of a claim. A new claim, with requested documentation, must be submitted online no later than 30 days from the date on the email notification. Submit the new claim by selecting the same Co-Op authorization number. To expedite processing, please note the claim number in the comment section.
- Resubmitted claims received after the 30 day deadline are rendered ineligible for reimbursement



## TERMINATION

- In the event a dealer is found in breach of their DIRECTV Retailer Agreement(s), DIRECTV reserves the sole right to terminate the dealer's eligibility in the Co-Op program; cease reimbursement for any outstanding claims and/or immediately expire the dealer's accrual balance
- In the event that a dealer's DIRECTV Retailer Agreement(s) is terminated, the dealer no longer accrues Co-Op funds effective the first day of the same month as date of termination
- DIRECTV will not accept any Co-Op claim beyond 30 days from date of termination provided such termination was not the result of a breach in the DIRECTV Retailer Agreement(s). In order to receive reimbursement, all claims must have been submitted online prior to the date of termination and, if any additional documentation is deemed necessary, the claim must be re-submitted prior to this 30 day deadline.
- After 30 days from date of termination, DIRECTV has no obligation to pay Co-Op account balances to the terminated dealer in any manner

## DEADLINES

- On behalf of DIRECTV, The Advertising Checking Bureau, Inc. (ACB) is the designated administrator of our Co-Op program and hosts the online Co-Op website
- Contact our DIRECTV Co-Op team at ACB for support with online access, Co-Op balances, reimbursement and for any general program guidelines questions. Hours of operation are 6:00am to 5:00pm, AZ time.

### DIRECTV

c/o The Advertising Checking Bureau, Inc. (ACB)  
 P.O. Box 52118  
 Phoenix, AZ 85072-2118  
 Phone: 866.631.9761  
 Fax: 602.710.2131  
 Email: DIRECTVcoopsupport@acbcoop.com

For expedited deliveries, ship to:

### DIRECTV

c/o The Advertising Checking Bureau, Inc. (ACB)  
 1919 West Fairmont Drive, Suite 7  
 Tempe, AZ 85282  
 Phone: 866.631.9761

- Contact your Distributor Sales Representative or your DIRECTV Area Sales Manager for questions about access to other marketing web tools or other marketing issues

DIRECTV reserves the right to make final determination on which expenses may be reimbursed. Third party vendors, i.e., ad agencies, may not be recipient of reimbursement. If a dealer owns any portion of a vendor business performing Co-Op service, expenses are denied due to conflict of interest. Reimbursement is ineligible for any trade/barter services or for the value of any work performed by a dealer employee(s). DIRECTV may request dealers provide adequate proof of payment. Adequate proof is deemed to include, but is not limited to, cancelled checks or bank statements. Failure by the dealer to provide proof of payment within 30 business days of request may result in non-payment and/or chargeback of any and all Co-Op claims, at DIRECTV's sole discretion. Dealers who submit false or inflated invoices or engage in any type of vendor "kickback" program will receive non-payment and/or chargeback of any and all Co-Op claims, at DIRECTV's sole discretion. Participation in any "kickback" program may result in automatic termination of a dealer's DIRECTV Retailer Agreement(s), at DIRECTV's sole discretion. In the event a dealer is found in breach of their DIRECTV Retailer Agreement(s), DIRECTV reserves the sole right to terminate the dealer's eligibility in the Co-Op program; cease reimbursement for any outstanding claims and/or immediately expire the dealer's accrual balance. DIRECTV reserves the sole right to revoke or amend this Co-Op program at anytime without prior written notice. ©2015 DIRECTV, LLC. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, LLC. All other trademarks and service marks are the property of their respective owners.



**THIS SUMMARY IS PROVIDED AS A CONVENIENCE AND DOES NOT REPLACE POLICIES DETAILED WITHIN THIS DOCUMENT.**

GENERAL MEDIA	CREATIVE REQUIREMENTS (Before you place the ad)	PROOF OF PERFORMANCE (After you place the ad)
<b>All media</b>	<ul style="list-style-type: none"> <li>■ Dealers must comply with all DIRECTV brand, trademark and logo guidelines</li> <li>■ Any competitive advertising renders the entire ad as ineligible</li> </ul>	<ul style="list-style-type: none"> <li>■ A Co-Op authorization must be submitted online for all claims</li> <li>■ Claims must be submitted online</li> </ul>
<b>Print</b> Newspapers Magazines Catalogs Posters Yellow Pages	<ul style="list-style-type: none"> <li>■ For yellow pages, creative must use the DIRECTV Authorized Dealer Logo and advertise only under the Dealer name. Listings placed under the DIRECTV name renders the entire ad as ineligible.</li> <li>■ The dealer tag area must feature the name of the dealer</li> </ul>	<ul style="list-style-type: none"> <li>■ Full tearsheet bearing publication name and date. eTearsheets are acceptable.</li> <li>■ Publisher's invoice detailing DIRECTV, ad dates, ad size and costs</li> </ul>
<b>Direct Mail</b>	<ul style="list-style-type: none"> <li>■ Creative must be a minimum of 50% DIRECTV content</li> </ul>	<ul style="list-style-type: none"> <li>■ Proof of performance including proof of payment (front/back of voided check or credit card statement) is required. If submitted through Brand Muscle, a copy of the invoice is also required.</li> <li>■ Full copy of original mail piece</li> <li>■ Printer's invoice detailing quantity and costs; plus postal receipts if applicable</li> <li>■ Brand Muscle email confirming that the mailing list scrub was completed</li> </ul>
<b>Broadcast</b> Radio Radio Remotes Television Infomercials	<ul style="list-style-type: none"> <li>■ Radio must be :15, :30, :45 or :60 spots</li> <li>■ Radio remotes must be :60 spots with DIRECTV mention at least 2 times every 30 minutes, e.g. a one-hour remote must feature four :60 spots</li> <li>■ Television must be :10, :15, :30 or :60 spots</li> <li>■ Television :10-:30 spots require DIRECTV mention at least 2 times verbally and 1 time visually. :60 spots require DIRECTV mention at least 3 times verbally and 1 time visually. Creative must be 100% DIRECTV.</li> <li>■ Infomercials of 30 minutes or greater require DIRECTV mention at least 4 times verbally and 2 time visually</li> </ul>	<ul style="list-style-type: none"> <li>■ Full copy of script imprinted with the ANA/RAB (radio), ANA/TVB (TV) or ANA/CAB (cable), signed by a station official. For radio remotes, 2 photos (incl. 1 of broadcast set up) is required in place of a script.</li> <li>■ DIRECTV's Ad Builder may not have scripts available</li> <li>■ Station invoice detailing ad dates, times, costs of each spot and any earned discounts or agency commission</li> </ul>
<b>Outdoor</b> Billboards Signage Van Wraps	<ul style="list-style-type: none"> <li>■ Creative must be 100% DIRECTV content</li> <li>■ Dealer contact information must be featured in the ad (phone number or street address/coordinates)</li> <li>■ Must include appropriate disclaimers</li> </ul>	<ul style="list-style-type: none"> <li>■ Vendor contract or invoice detailing posting dates and costs. Handwritten contracts are not eligible</li> <li>■ Minimum of 2 photos after posting. If disclaimers are not legible in photo, a file provided to the outdoor company is required.</li> </ul>

*Summary continued on next page...*



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FACE-TO-FACE MEDIA	CREATIVE REQUIREMENTS (Before your appearance)	PROOF OF PERFORMANCE (After your appearance)
<b>Events</b> Fairs Tradeshows Sponsorships	<ul style="list-style-type: none"> <li>Only eligible when purchased through Event Engine program</li> </ul>	<ul style="list-style-type: none"> <li>Ad Builder invoice required</li> </ul>
<b>Mall Kiosks/ Supermarkets</b>	<ul style="list-style-type: none"> <li>Creative must be 100% DIRECTV-focused</li> <li>Kiosks should be equipped with a DIRECTV live feed for demonstration purposes. If a live feed from the location is not possible, dealers must be equipped to run a taped "loop" promotional video/DVD approved by DIRECTV.</li> </ul>	<ul style="list-style-type: none"> <li>Proof of performance including proof of payment (front/back of voided check or credit card statement) is required. If submitted through Brand Muscle, a copy of the invoice is also required.</li> <li>Vendor contract or invoice detailing activity dates and costs. Handwritten contracts are not eligible.</li> <li>Minimum of 2 photos at activity featuring DIRECTV presence</li> <li>Proof of performance waived if submitting through the DIRECTV Event Engine program</li> </ul>

ONLINE MEDIA	CREATIVE REQUIREMENTS (Before you go live)	PROOF OF PERFORMANCE (After you go live)
<b>Microsite/Website</b>	<ul style="list-style-type: none"> <li>Eligible dealers may participate in DIRECTV'S Online Program during open enrollment only.</li> </ul>	<ul style="list-style-type: none"> <li>Ad Builder invoice required</li> </ul>
<b>Paid Online Directory Listings</b>	<ul style="list-style-type: none"> <li>Only eligible when purchased through DIRECTV Ad Builder program</li> </ul>	<ul style="list-style-type: none"> <li>Ad Builder invoice required</li> </ul>
<b>Web Banners</b>	<ul style="list-style-type: none"> <li>Only pre-approved web banners on DIRECTV's Ad Builder are eligible. The RAP process is not available for custom web banners.</li> <li>Web banners must link to a pre-approved microsite or RAP approved website.</li> </ul>	<ul style="list-style-type: none"> <li>Ad Builder invoice required</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>Only eligible when purchased through DIRECTV Ad Builder program</li> </ul>	<ul style="list-style-type: none"> <li>Ad Builder invoice required</li> </ul>