

AD-CREDIT MEMBER PROGRAM GUIDELINES

- Retail members will receive a credit to their Retail Alliance Association account for 10% of the net invoiced amount of an ad when the approved Retail Alliance logo is included, or may choose to participate in co-op program when approved.
- This program will be implemented on a first-come first-serve basis. Retail members are capped at \$400 in ad-credits annually (July 1st through December 31st), and the Association's funding for this program is capped at \$40,000 for 2006.
- Qualifying ads can be placed with any print, television, radio or Internet medium at any time of the year. **Print** includes newspapers, magazines, direct mail, coupons, billboards, etc. The Retail Alliance Association logo in a print ad must be easily viewable and no smaller than ¼" (.25") high and 5/8" (.625") wide. Logos are available on www.retail-alliance.com
- Placement of the approved Retail Alliance Association logo as a link on the home page of **Internet** sites above the "fold" is valued at \$1,000 (equates to a \$100 credit) annually. Internet ad credits are based on net invoice and it is suggested the Retail Alliance Association logo comprise 5-10% of the ad space, depending on whether the ad is a strip, skyscraper, sponsorship, billboard or banner ad.
- The Retail Alliance logo must be easily viewable and appear for several seconds in a **television** ad. The phrase "Member of the Retail Alliance Association" must be mentioned in a **radio** ad.
- **Retail members must contact Tom Bond at the Association offices (757)455-9305) and "reserve" the ad-credit dollars prior to the running the ad.**
- **Members submit copies of the ads and net paid invoices to Tom Bond to receive the 10% credit to their Retail Alliance Association account, or a reduction in their ad credit in the co-op program. The approved Retail Alliance Association logo must be present in the advertising to receive the 10% credit. Documentation should be submitted (and credits earned) on a regular basis, not at the end of a calendar year. January 15th of each year is the cut-off for Retail Alliance Association to receive documentation and post credits for any eligible advertising during the prior year.**
- These ad-credits (example: \$100 credit on a \$1000 ad) will be utilized to offset or partially offset Retail Alliance Association generated billing items such as annual membership dues, breakfast meetings (includes Economic Club) education programs, etc. Annual meeting, movie tickets, *Retail Partners* newsletter advertising, etc. as they occur.
- No cash will be paid on any ad-credit balances; ad-credit balances will carry forward from year to year, but no more than \$400 will be earned in any given year; members who resign from the Retail Alliance Association forfeit all rights to the program.
- Special sections in newspapers that include shopping spree contests sponsored by Retail Alliance Association and member sponsorships of Retail Alliance Association programs are excluded. Ads placed in the *Retail Angles* newsletter will not generate 10% ad-credit, but credits accrued from other advertising sources can be used toward offsetting the cost of *Retail Angles* ads.