



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

OVERVIEW

The AT&T 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, AT&T helps its dealers extend their marketing budget, the penetration of the DIRECTV brand name and the dealer's presence in the marketplace.

The AT&T 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.

DIRECTV

Welcome to the
Co-Op Resource Center

Login

Password

Login

[Having troubles logging in?](#)

Feel free to contact the ACB Support Team at 1-866-631-9761 or DIRECTVcoopsupport@acbcoop.com for assistance.

If you have any questions about these program guidelines, please contact the Co-Op Resource Center at 866-631-9761 or at 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 dealer activations from the prior month, at an accrual rate of \$10 per activation.
- Qualified activations are defined as new customer (TMU, JMU, TMW, TCD, JCD, MDU, JDU) account types.
- 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, unless approved by a Sales Manager.

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
And so on...				



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

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
- New users will automatically be navigated to begin the ACH process
- Follow the prompts to complete all fields on the ACH Form
- Print the ACH 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
- 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).

ACH Authorization Form

Corp ID:

User Name:

Contact Information
Title:
Contact Name:
Address 1:
Address 2:
City, State/Province, Zip:
Country:
Phone:
Fax:
Mobile:
Email:

Customer Information:
Customer Name:
Address 1:
Address 2:
City, State/Province, Zip:
Country:
Phone:
Fax:
Mobile:
Email:

Banking Information
*Required Banking Fields.
*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 <http://www.acbcoop.com>

☐ I Agree ☐ I Disagree

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 DIRECTVcoopsupport@acbcoop.com 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

Print Required ACH Form

Confirm

Reset ACH Form

Complete the banking information.

Click "I Agree"

Click "Print Required ACH Form"

Click "Confirm"

Click "Reset ACH Form" at bottom of page



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

REIMBURSEMENT

This program allows for reimbursement at a rate of 60% of eligible costs for approved marketing activities unless otherwise authorized by AT&T.

- Reimbursement rate percentages may vary based on 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.
- Dealer will receive reimbursement via an ACH payment deposited directly to Dealer's bank account. Payee must be company name (AT&T DBA name) and cannot be an individual name.
- If your DBA is not on file with AT&T, please submit an Information Change Form from the co-op Website.
- If media was purchased annually (i.e., yellow pages) and payment was made in full, the reimbursement rate is dependent upon the date payment was made. If media was purchased annually and payment is being 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. 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 Marketing Center claims, 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

- If you plan to advertise using a Marketing Center template, select Co-Op authorization option "Marketing Center."
- Enter the document ID number obtained from the Marketing Center website.

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)

Document ID: Objective:

Media Group: -- SELECT ONE --

Media Type: -- SELECT ONE --

Estimated Media Name:

Target Audience: -- SELECT ONE --

DMA: -- SELECT ONE --

Product Group: -- SELECT ONE --

Product(s):

Estimated Start Date:

Estimated End Date:

Comments:

Ctrl+click to select multiple.

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

Submit



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

CO-OP AUTHORIZATIONS, cont.

- If you plan to advertise using a custom ad approved by AT&T, select Co-Op authorization option “RAP”
- Enter the RAP number obtained from AT&T

- If you plan to advertise using non-Marketing Center templates, select Co-Op authorization option “All Other Media” or activity that does not require RAP
- Select the program name

- All Co-Op authorizations must reference the correct media group and media type
 - Media group example: Print
 - Media type example: Newspaper pre-approved (Marketing Center), 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 Marketing Center program using immediate Co-Op and a Marketing Center Media Representative will submit a Co-Op authorization on your behalf. Reach out to any of the Media Representatives by calling 866-241-7690.



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

MEDIA

Co-Op can only be used to promote the AT&T brand and AT&T services. To be approved for Co-Op funds, media activity must be used to market AT&T products and services in methods consistent with these guidelines, dealer's dealer agreement and Dealer Policies.

Eligible Media		Ineligible Media (including, but not limited to)
<ul style="list-style-type: none">BillboardsDirect Mail (list must be scrubbed to remove existing DIRECTV/AT&T customers)Door HangersElectronicsEventsFairsFlyers/CatalogsIndustry AssociationsInfomercialsInstallation VansInternet AdvertisingMagazinesMall Kiosks/CartsNewspaperNewspaper Inserts	<ul style="list-style-type: none">PostersPerformance Based IncentivesPromotional/Premium ItemsRadioRegister TapesSCBA CertificationSignageSponsorshipsTrade ShowsTransportation MediaTravel Expenses (Trade Shows)TVVan WrapsWeb BannersWebsite Production & MaintenanceYellow Pages (excluding line listing)	<ul style="list-style-type: none">Agency/Talent Fees (excluding Brandmuscle programs)Carpeting, Electricity, Booth Cleaning and ConstructionCell phones and data plansDIRECTV subscriptionsEquipment Rental FeesFacsimile AdvertisingLabor CostsOffice FurnitureProduction ExpensesRecruiting FeesText/SMS messagesTexting and Telemarketing ActivitiesTransportation and Union Fees

- Pre-approved advertising is located on AT&T's Marketing Center at attmarketingcenter.brandmuscle.net
- All custom advertising, beyond acceptable parameters, require approval through AT&T's Review and Approval Process (RAP) located at www.raponlinereview.com
 - Acceptable parameters include the addition of dealer information in the retailer section, excluding price points and additional dealer offers
- 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

SALES BASED INCENTIVES

Performance Based Incentives

- Performance based incentives (e.g. dealer sponsored contests) can be for employees (e.g. sales goals)
- \$5,000 limit per year, per lead corp ID
- Proof of performance required for this is an itemized invoice or receipt for prizes
- Gift Cards used for incentive are eligible. Ineligible incentive items include, but are not limited to: cash, checks, payroll bonuses, tobacco, alcohol, and firearms. Furthermore, gift cards are subject to ineligibility for anything AT&T deems inappropriate, in its sole discretion, e.g. an item that could conflict with the AT&T brand.
- Dealer in its sole discretion determines whether or how to implement any sales incentives for its Dealer Persons. Dealer has discretion to design and implement sales incentives for its Dealer Persons beyond any Co-Op Marketing Program reimbursement.



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE

All Media

- Dealers must comply with all AT&T brand, trademark and logo guidelines. Please visit <https://brandcenter.att.com> to view the AT&T brand guidelines. Dealer contact information must be featured in advertising, and must include Dealer company name address, phone number, and relationship to AT&T (e.g. “Authorized AT&T MDU Dealer”).
- For reimbursement eligibility, Dealer shall not promote a competitive product in any marketing activity and/or media. Competitive advertising renders the entire ad ineligible.
- Original invoices from the service/product provider are required
- Self-created (in-house) invoices are not eligible for reimbursement.
- All templates on Marketing Center may be re-sized up to 10%. To avoid a denied claim, please submit the resizing request to Brand Muscle/Marketing Center 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 unless prior written approval is granted by AT&T.
- Text or SMS messaging and telemarketing activities are not eligible. NOTE: Please see dealer agreement for stringent guidelines and restrictions on such marketing activities.
- No familial relation to business or vendor permitted.
- AT&T reserves the right to request proof of payment (front/back of check or credit card statement) for any media advertised.
- MDU Dealers may edit templates in the following ways, but must secure RAP approval:
 - Add MDU products such as voice (telephone) and data (Internet) products not provided by AT&T if it is clear such service(s) are not provided by AT&T.
 - May contain up to three different logos, two of which can be the MDU dealer logos, if the third logo is an approved AT&T logo. MDU dealer logos must be accompanied by language identifying its relationship with AT&T such as “Authorized DIRECTV MDU Dealer/Retailer.”
 - May edit background and content color from white to any approved AT&T brand and legal color scheme— AT&T and DIRECTV logo usage must still adhere to brand guidelines, which are available via the LOL and Brand Center.
 - May delete, reposition or resize template content components to fit MDU dealer voice and data product advertising.

Door Hangers

- Any custom doorhanger materials must be RAP-approved before distribution
- When creating a Co-Op authorization, select “other printed material pre-approved” as the media group or “other printed material custom” as the media group. Select the appropriate media type (i.e., pre-approved door to door—for Marketing Center 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 Marketing Center. Only Marketing Center may eClaim this eligible expense.



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE CONT.

Print

- When creating a Co-Op authorization, select “print” as the media group. Select the appropriate media type (e.g., newspaper pre-approved [for Marketing Center ads], newspaper custom [for RAP ads], etc.).
- 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., 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, and 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. Mailing lists must be scrubbed to remove do-not-mail requests and existing DIRECTV customers to be considered for Co-Op reimbursement. The following are required for reimbursement:
 - Full copy of mailer
 - Brand Muscle email confirming the address 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 AT&T isn't inadvertently reimbursing for ineligible media)
 - Postage receipts (must match the total number of mailers listed on the itemized invoice)
- For Stationery (e.g. Business Cards) it is permissible to use the approved “AT&T Dealer” logo combined with the Dealer's logo. The DIRECTV or AT&T corporate logos are 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
- For Offer Brochure orders via Marketing Center, an invoice from Brand Muscle detailing the quantity and costs, doc ID number and brochure is required. Shipping charges on offer brochure orders via Marketing Center are eligible for Co-Op. These charges will appear on the invoice from Brand Muscle emailed once the transaction is complete.
- For approved vendors, proof of performance is required as follows:
 - Full copy of original creative
 - Detailed invoice stating paid in full
 - Proof of payment
 - Media schedule
 - RAP # or Ad Builder Document ID #
- Collateral shipping fees are eligible for Co-Op.



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE CONT.

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.
- If a script affidavit is provided, the affidavit must bear a header with the script and invoice information.
- AT&T Marketing Center 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.

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 Marketing Center ads), billboards custom (for RAP ads), etc.
- Creative must be 50% DIRECTV content
- Dealer contact information must be featured in the ad (phone number or street address/coordinates)
- Must include appropriate disclaimers. Needed disclaimers are as follows:
 - Globe/trademark logo disclaimer – current version found on brandcenter.att.com
 - Additional offer/equipment disclaimers contingent upon what the sign/billboard promotes, (e.g. installation, current offer, HD DVR upgrades, superiority claims, 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 Marketing Center and submitted with the appropriate Document ID or a RAP number is submitted



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.

Events/Fairs/Tradeshows/Sponsorships/Associations

- 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 Marketing Center ads), fairs/home/trade shows custom (for RAP ads)).
- 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 AT&T legal review delaying reimbursement up to one month.
- Booth setup and teardown costs are eligible, travel and expenses must be pre-approved by ASM.
- A credit card statement is required proof of performance if submitting a Czarnowski invoice.
- A minimum of 2 photos at activity, prominently featuring DIRECTV presence, is required.
- Event kits and tent fees are eligible as incurred for any event/fair/trade show/sponsorship activity. DIRECTV branded Ez-up tent fees are eligible.
- MDU property events are capped at \$1,000 per event unless pre-approved by an MDU Sales Director.
- Eligible expenses include on-site food, drinks, promotional items and incentives.
- Outside event services, approved by AT&T sales management, are eligible and include costs to coordinate, set-up, staff, manage and pre-market the property event.
- 10x10 and 5x5 event tents are pre-approved.
- Brand Muscle will coordinate shipments of AT&T-owned event backdrops/display units to dealers for use at events (these units are on loan to dealers only and must be returned to AT&T c/o Brand Muscle). Dealers will be responsible to pay the costs for shipping to-and-from the event. Shipping charges are eligible for Co-Op reimbursement submitted via Brand Muscle (as part of the process for immediate Co-Op reimbursement).

Promotional or Premium Items

- 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 Marketing Center ads] or door to door, events, other custom [for RAP ads], etc.)
- Promotional/premium items purchased at an approved AT&T marketing vendor (Brandmuscle, KL&P, Budco, etc.) are pre-approved. All other promotional/premium items require a completed RAP process.
- Dealer tagging expenses (\$5.50 per shirt) on promotional items at the Revolution Store or an approved AT&T marketing vendor are eligible for Co-Op reimbursement. The one time set up charge for dealer tagging (\$60.00) is eligible for Co-Op reimbursement.
- A vendor invoice detailing costs is required
- Use your invoice date as your activity date
- Shipping charges applied to Dealer Merchandise Center purchases are eligible for Co-Op reimbursement. These invoices also serve as proof of performance.
- A photo or sample of promotional/premium item is required unless it was purchased from the Dealer Merchandise Center.



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.

MDU Property Events

- An MDU Property Event Invoice must be submitted
- For your convenience, a template is located at www.directvcoop.com. Go to the menu tab “Resources”
- An MDU Property Event Invoice may be submitted other than the template. However, all fields on the template must be included on a substitute invoice
- Template fields include:
 - Name of person/company who is invoicing the dealer
 - Name of dealer and Corp ID
 - Name of sales person(s) managing the event
 - Location of event
 - Date of event
 - Names of event attendees
 - Detailed line items of costs
 - Statement(s) regarding event results
- Expenses:
 - Property event hospitality including onsite food, drinks (non-alcoholic), promotional items and incentives are eligible for reimbursement
 - Event staff fees to set up, staff and manage event are eligible for reimbursement up to \$20 per hour
 - Alcohol is not eligible for reimbursement
- Required proof of performance:
 - MDU Property Event Invoice
 - Two photos of event including one photo of property event with dealer staff and one photo prominently showing DIRECTV and/or AT&T point of presence including banners, flyers, tents and table set up
 - Receipts for food and non-alcoholic beverage purchases
- Promotional and Premium Items:
 - Dealers may provide special premium items that will drive sales on property. Note that these promotional/premium items require a completed RAP process.

Digital Media

- Digital Media may include: web banners, web ads, email marketing costs
- Websites must be 50% DIRECTV to qualify for reimbursement
- When creating a Co-Op authorization, select “electronic” as the media group. Select only the media type when available (i.e., Internet applications pre-approved [for Marketing Center ads])
- All digital media must be pre-approved (from Marketing Center) or RAP approved.
- Proof of performance should be the Doc ID or RAP number and a screen shot of the banner placement on the site

EXPENSE (INCLUDE TAXES)		TOTAL
Event staffed, 5 person time - John Doe	4 hours x \$20.00 per hour	\$80.00
Food items: Coffee, donuts, pizza	\$25.00 coffee, \$25.00 donuts, \$25.00 pizza	\$75.00
Balloons and helium	\$20.00 balloons, \$5.00 helium	\$25.00
Cleaner, minor repairs, water, etc.	Minor repairs, \$50.00	\$75.00
***Remember to include an item for every item listed above.		
		\$255.00



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.

Call Tracking

- 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 Marketing Center 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)

Yellow Pages

- For Yellow Pages, can order advertising through Marketing Center (866-241-7690), Ketchum Directory Advertising (913-344-1958) or local publisher sales rep for reimbursement.
- Dealers must use the “AT&T Dealer” logo and may advertise only under the dealer name.
- All ads must be pre-approved by RAP. Approved templates can be found on Marketing Center. 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
- Dealers must obtain a new RAP number every 12 month when advertising annually.
- A monthly invoice and a tear-sheet is required for monthly Yellow Pages advertisements.
- Proof of performance is a completed Ketchum order form or a publication tear sheet and invoice bearing publication name and date.

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 Marketing Center with the graphics as posted, no RAP number is required. You must provide Marketing Center order form with your claim submission. This can be found under “Tools & Resources” under the “Vehicle Wraps” section of the Marketing Center site.
- If modifications are made to the Marketing Center template, then a RAP number is required. If you do not use Marketing Center, charges for van wraps are eligible for reimbursement with RAP approval. You must provide a RAP number and vendor proofs of van wrap with your claim submission.

Mall Kiosks

- When creating a Co-Op authorization, select “kiosks” as the media group and select the media type “kiosks”
- Must feature DIRECTV and/or AT&T exclusively
- Store fronts are not considered kiosks and 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 and/or AT&T presence, is required



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.

Installation Vans

- Installation vans are eligible for Co-Op if they meet the following qualifications:
 - Must be an installer vehicle
 - Must be a van or full-size pickup
 - Trucks must include a topper
 - Cannot be a car
 - Must be DIRECTV-wrapped
- Two photos of the vehicle must be submitted
- May be co-branded with Dealer-partner information according to AT&T brand standards (must be RAP approved)
- A vendor contract or invoice detailing purchase price is required. Handwritten contracts are not eligible.

Electronics:

Computers, tablets & peripherals for order processing and demo purposes

- Reimbursable up to 50% on new purchases. Not to exceed 20% of available co-op funds or 5 units/devices per year.
- Tablet reimbursement rate is 60% for specific dealers using Opus Mobile, as pre-identified by AT&T.
- Proof of performance is an itemized receipt from a retailer.

Installation Training:

- Installation training claims will be reimbursed at 70%. No more than six certifications at \$250 per certification – per year, per lead CorpID – can be reimbursed unless written exception from Account Manager is received in advance.
 - Invoice
 - Certification of completion from the installation training course for each attending member that Co-Op reimbursement is claimed
- An invoice for proof of performance is required



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

SUBMITTING CLAIMS

Claims for Reimbursement

A claim may be submitted only when a dealer completes a Co-Op authorization.

- Please visit 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 authorized reimbursement rate percentage
- Select a delivery method. It is recommended dealers select “upload”. This method expedites payment.

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 April are available for spending anytime in May-June-July and must be claimed no later than August.
- 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

AT&T reserves the right to revoke, terminate or amend the Co-Op Marketing Program in AT&T's discretion anytime without prior written notice.

- If a dealer is found in breach of any dealer agreement they have with AT&T and/or one of its affiliates, then AT&T may, in its sole discretion, 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.
- If a dealer's dealer Agreement(s) with AT&T and/or one of its affiliates is terminated, the dealer no longer accrues Co-Op funds effective the first day of the same month as date of termination
- For dealers whose termination was not due to a breach of their respective dealer Agreement, to receive reimbursement, all claims must have been submitted online prior to the date of termination. AT&T will not accept any Co-Op claim beyond 30 days from the date of termination; 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, AT&T has no obligation to pay the terminated dealer Co-Op account balances acquired before the date of termination.



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

CO-OP SUPPORT

- On behalf of AT&T, 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.
AT&Tc/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:
AT&Tc/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 AT&T Area Sales Manager for questions about access to other marketing web tools or other marketing issues

AT&T 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). AT&T 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 AT&T's sole discretion. Dealers who submit false or inflated invoices, engage in any type of vendor "kickback" program will receive non-payment and/or chargeback of any and all Co-Op claims, at AT&T's sole discretion. Participation in any "kickback" program may result in automatic termination of a dealer's AT&T Retailer Agreement(s), at AT&T's sole discretion. In the event a dealer is found in breach of their AT&T Retailer Agreement(s), AT&T 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. AT&T reserves the sole right to revoke or amend this Co-Op program at any time without prior written notice. ©2019 AT&T Intellectual Property. All rights reserved. AT&T and Globe logo are registered trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks are the property of their respective owners.



2019 CO-OP GUIDELINES (MDU)

EFFECTIVE 1/22/19

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

MEDIA	ART & COPY REQUIREMENTS (before you place the ad)	PROOF OF PERFORMANCE (after you place the ad)
All media	<ul style="list-style-type: none"> Dealers must comply with all AT&T brand, trademark and logo guidelines. Any competitive advertising renders the entire ad as ineligible. 	<ul style="list-style-type: none"> A Co-Op authorization must be submitted online for all claims. Claims must be submitted online.
Print Newspapers Magazines Catalogs Posters Yellow Pages	<ul style="list-style-type: none"> For yellow pages, creative must use the "AT&T Dealer" logo and advertise only under the dealer name. Listings placed under the AT&T or DIRECTV name renders the entire ad as ineligible. The dealer tag area must feature the name of the dealer. 	<ul style="list-style-type: none"> Full tear-sheet bearing publication name and date eTearsheets are acceptable. Publisher's invoice detailing DIRECTV, ad dates, ad size and costs.
Direct Mail	<ul style="list-style-type: none"> Creative must be a minimum of 50% DIRECTV content. 	<ul style="list-style-type: none"> 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. Full copy of original mail piece. Printer's invoice detailing quantity and costs, plus postal receipts if applicable. Brand Muscle email confirming that the mailing list scrub was completed.
Broadcast Radio Radio Remotes Television Infomercials	<ul style="list-style-type: none"> Radio must be :15, :30, :45 or :60 spots. 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. 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. Infomercials of 30 minutes or greater require DIRECTV mention at least 4 times verbally and 2 time visually. 	<ul style="list-style-type: none"> 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. DIRECTV's Marketing Center may not have scripts available and the Marketing Center item # is acceptable. Station invoice detailing ad dates, times, costs of each spot and any earned discounts or agency commission.
Outdoor Billboards Signage Van Wraps	<ul style="list-style-type: none"> Dealer contact information must be featured in the ad (phone number or street address/coordinates). Must include appropriate disclaimers. 	<ul style="list-style-type: none"> Vendor contract or invoice detailing posting dates and costs. Handwritten contracts are not eligible. Minimum of 2 photos after posting. If disclaimers are not legible in photo, a file provided to the outdoor company is required.
Events Fairs Tradeshows Sponsorships Associations	<ul style="list-style-type: none"> DIRECTV must be prominently displayed in booth or at sponsorship. DIRECTV must be a minimum of 50% of booth space or sponsorship. 	<ul style="list-style-type: none"> Vendor contract or invoice detailing activity dates and costs. Handwritten contracts are not eligible. Minimum of 2 photos at activity featuring DIRECTV presence; plus event results if MDU Property Event.
Digital Media	<ul style="list-style-type: none"> All digital media must be pre-approved (from Marketing Center) or RAP approved. 	<ul style="list-style-type: none"> Vendor's invoice detailing ad dates and costs. Screen shot of web banner.
Promotional and Premium Items	<ul style="list-style-type: none"> Promotional/premium items purchased at AT&T authorized marketing vendors are pre-approved. All other promotional/premium items require RAP. 	<ul style="list-style-type: none"> Merchandise invoice/order confirmation or vendor invoice (RAP) detailing costs. Photo or sample of promotional/premium item.