



## 2022 Digital Marketing & Website Co-Fund Credit Form

Please complete the following if you are submitting for Digital Marketing Credit and/or Website Co-Fund Credit. Payouts will be issued quarterly; April 1<sup>st</sup>, July 1<sup>st</sup>, Oct 1<sup>st</sup> and Jan 1, 2023.

The Marketing Participation Option you selected on the 2022 Marketing Participation Form dictates the credits that are available to you. Please contact IAC Marketing Department to confirm your selections.

### Section 1: Dealer Information

Dealer #: \_\_\_\_\_ Dealer Store Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Date Range: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Dealer confirms that no other COOP dollar or claims have been made against earned Coop funds using submitted advertising or backup: (please initial) \_\_\_\_\_**

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### Section 2: Claim Information

#### **Website Cofund**

**Website Co-Fund (\$322.50 per month/\$967.50 per quarter)**

Dealers who chose All In or Holiday Only as their 2022 participation option are eligible to claim for this credit.

- Dealer's index level must provide an allocation for the Website CoFund
- Dealers who are receiving a credit on their RWS Level 4 invoice or an IAC account credit for their AVB Alta website may not submit for an additional credit.
- A third-party invoice for website support must be submitted along with this form
- Claims must adhere to the Advertising Claim Submission Guide

**CoFund: Amount Requested \_\_\_\_\_**

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#### **Holiday Only**

**Quarterly Holiday Only Advertising Credit**

Dealers who chose Holiday Only as their 2022 participation option may be eligible to claim for this credit.

- Dealer's index level must provide an allocation for Always on Search and/or Shopping
- Claims may be for qualified digital advertising for eligible brands (Bosch, Frigidaire, LG, Samsung and Whirlpool).



- Claims must be organized by Brand with Ad Manager Reports with total spend clearly indicated for each brand / media type
- Your index determines how much you are eligible to claim using this formula: Months x (Monthly Search allotment + Monthly Shopping allotment).
  - 3 months x 1035 = \$3105
  - 3 months x (1035+460) = \$4485
  - 3 months x (1035+920) = \$5865
  - 3 months x (1035+1725) = \$8280
  - 3 months x (1380+1725) = \$9315
- Claims must adhere to the Advertising Claim Submission Guide

**Bosch:** **Amount Requested:** \_\_\_\_\_

**Frigidaire:** **Amount Requested:** \_\_\_\_\_

**LG:** **Amount Requested:** \_\_\_\_\_

**Samsung:** **Amount Requested:** \_\_\_\_\_

**Whirlpool:** **Amount Requested:** \_\_\_\_\_

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### **Claim Only**

#### **\_\_\_\_ Quarterly Claims Only Marketing Credit**

Dealers who chose Claim Only as their 2022 participation option are eligible to claim for this credit

- Effective 04/1/22, claims may be for qualified advertising for eligible brands (Bosch, Frigidaire, LG, Samsung and Whirlpool).
- Claims must be organized by Brand with Ad Manager Reports with total spend clearly indicated for each brand / media type
- Maximum payout per brand is based on the quarter's advertising coop earn for each brand
- Claims must adhere to the Advertising Claim Submission Guide

**Bosch:** **Amount Requested:** \_\_\_\_\_

**Frigidaire:** **Amount Requested:** \_\_\_\_\_

**LG:** **Amount Requested:** \_\_\_\_\_

**Samsung:** **Amount Requested:** \_\_\_\_\_

**Whirlpool:** **Amount Requested:** \_\_\_\_\_

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### **Section 3: Dealer Signature**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please review the IAC Claims Submission Guide and return this completed form with corresponding backup to Eileen Schumacher at [eschumacher@intercountyappliance.com](mailto:eschumacher@intercountyappliance.com). Send to the IAC Marketing Department within 45 days of the end of the Quarter. If any component of the advertisement has not been pre-approved by the vendor, payout will be forfeited for that Quarter.**