



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 1st, July 1st, Oct 1st 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) _____

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 _____

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:** _____

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:** _____

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@intercountyvappliance.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.