

## CO-OP ADVERTISING CLAIM REPORT FROM DEALER TO GE

**GENERAL ELECTRIC  
OUTDOOR POWER EQUIPMENT OPERATION  
ATTN: ADVERTISING  
CORPORATIONS PARK, SCHENECTADY, N.Y. 12345**

Signature below certifies that all advertising for which CO-OP claims are requested is run in accordance with all policy provisions of the Outdoor Power Equipment Operation ADVERTISING PLAN AS PUBLISHED.

DEALER'S NAME _____
ADDRESS _____
CITY, STATE _____ ZIP _____

*Prior approval has been obtained for the following:*

DATE	PRODUCT	PROMOTION INDICATE NEWSPAPER, TV RADIO. ETC.	INCHES LINES OR SPOTS	RATE		NUMBER OF TIMES	TOTAL ESTIMATED COST
				NEWSPAPER	OTHER		
						<b>TOTAL</b>	<b>\$</b>

NOTE: "Submission of claims constitutes certification of compliance with the Wholesale Distributor Advertising and Promotional Allowance Agreement between the parties, with the Outdoor Power Equipment Operation Co-op Advertising and Sales Promotion Plan, including the Advertising Guide referred to in the Plan, and with the Federal Trade Commission Guides for advertising allowances and other merchandising payments and services."

Prepared by Dealer \_\_\_\_\_ (date)

Dealer's Signature \_\_\_\_\_ (date)

Approved by (GE) and returned to dealer \_\_\_\_\_ (date)

DEALER MUST SUBMIT FOR APPROVAL TO  
MANAGER-ADVERTISING & SALES PROMOTION  
FOR REIMBURSEMENT.

**FOR PAYMENT**

- DEALER MUST SUBMIT:
1. AD CLAIM REPORT: (Entire Form)
  2. COPY OF ALL BILLS.
  3. COPY OF ALL AD TEARSHEETS, (FULL PAGE AND DATED).  
photos of exhibits, affidavits of TV/radio time, etc.

**IMPORTANT**

All claims against this commitment MUST be made by dealer WITHIN 30 days following close of month for which advertising has appeared.