

ADVERTISING

Printed/TV/Radio/Moving Ads/Billboard



ELIGIBLE EXPENSES	INELIGIBLE EXPENSES
<ul style="list-style-type: none">• Ad design/production costs in conjunction with the purchase of radio or television broadcast time or ad placement:<ul style="list-style-type: none">◦ Formatting/professional design/photography expenses◦ Script writing, voice/talent fee, clip production, music◦ Printing◦ Temporary labor for talent/design◦ Billboard/signage/light box rental expenses◦ Installation costs• Moveable ad space rentals (taxis, buses, trucks)• Broadcast expense (aired time, purchased spots)	<ul style="list-style-type: none">• Advertisement campaigns tied to a product purchase• Advertising associated with a coupon or price discount/reduction for an approved product• Ad in a publication that does not circulate in one of your approved foreign country marketing plans• Ads, media and/or messages that do not target an approved foreign country market or audience• Copyright and licensing fees• Scheduled broadcast that has not yet aired• Advertisements that are defamatory to another U.S. brand• Sponsorships• Media/Press Release items and associated labor• General company advertising that does not include the product promotion information and valid U.S. origin statement

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ALL PROOF OF
ACTIVITY MUST
DISPLAY
**BRAND NAME &
VALID U.S.
ORIGIN
STATEMENT**

NEWSPAPER/MAGAZINES/ GROCERY CIRCULARS

- Invoice
- Date of Publication
- Proof of Payment
- Proof of Activity (photos of ad or original copies, no PDF proofs)
- Original publication cover page showing date/name of publication
- Current circulation report for the publication showing distribution in the foreign country market
- English translation if needed

BILLBOARD/SIGNS (NON-DIGITAL)

- Invoice
- Proof of Payment
- Geographical Location
- Invoice & Contract with rental agency showing length of rental
- Photo of billboard at each location per month of run time (i.e. 12 month run, 12 photos submitted)

MOVING ADS (TAXI, BUS, TRAIN, ETC)

- Invoice and detailed contract showing length of campaign
- Photo of each location of moving ad per month of run time
- Proof of Payment



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BROADCASTING TV/RADIO ADS

- Invoice
- Proof of Payment
- Name of TV or Radio Station
- Country and cities where ad was broadcasted
- Date/run times & number of actual broadcasts with certificate of broadcast dated after activity
- DVD/CD of the broadcast
- Transcript of broadcast (English translation)
- Production costs must be submitted in conjunction with the purchase of the broadcast time
- Dated screenshot of the advertisement/commercial running (one screenshot per month per channel) (TV Ads only)
- Live recordings of the commercial being aired (one recording per month per channel) (Tv & Radio Ads)

DIGITAL BILLBOARDS OR MONITORS (BUS STATION, SUBWAY, CINEMAS, ETC)

- Invoice
 - Proof of Payment
 - Country and cities where ad was advertised
 - Photo of each digital ad per location/per month
- Date/run times
Transcript of commercial (English translation)
Production costs must be submitted in conjunction with the purchase of the ad run time

