

PRINT ADVERTISING

The costs to design, produce, and place advertisements are eligible for reimbursement under the Branded Program. Listed below are important requirements and reminders.

- ✓ Advertisements must include a USA statement of origin. (See the Branded Program Manual – Rules and Regulations for a list of options)
- ✓ Brands and Products promoted in the advertisements must be listed in the company's Program agreement or approved Amendment.
- ✓ Advertising must be circulated in a country listed in the company's Program Agreement or approved Amendment.
- ✓ Expenditures associated with **coupon redemption**, price discounts, or the design, distribution, and printings of coupons are **NOT ELIGIBLE** for reimbursement.

REQUIRED DOCUMENTATION

Invoice, Proof of Payment, and Proof of Activity are required for all expenses.

Invoice – general requirements:

- Date
- Name of vendor
- Itemized charges
- See chart below for *specific requirements*. ▼

Proof of Payment – one of the following:

- Copies of the front and back of a **cancelled** check.
- Copies of the front of a check and a bank statement listing the check as clearing the account.
- Copy of a bank wire transfer confirmation listing the originator, beneficiary, date, and amount.
- Copy of a credit card statement listing payment to the vendor as a line item
- Signed receipt from the vendor.
- Copy of the debit note, copy of the check listing the deduction, copies of the product invoices the deduction was taken on, and copies of two other product invoices to show normal pricing.

Proof of Activity

- All advertisements must include Brand name and statement of USA origin.
- See chart below for *specific requirements*. ▼

Specific Requirements

Print Advertising	Invoice	Proof of Activity
Billboards/Ads on buildings, vehicles, etc.	<ul style="list-style-type: none">▪ General requirements▪ Geographic location and length of rental	Photo of the advertisement
Design expenses	<ul style="list-style-type: none">▪ General requirements	Note – Design expenses are paid when the advertisement is published or on display.
Magazines/Newspapers/Grocery Circulars	<ul style="list-style-type: none">▪ General requirements▪ Publication name and date	<ul style="list-style-type: none">▪ Copy of original advertisement and the cover page showing the name and date of publication▪ Circulation reports for magazines whose publishing location differs from its circulation market
Web Advertising	<ul style="list-style-type: none">▪ General requirements	Printout of the advertisement