

# TELEVISION & RADIO ADVERTISEMENTS

The costs to produce and to broadcast television (TV) and radio advertisements are eligible for reimbursement under the Branded Program. Listed below are important requirements and reminders.

- ✓ Advertisements must be broadcast in a country listed in the company's Program Agreement or approved Amendment.
- ✓ Brands and Products being promoted in the advertisements must be listed in the company's Program Agreement or approved Amendment. (Advertisements that include brands and products not listed with WUSATA will be prorated accordingly.)
- ✓ Advertisements must promote the brand **and** include a **US origin statement** such as "Product of USA" or "Made in (state)" (See Branded Program Manual – Rules and Regulations for a list of options).
- ✓ Production costs can only be claimed in conjunction with the purchase of radio or television broadcast time. ◀◀

## 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

Television & Radio Advertising	Invoice	Proof of Activity
Broadcast Expenses – Radio	<ul style="list-style-type: none"> <li>▪ General requirements</li> <li>▪ Location where ad is placed               <ul style="list-style-type: none"> <li>▪ Radio station name</li> <li>▪ Location of radio station (city)</li> </ul> </li> <li>▪ Run down of ad spots               <ul style="list-style-type: none"> <li>▪ Name of ad</li> <li>▪ Date the spots ran</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Cassette tape/CD of radio advertisement</li> <li>▪ Please provide English translation if necessary.</li> </ul>
Broadcast Expenses – TV	<ul style="list-style-type: none"> <li>▪ General requirements</li> <li>▪ Location where ad is placed               <ul style="list-style-type: none"> <li>▪ TV station name</li> <li>▪ Location of TV station (city)</li> </ul> </li> <li>▪ Run down of ad spots               <ul style="list-style-type: none"> <li>▪ Name of ad</li> <li>▪ Date the spots ran</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ VHS tape/CD/DVD of television advertisement</li> <li>▪ Please provide English translation if necessary.</li> </ul>
Production Expenses – Radio	<ul style="list-style-type: none"> <li>▪ General requirements</li> <li>▪ Name of project</li> </ul>	<p>Cassette tape/CD of radio advertisement</p> <p>▶▶ Note, production expenses can only be claimed in conjunction with the purchase of radio broadcast time.</p>
Production Expenses – TV	<ul style="list-style-type: none"> <li>▪ General requirements</li> <li>▪ Name of project</li> </ul>	<p>VHS tape/CD/DVD of television advertisement</p> <p>▶▶ Note, production expenses can only be claimed in conjunction with the purchase of TV broadcast time.</p>