

ADVERTISING

Online/Email Campaigns/E-Newsletters/Social Media



ELIGIBLE EXPENSES	INELIGIBLE EXPENSES
<ul style="list-style-type: none">• The website or online platform/portal must clearly target the specific international audience in your approved country market.• Online ads on a third-party website that clearly targets a foreign audience.• Temporary labor expenses for ad design, translation, etc.• Social media ads must clearly target an international market, proven through dated screen shots and analytical data reflecting your specific social media campaign.• Social media influencers/bloggers• E-news Letters/email campaigns• Posts and video clips posted on the social media portals that clearly target your specific approved country• Fees for page or platform management during your media campaign	<ul style="list-style-type: none">• Domestic websites• Ads that promote unapproved products or have no brand promotion• Online advertisement with a U.S. or other eligible origin statement placed within the hashtag• e-Marketing slotting fees or online product listing fees (Ex: Amazon, Ebay, Facebook, etc.)• Hosting fees/Domain purchasing fees• Copyrighting and licensing fees• Online ads posted on your company website• Ad server fees• Online activity measuring fees• Advertisement campaigns tied to a product purchase/Advertising associated with a coupon or price discount or reduction for an approved product• Any costs or ads associated with your company's domestic website• Sponsorships• Media/Press release items and associated labor• QR Codes registration/production cost• General company advertising that does not include the product promotion information and valid U.S. origin statement

ADVERTISING - CLAIM DOCUMENTATION

Online/Email Campaigns/E-Newsletters/Social Media

Online Advertisement/Banner/Video

- Invoice
- Proof of payment
- A dated printed page or screenshot of the advertisement (refer to the above for requirements on the dated screenshots)
 - Must display your brand name and valid U.S. origin statement (pg. 5) in a manner easily observed/readable.
- Agreement or contract for the advertisement/banner/video placement with the site host/agency
- For a post of the video, a video clip with transcript and translation showing brand and a valid origin statement
- English translation needed for above items if in foreign language

Social Media

- Invoice
- Proof of payment
- Dates of social media post/campaign
- Analytical data from the social media portal/platform (not a media agency) confirming the name/type of the campaign, dates, and country.
- A dated printed page or screenshot of the advertisement/banner/post is running (refer to the above for requirements on the screenshots under important notes)
- Must display your brand name and valid U.S. origin statement (pg. 5) in a manner easily observed/readable.
- For a post of the video, a video clip with transcript and translation showing brand and a valid origin statement.
- English translation needed for above items if is in a foreign language.
- A dated printed page or screenshot of the advertisement/banner/post (refer to the above for requirements on the screenshots)

Email Campaign/E-Newsletters

- Invoice
- Proof of Payment
- Dates of campaign
- Original email with the advertisement
 - Must display your brand name and valid U.S. origin statement
- Original email for each day of the campaign
- Recipients' list showing the distribution of the email to foreign audience

ADVERTISING - CLAIM DOCUMENTATION

Online/Email Campaigns/E-Newsletters/Social Media



IMPORTANT NOTES:

Proof of Activity is necessary for each type of the social media claim: It is required that the website, web page or social media platform/portal clearly targets a foreign audience and country market you have selected in your FundMatch application.

The country affiliation must be clearly indicated in the links and foreign social media portal/platform domain. For example: **MX, (Mexico), CA, (Canada), DE (Denmark), IT (Italy)**. (Domestic Social Media Marketing is not eligible).

The online ad posted on the website/social media portal with **.com** in the domain name, a page and link showing location of the website/page host that reflects your approved country market will be required.

Required documentation for each online/social media ad campaign must be proven by a screenshot including the brand and U.S. origin statement for the following types: foreign website showing the online advertisement, banner, video commercial, social media post, full website URL address. Each screenshot should have the date for each month the advertisement/banner/video/post is running.

The date stamp within the original post must be present. Dated screenshots/printouts obtained during the online ad campaign will confirm that ad is running as scheduled or planned.