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# Co-op Ad Claims Monthly Checklist

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## For your claims:

- Newspaper ads:** tearsheets (one per date and one each per product) and
- The invoices to cover each date
- Flyers:** about 8 copies per page (8 copies times 8 pages = about 64 copies) and
- Printing invoice +
- Production invoice from ad agency or production house +
- Distribution invoice (newspaper insert, mail receipt, etc.)
- Radio/TV/Cable:** Affidavits and times
- Collateral:** Paint paddles, special in-store displays, shows, signs (copies, or photos if the item isn't shippable, and invoices)
- Yellow Pages** (tearsheet(s) and invoices)
- Sales Training** meeting expenses
- Wearable's** invoices (shirts, hats, sweats, nail aprons, etc.)
- Signs** (electronic, movable, outdoor, etc.)

## For your reports:

- Check stubs
- Credit memos
- Notes – line item credits, etc.

## For updates to your database:

- Accrual updates
- Returned claims
- Your comments

Only send photocopies of invoices; nothing you send us is returned to you.

If you have any questions just call our toll-free number 800 334 3049. If we're out we'll call as soon as we get back in.

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