

# Kawasaki Motors Corp., U.S.A.

## CO-OP ADVERTISING CLAIM FORM

This form is to be completed, signed and submitted only by the dealer named herein.

Dealer Name \_\_\_\_\_ Dealer Number \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

Claim is being submitted for:  Print  Direct Mail, Flyers & Circulars  Internet Advertising  Yellow Pages  
 Broadcast  Outdoor  Special & Promotional Advertising

			KMC USE ONLY	
Qualifying Media	Dates Used	Total Amount of Bill	Co-op % Approved	Co-op% Amount Paid
<b>Total Co-op Amount Paid</b>				<b>\$</b>

**PLEASE INCLUDE ALL NECESSARY ITEMS LISTED BELOW AS SUPPORT FOR YOUR CLAIM**

**PRINT—Newspapers, Magazines, Buyer’s Guides & Classified**

- Full-page tear sheet for each date claimed
- Invoice for actual net cost
- Itemized invoice must show dates of ad and ad size for each ad run date
- Notarized affidavit of performance for ads running more than 3 consecutive days

**DIRECT MAIL, FLYERS & CIRCULARS**

- Above items plus:
  - Sample of actual piece mailed/distributed and documentation of quantity (e.g., Direct Mail)
  - Postage invoice
  - Certification receipt from mailing service

**INTERNET BANNERS / BUTTON ADS**

- Copy of screen shot showing banner ad
- Notarized copy of invoice for media buy
- Copy of performance metrics

**YELLOW PAGE DISPLAY (dealer-created only)**

- Full page tear sheet of each directory heading and publication
- Copy of invoice showing monthly net cost of ad
- ACB written Prior Approval is required for dealer-produced material

**BROADCAST**

- Original invoice from the station showing net costs, length, time and date each spot ran
- Media documentation includes station, air dates and times, and all programming information
- Original notarized script bearing ANA/RAB or ANA/TVB certification
- TV and Radio spots should include Kawasaki script/reference number (e.g., R01 and R02, etc.)

- TV documents should list:
  - Kawasaki commercial tape number, if applicable
  - TV-notarized audio script, detailed description of visual
- Copy of script/storyboard (dealer produced)
- Receipted station invoice (dealer produced)

**OUTDOOR**

- Photos (2) of boards or graphic wraps in place
- Invoice from outdoor company
- Contract with dates, locations and visual description
- Copy of painting production invoice

**SPECIAL & PROMOTIONAL ADVERTISING**

- Photos (2) of entire display or store event
  - Kawasaki banners and signage should be visible
- Copy of Kawasaki invoice:
  - Brochures
  - In-store support materials
- Invoice for actual net costs for display space allocated for Kawasaki product only
- Invoice for actual net costs of any advertising (broadcast, print, etc.)
- Full-page tear sheet for print advertising (if applicable)

In addition to the media-specific documentation (listed above), the following are required for all qualifying media:

- KAWASAKI CO-OP ADVERTISING CLAIM FORM IS REQUIRED FOR ALL CO-OP ADVERTISING REIMBURSEMENT
- Itemized invoice for actual net costs, with all ad publication or broadcast dates and times, print ad size or broadcast ad length, billboard/outdoor placement location and dates, and other items as required by specific medium
- Please refer to the Kawasaki Co-op Guidelines for further details

I hereby certify that all information contained herein and attached to this claim form is true and accurate.

\_\_\_\_\_  
 Authorized dealer signature