



Responsible Co-op Advertising

Let us help pay for your advertising.

The **goal** of Responsible is to help **improve** your bottom line. One of the most challenging aspects of generating business is paying for the **advertising**. We are here to help. To help promote the Responsible Brand we will match up to **50%** of your spending on approved advertising and **marketing** for up to a maximum of 5% of your purchases of Responsible Brand products.

EXAMPLE: You purchase \$25,000 worth of **Responsible** Brand products during the year. You will be eligible for a maximum of \$1,250 in Responsible **credits**. When you spend \$2,500 or more on approved ads, faxes, brochures, etc., and submit your invoices and copy to us, you get **\$1,250** credited to your account.

The Responsible Brand, logo and/or packaging **needs** to be a significant part of the advertisement. The program is specifically for branding **your name** with ours. Advertising that does not highlight the Responsible Brand will not qualify. To make **sure** your material

qualifies submit a final draft to any of our **customer** service reps before printing.

To get credit for **your** advertising submit a copy of the **marketing** piece, applicable invoices, and proof of payment between January 1 and January 31 for pieces **produced** in the prior year. Your account will then be **credited** within 30 days for all ads that meet the criteria as defined above.

If you need **help** designing an ad contact us for examples or previously produced pieces. Remember we are **here** to help you grow your business and your profits!



responsibleink.com | 800.881.2080

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