



2017 Cooperative Advertising Guidelines

1. Who Qualifies:

- Travel Agencies that have achieved “Golden Apple” status or above with Apple Vacations.
 - A Golden Apple Agency is eligible for \$2000
 - A Premier Agency is eligible for \$4000
 - A Platinum Agency is eligible for \$6000
 - A Crystal Agency is eligible for 1% of net revenue*
*East Coast Crystal agencies are capped at \$7000
- Please note: For agencies that do not have individual marketing funds, but are part of a consortiums and / or hosts must receive approval from Consortiums and / or Hosts before requesting funds.

2. General Approval:

- Apple Vacations will approve cooperative funds for up to 50% of the total media cost. For a more prompt reply, please do not make reimbursement requests through your regional Business Development Manager as approval is granted from the Marketing Department.
- The advertising opportunity must be offered through a marketing partner or third party. An invoice from the marketing partner or third party will be needed for verification.
- The Apple Vacation and the approved partner must be displayed clearly on all advertising and/or event.
- All advertising must be approved by Apple Vacations prior to running. Please send all advertising for approval to adapproval@applevac.com.

3. What can be submitted:

- Most often approved submissions:
 - Newspaper
 - TV
 - Billboards
 - Radio
 - Facebook / Twitter sponsored or paid posts
 - Events (i.e. Bridal shows and Travel shows)
 - Third party E-Mail sends to strategic travel lists and demographics
 - Travel portals and sends
 - Banners on a third party travel websites or pre-approved websites
 - Prize Certificate for 2 Air Seats
- If you have a creative idea for marketing outside the above media and you would like to use co-op funds, email Juliana Gover at jgover@applevac.com to discuss.

4. Radio/TV Approval:

- All script must be approved by Apple Vacations prior to ad running.
- Apple Vacations must approve scripts, schedules and video for radio and TV advertising prior to airing. For a 30 second spot, Apple Vacations and its product included will receive 15 seconds. In a 60 second spot, Apple Vacations and its product included will receive 30 seconds.

- Segments on TV must feature an approved Co-Op partner and a graphic slide utilizing their names and a photo of the hotel property.
- Ads must include a price point and/or a value proposition with specific offers can be considered.
- DOT approved boiler must be included in all ads where pricing is used. - Please refer to 'Required Disclaimers & PC# Legal' found on Apple Vacations Agent Café under Co-op Ad Opportunities & Templates.
- For TV only: We can produce a "This is an Apple Vacations" with an agents tag - see Travel Agent Café for details.

5. Templates & Logos:

- Templates for Newspaper ads, Radio scripts, Banners, and logos are available at www.travelagentcafe.com.
- Apple Vacations and the approved partners name and/or logos must be displayed prominently and accurately.
- Parties other than Apple Vacations may not alter trademarked logos at any time.
- All Co-Op advertising and booth space must display ONLY Apple Vacations as the provider of vacations to Mexico, the Caribbean, Hawaii, Europe, Ski & Central America destinations.

6. DOT Compliance:

- It is the agencies responsibility to ensure all DOT guidelines are met, and a boiler plate is included when advertising a price point, savings, or % off. If the agency runs advertising not approved or ran as directed by Apple Vacations, any fines or errors will be assumed by the agency.

7. How to submit:

- On behalf of your agency, please submit a completed Travel Agency Co-op Request Form 14 days prior to the first deadline for any advertising in which funds from Apple Vacations are needed. - The Travel Agency Co-op form can be found on Apple Vacations Agent Café under Co-op Ad Opportunities & Templates.
- Once the form has been submitted, please allow up to 72 hours to receive a response. Do not run the advertising without receiving a reply to your request unless you would like to risk reimbursement.

8. Reimbursement:

- Within 30 days of your advertisement/segment run date, or your event conclusion, all Proof of Performance (POP) is required to receive your reimbursement. (Please refer to all that apply to your media choice).
 - An Original Media Paid Invoice
 - A scanned copy of your print ad (Time, Date, and name of publication must be in this image.)
 - Newspaper- etearsheet from newspaper
 - Radio - A Notarized Station Affidavit with Radio and/or Television Minutes
 - TV – Please provide a link to your TV Segment
 - Events - We require clear pictures of your booth showing approved hotel partner displayed and any advertising
- Co-op reimbursement takes approximately 3-4 weeks to process from the time that all back-up and invoicing is sent in.
- * Apple Vacations Disclaimer: Apple Vacations reserves the right to refuse payment if any of the above billing conditions are not met and/or proper approval was not received prior to your advertising or event run dates. Once the final products are submitted, if an approved program is altered or deviated without prior notification, it will not be considered under the guidelines.