



YALE DEALER ADVERTISING CO-OP PROGRAM

Yale Materials Handling Corporation
Greenville, NC 27834

REQUEST FOR CO-OP CREDIT

FORM 360-003 Rev. 12/06

**TO: NATIONAL MULTIMEDIA MARKETING, INC.
300 WEST ARLINGTON BLVD., SUITE E
GREENVILLE, NC 27834 (877) 329-8152 (252) 329-8182 Fax**

FROM- DEALERSHIP: _____ SUBMITTED BY _____

ADDRESS: _____

NOTE: COPIES OF INVOICES, PROOF OF PAYMENT AND PROJECT SAMPLES MUST BE ENCLOSED FOR CONSIDERATION AND APPROVAL.

QUALIFYING PROGRAMS INCLUDE:

1. PRINTED AND INTERNET YELLOW PAGES ADS (LOCALLY PLACED ADS ONLY)
2. OUTDOOR BILLBOARD ADVERTISING
3. DIRECT MAIL
4. TRADESHOW/OPEN HOUSES
5. DIRECTORY LISTINGS
6. INDUSTRY ASSOCIATION MEMBERSHIPS

DEALER ADVERTISING AND SALES PROMOTION PROJECTS		YALE USE ONLY		
QUALIFYING PROGRAM TYPE	TOTAL PROGRAM AMOUNT (INVOICE REQUIRED)	QUALIFYING AMOUNT	CO-OP CREDIT @50%	ADJUSTMENT CODE
TOTALS				

- *If less than 50% of expenses see codes below:
- A. Credit exceeds balance
 - B. Item reduced for non-Yale content
 - C. Item did not qualify
 - D. Incomplete documentation