



***Take the wheel of a powerful engine.***



***Turbo charge your co-op program.***



## ***Exceptional Custom Solutions – Co-Optimum Delivers***

***Co-Optimum Marketing Support Services*** specializes in consulting and administration of a wide variety of cooperative advertising and promotional programs, including:

- *Traditional accrual-based co-op*
- *Budget-based market development funds (MDF)*
- *Short-term promotions*
- *Rebates*
- *Incentives*
- *Off-invoice credits*
- *Trade allowance programs*

***Co-Optimum*** is a valued partner to manufacturers and distributors who outsource administration of their co-op programs. We provide co-op program management and administration services to market leaders in nearly every industry, from apparel, automotive, recreational vehicles and sporting goods to wireless communication, technology and many other industries in the United States and Canada.

***Co-Optimum*** gives you instant access to information and people – including top-level management. We are entrepreneurial – not bureaucratic – able to turn on a dime to meet changing market conditions and client requirements.

Member of



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***Our customizable approach and dedication to service excellence are the cornerstones of our successful track record and steady growth since 1987.***

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**We keep YOU in control.**



## ***Why Outsource?***

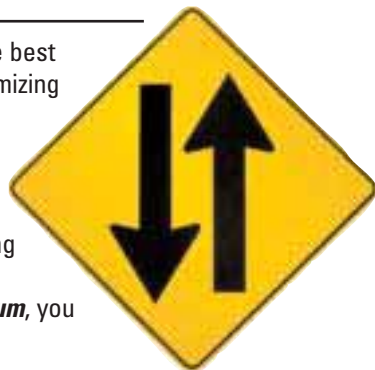
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Every company has the same goal for its advertising dollars – the best return on investment. ***Co-Optimum*** achieves maximum ROI by optimizing every program's effectiveness and eliminating wasted dollars.

***Outsourcing saves you money.*** Your company gains a powerful engine, yet you are at the wheel and in control at all times.

Outsourcing program administration allows your sales staff to do what they do best – sell. It also frees marketing and advertising directors to focus on strategic direction rather than accounting.

Smooth transitions are our specialty. When you select ***Co-Optimum***, you steer – we maximize your mileage per dollar.



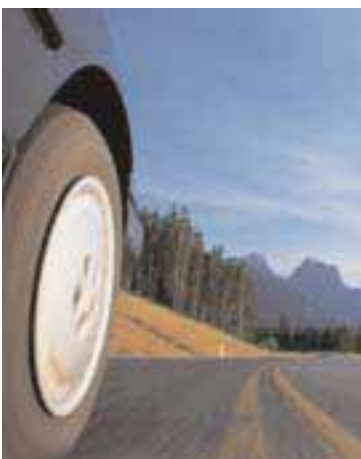
## ***Why Co-Optimum?***

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### ***Service: Performance You Can Count On***

Our people make the difference. They bring advertising, marketing, financial and technological talent to the table as well as people skills and problem-solving expertise. Select ***Co-Optimum*** and you will receive:

- *Your own account team who knows your business*
- *Seamless representation – your team is accessible through toll free or local phone numbers and dedicated email addresses*
- *Proactive service and a user-friendly program that leads to greater participation and greater results*



## **Strategy: Customizing Your Course**

We partner with you in designing co-op programs that extend the reach and frequency of national advertising, improve the quality of retail advertising, build customer goodwill and increase sell-in and sell-through of your product. No program is too complex or unique for us. *We thrive on exceptions!* **Co-Optimum** does more than handle accounting. We continually improve programs, processes and strategies to give you the optimum advantage.



## **Administration: Mastering the Mechanics**

Our goal is not to meet your expectations, but to exceed them.

**Co-Optimum** keeps you in control by delivering these services and more with excellence:

- *Clear communication of program guidelines*
- *Fund management*
- *Accrual and budget tracking*
- *Effective prior approval process*
- *Fast claim processing*
- *Credit issuance*
- *Accurate claim audit by seasoned managers who check for compliance, authorization, accurate measurement, pro-ration and value of claims*
- *Established business controls; including tried-and-true policies and procedures, manager's review/approval and confidentiality protection*



## **Reporting: Achieving Maximum Mileage**

We understand that when you need information, you need it fast – and the bottom line should be evident. Reports are more than information; they are valuable strategic marketing tools. *We break all speed limits to deliver timely and clear reports.* Reports are easily customized to your needs, with these options and more:

- *Immediately accessible through **Co-Optimum's** secure Web site or via data files*
- *Ad hoc reports are usually available within one day and at no extra cost*
- *Available in electronic format whenever possible – Microsoft Excel™ or delimited files that are easy to convert or reformat*
- *Detailed and strategic analysis to your specifications*
- *Field distribution via the Internet, e-mail or regular mail*

## ***Technology: Accelerate Your Business***

The best technology runs smoothly without calling attention to itself. **Co-Optimum's** "Auditmation" proprietary software was designed by experts to be extremely flexible. Its turbo power streamlines claims processing, accelerates program tracking and makes reporting simple. *You don't need to reinvent the wheel.* Our software is continually enhanced and upgraded to keep pace with the marketplace.

The **co-optimum.com** website offers secure access and connectivity for checking fund balances, claim status or which ads are producing. Confidentiality is guaranteed, and disaster recovery safeguards information.



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***Extend the reach and frequency of national advertising, improve the quality of retail advertising, build customer goodwill and increase sell-in and sell-through of your product.***

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## ***Value-Added Services Available***

We understand that every program is unique. We offer these services and more in any conceivable combination to suit your requirements:

- *Online ad creation services*
- *National Yellow Pages placements*
- *Regional multi-signature advertising*
- *Individual dealer advertising plans*
- *Creation, organization and distribution of ad slicks*
- *Ad clipping services*
- *Sales material creation and fulfillment*
- *Customized client Intranet site creation and maintenance*
- *Promotional merchandise*
- *Spiff and Incentive Program administration and fulfillment*

**We keep YOU in control.**

## ***A Winning Track Record***

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If you want to know why Co-Optimum is the best choice, ask our clients. Nearly half of our business comes from client referrals.

*"Our account manager does more than just respond to customers' requests. He proactively communicates with customers so it's easy for them to use the program effectively."*

*– Computer Industry  
Co-Optimum client for 8 years*

*"Co-Optimum not only mastered our complex program quickly, they also improved it – making our co-op program an effective strategic tool."*

*– Automotive & Outdoor Recreation Industry  
Co-Optimum client for 6 years*

*"We trust Co-Optimum's account managers to know our business. Customers assume they are talking to our employees when they call."*

*– Apparel Industry  
Co-Optimum client for 5 years*

*"Financial controls and accurate claim audits are mandatory to our program's success. In all the years we've used Co-Optimum, they have delivered the accountability we require."*

*– Consumer Electronics Industry  
Co-Optimum client for 17 years*

## ***Take Us for a Test Drive***

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Log on at [www.co-optimum.com/testdrive](http://www.co-optimum.com/testdrive) for a closer look at **Co-Optimum**. Even better, request a proposal tailored to your business. We will also give you a no-obligation analysis of your current program. There is no down side! Call or e-mail **Co-Optimum** today.



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