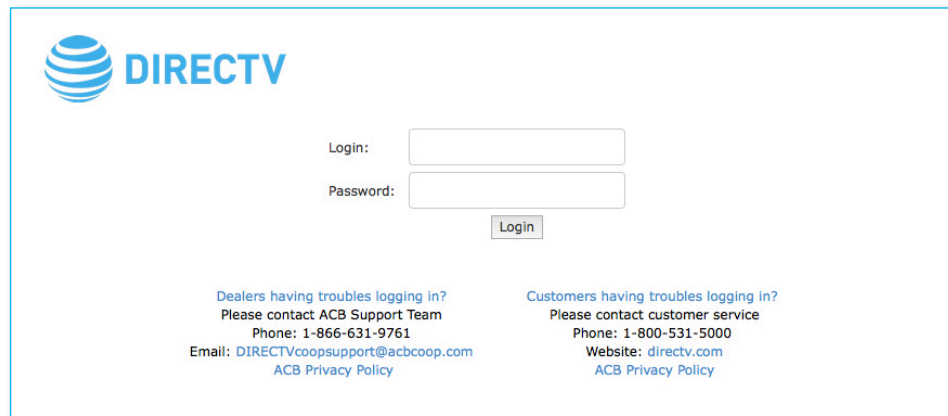


## OVERVIEW

The DIRECTV Co-Op Marketing Program is designed to assist dealers with their marketing efforts to increase the acquisition of quality customers. By sharing the cost of marketing, DIRECTV helps its dealers extend their marketing budget, the penetration of the DIRECTV brand name and the dealer's presence in the marketplace.

The DIRECTV Co-Op program is a reimbursement program. Therefore, dealers will need to pay for marketing activities up front before filing claims for reimbursement. Co-Op authorizations are required before claims may be submitted for reimbursement. Proof of performance (specific documentation) is required for most claims.



**DIRECTV**

Login:

Password:

Dealers having troubles logging in?  
Please contact ACB Support Team  
Phone: 1-866-631-9761  
Email: [DIRECTVcoopsupport@acbcoop.com](mailto:DIRECTVcoopsupport@acbcoop.com)  
[ACB Privacy Policy](#)

Customers having troubles logging in?  
Please contact customer service  
Phone: 1-800-531-5000  
Website: [directv.com](http://directv.com)  
[ACB Privacy Policy](#)

**If you have any questions about these program guidelines, please contact the DIRECTV Co-Op Resource Center at 866-631-9761 or at [DIRECTVcoopsupport@acbcoop.com](mailto:DIRECTVcoopsupport@acbcoop.com).**

## FUNDS

- Each eligible dealer will receive a fund amount ("ACCRUAL") to use for approved marketing activities. The total balance of this fund will be based on the number of paid (commissioned), qualified Residential Dealer activations from the prior month, at an accrual rate of \$50 per activation for non-exclusive dealers and \$75 per activation for exclusive dealers.
  - "Exclusive dealer" means a dealer with a Preferred Dealer Agreement and "non-exclusive" means a dealer with an Authorized Dealer Agreement.
- Qualified activations are defined as a new customer, activated to any DIRECTV base programming package (\$29.99/mo. or above) or any qualifying international services bundle, residential account, activated into an annual agreement with DIRECTV.
- Accrued Co-Op funds are deposited monthly into your Co-Op account and will be available towards approved marketing/advertising activities performed within 90 days from the month of deposit. Example: Funds deposited in January are available to use from February through April.
- Funds do not carry over beyond the designated 90-day period.

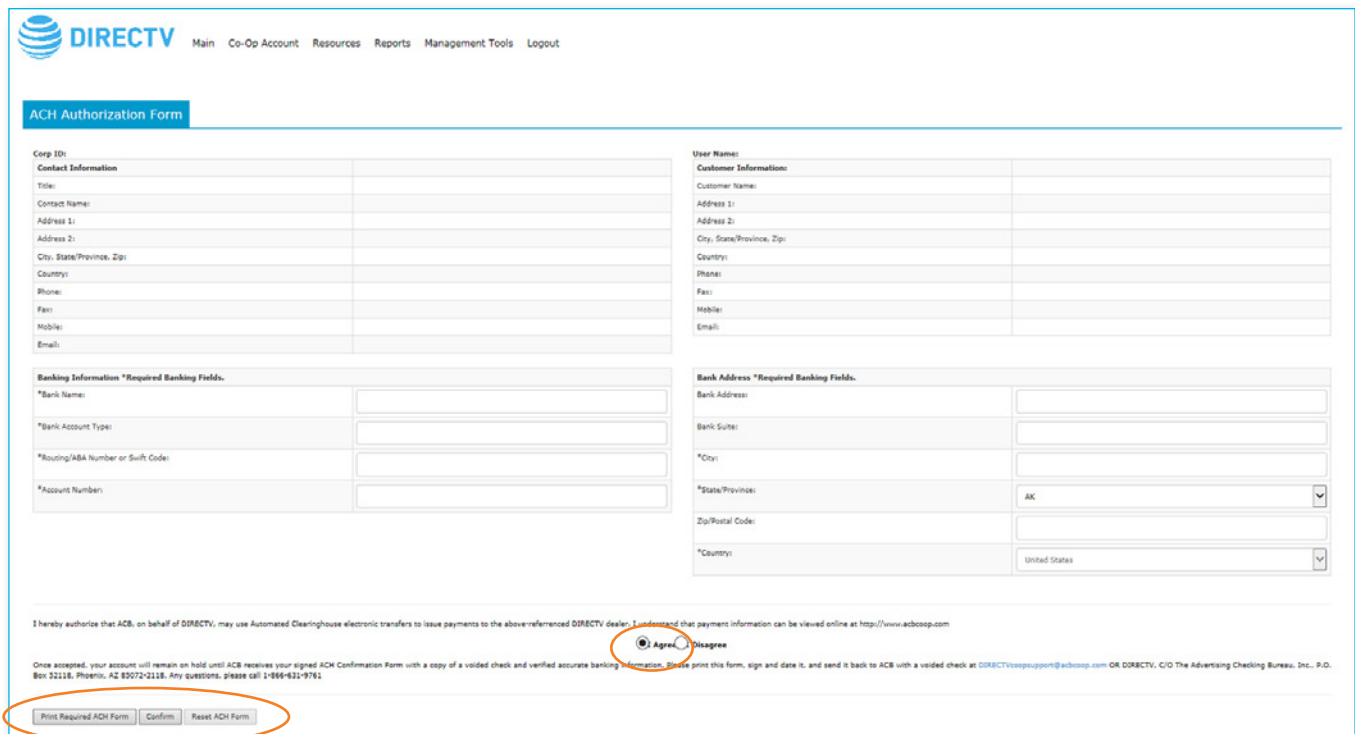
### Example:

Activations Earned During:	Accruals Deposited By:	May be Used:	Expires On:	No Longer Available On:
December 1 - December 31	January 31	February - March - April	April 30	May 1
January 1 - January 31	February 28	March - April - May	May 30	June 1
February 1 - February 28	March 30	April - May - June	June 30	July 1

## AUTOMATED CLEARING HOUSE (ACH) PROCESS

It is mandatory for all dealers to complete the Automated Clearing House (ACH) process online. This process allows for rapid Co-Op reimbursement to be deposited directly to your bank account.

- Log in to [www.directvcoop.com](http://www.directvcoop.com)
  - New users will automatically be navigated to begin the ACH process
- Follow the prompts to complete all fields on the ACH Form:
  - Complete the banking information
  - Click "I Agree"
  - Click "Print Required ACH Form"
  - Click "Confirm"
- Print this form. Be sure to sign the form, attach a voided check and send to:
  - DIRECTV  
c/o The Advertising Checking Bureau, Inc.  
P.O. Box 52118  
Phoenix, AZ 85072-2118
  - Or fax to 602.710.2131
  - Or scan and email to [DIRECTVcoopsupport@acbcoop.com](mailto:DIRECTVcoopsupport@acbcoop.com)
- When the online ACH process is complete, dealers may navigate the website immediately. However, reimbursement may only be deposited based upon final ACH verification by DIRECTV.
- Dealers have the ability to update ACH data should information change, i.e., a dealer opens a new bank account. Click on "Reset ACH Form" at the bottom of this page:



The screenshot shows the DIRECTV ACH Authorization Form. The form is divided into several sections:

- CONTACT INFORMATION**: Fields for Title, Contact Name, Address 1, Address 2, City, State/Province, Zip, Country, Phone, Fax, Mobile, and Email.
- Banking Information \*Required Banking Fields**: Fields for \*Bank Name, \*Bank Account Type, \*Routing/ABA Number or Swift Code, and \*Account Number.
- Bank Address \*Required Banking Fields**: Fields for Bank Address, Bank Suite, \*City, \*State/Province (dropdown menu showing AK), Zip/Rural Code, and \*Country (dropdown menu showing United States).
- User Name**: Fields for Customer Name, Address 1, Address 2, City, State/Province, Zip, Country, Phone, Fax, Mobile, and Email.

At the bottom of the form, there is a section for the user to agree to the terms and conditions. The text reads: "I hereby authorize that ACB, on behalf of DIRECTV, may use Automated Clearinghouse electronic transfers to issue payments to the above-referenced DIRECTV dealer. I understand that payment information can be viewed online at <http://www.acbcoop.com>." Below this text, there are two radio buttons: "Agree" (selected) and "Disagree".

At the very bottom of the form, there are three buttons: "Print Required ACH Form", "Confirm", and "Reset ACH Form".

## REIMBURSEMENT

- This program allows for reimbursement at a rate of 60% (non-exclusive dealers) or 75% (exclusive dealers) of eligible costs for approved marketing activities unless otherwise authorized by DIRECTV
- Reimbursement rate percentages may vary based on approved time-limited incentives as communicated by AT&T (typically by your Account Manager).
- If the amount approved is greater than the amount of available funds, the difference will be held and reimbursed upon the next deposit of accruals
- Dealers will receive reimbursement via an ACH payment deposited directly to their bank accounts. Payee is company name (DIRECTV DBA name) and cannot be an individual name.
- If a media was purchased annually, i.e., yellow pages, and payment is made in full, the reimbursement rate is dependent upon the payment date. If a media was purchased annually and payment is made in installments, i.e., monthly, the reimbursement rate is dependent upon each payment date.

## CO-OP AUTHORIZATIONS

- All claims require Co-Op pre-authorization
- Please visit [www.directvcoop.com](http://www.directvcoop.com). At the main menu "Co-Op Account", click on the sub-menu "Co-Op Authorizations"
- Co-Op authorization numbers expire 120 days after date created. If the same activity continues after the 120 day period, a new Co-Op authorization is required. Failure to create a new Co-Op authorization renders the claim as ineligible for reimbursement.
- Co-Op authorizations may be created for Marketing Center claims, Review and Approval Process (RAP) claims, or other media
- Select Co-Op authorization option "Marketing Center" for plans to advertise using a Marketing Center template
- Enter the document ID number obtained from the Marketing Center website

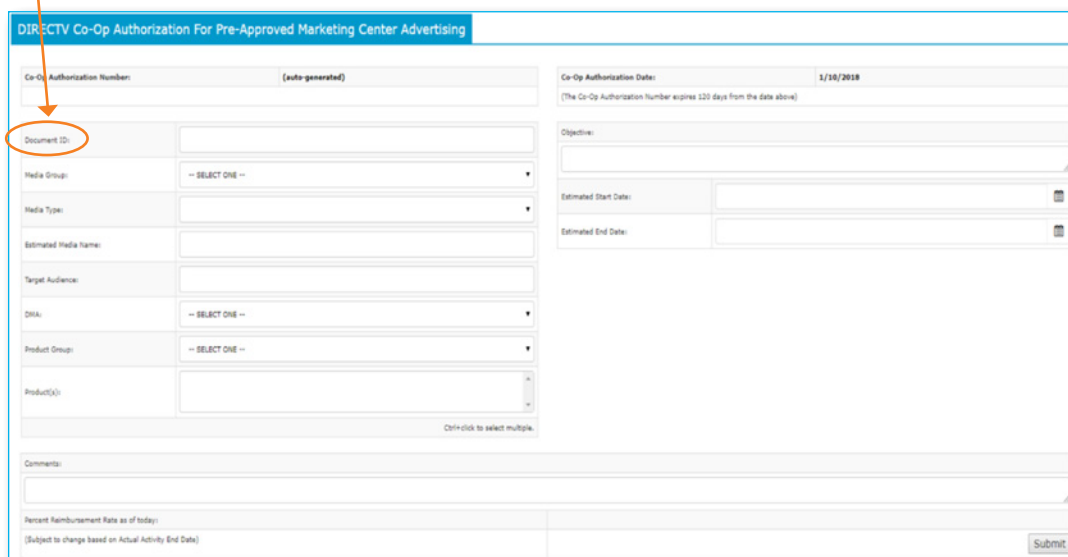


**Select Co-Op Authorization Form**

Please select the type of Co-Op Authorization Form you would like to submit.

☒ **Marketing Center** ☐ **Rap** ☐ **Other Media**

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**DIRECTV Co-Op Authorization For Pre-Approved Marketing Center Advertising**

Co-Op Authorization Number: (auto-generated)

Co-Op Authorization Date: 1/18/2018  
(The Co-Op Authorization Number expires 120 days from the date above)

Document ID:

Media Group: -- SELECT ONE --

Media Type:

Estimated Media Name:

Target Audience:

Disk: -- SELECT ONE --

Product Group: -- SELECT ONE --

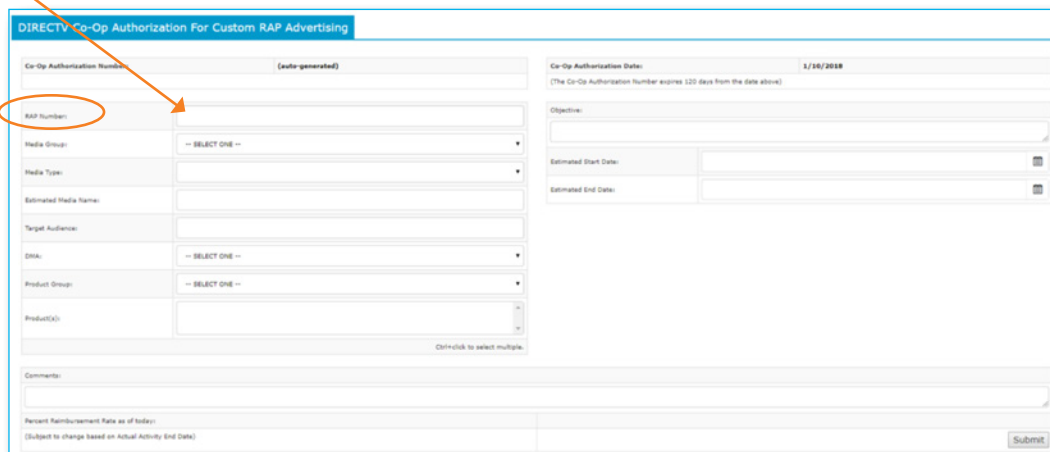
Product(s):

Comments:

Percent Reimbursement Rate as of today:  
(Subject to change based on Actual Activity End Date)

## CO-OP AUTHORIZATIONS, cont.

- Select Co-Op authorization option “RAP” for plans to advertise using a custom ad approved by DIRECTV
- Enter the RAP number obtained from DIRECTV



**DIRECTV Co-Op Authorization For Custom RAP Advertising**

Co-Op Authorization Number: (auto-generated)

Co-Op Authorization Date: 1/16/2018  
(The Co-Op Authorization Number expires 120 days from the date above)

**RAP Number:** [Field]

Media Group: -- SELECT ONE --

Media Type: [Field]

Estimated Media Name: [Field]

Target Audience: [Field]

DNA: -- SELECT ONE --

Product Group: -- SELECT ONE --

Product(s): [Field]

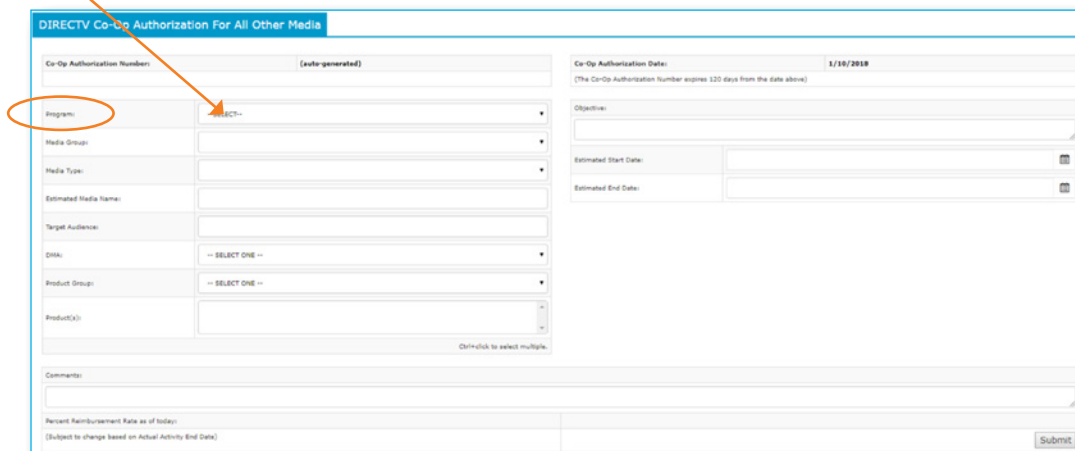
Click to select multiple.

Comments: [Field]

Percent Reimbursement Rate as of today:  
(Subject to change based on Actual Activity End Date)

Submit

- Select Co-Op authorization option “All Other Media” for plans to advertise using non-Marketing Center templates or activity that does not require RAP such as events, fairs and tradeshows
- Select the program name



**DIRECTV Co-Op Authorization For All Other Media**

Co-Op Authorization Number: (auto-generated)

Co-Op Authorization Date: 1/16/2018  
(The Co-Op Authorization Number expires 120 days from the date above)

**Program:** -- SELECT --

Media Group: [Field]

Media Type: [Field]

Estimated Media Name: [Field]

Target Audience: [Field]

DNA: -- SELECT ONE --

Product Group: -- SELECT ONE --

Product(s): [Field]

Click to select multiple.

Comments: [Field]

Percent Reimbursement Rate as of today:  
(Subject to change based on Actual Activity End Date)

Submit

- All Co-Op authorizations must reference the correct media group and media type
  - **Media group example:** Print
  - **Media type example:** Newspaper pre-approved (Marketing Center), newspaper custom (RAP), etc
- Enter all other required fields
- A unique Co-Op authorization number is generated to be used for the lifecycle of this claim
- Co-Op authorizations do not guarantee reimbursement. Funds must be available, proof of performance must be submitted within established program deadlines and expenses must be otherwise in accordance with these guidelines..

**TIP: Participate in the Marketing Center program using immediate Co-Op and a Marketing Center Media Representative will submit a Co-Op authorization on your behalf. Reach out to any of the Media Representatives by calling 866-241-7690.**

## MEDIA

**Co-Op can only be used to promote the AT&T brand and AT&T services. To be approved, activity must be directly attributable to marketing of AT&T services in a manner and in all respects consistent with these guidelines, dealer's dealer agreement and Dealer Policies.**

Eligible Media & Expenses		Examples of Ineligible Media & Expenses
Subject to additional details regarding eligible media/expenses outlined in the following pages in these guidelines.		
<b>TRADITIONAL TACTICS:</b> <ul style="list-style-type: none"> <li>Billboards</li> <li>Building Murals</li> <li>Direct Mail (list must be scrubbed to remove existing DIRECTV customers)</li> <li>Door Hangers</li> <li>Flyers/Catalogs</li> <li>Infomercials</li> <li>Magazines</li> <li>Newspaper</li> <li>Newspaper Inserts</li> <li>Posters</li> <li>Radio</li> <li>Register Tapes</li> <li>Signage</li> <li>Transit Media</li> </ul> <b>SALES BASED INCENTIVES</b> <ul style="list-style-type: none"> <li>Performance Based Incentives</li> <li>Referral Fees</li> </ul>	<b>FACE-TO-FACE:</b> <ul style="list-style-type: none"> <li>Events*</li> <li>Fairs*</li> <li>Mall Kiosks/Carts/Supermarkets</li> <li>Promotional/Premium Items</li> <li>Sponsorships*</li> <li>Trade Shows*</li> </ul> <b>MISCELLANEOUS:</b> <ul style="list-style-type: none"> <li>RedPlum Wrap and MailSouth (Contact:centralbuydesk@directv.com)</li> <li>Van Wraps by Signature Graphics</li> <li>Yellow Page Directories/Listings<sup>†</sup></li> </ul> <b>ELECTRONICS:</b> <ul style="list-style-type: none"> <li>Computers, tablets &amp; peripherals</li> <li>Display televisions</li> <li>IT Support</li> </ul> <b>ONLINE:</b> <ul style="list-style-type: none"> <li>Microsites/Websites<sup>†</sup></li> <li>Paid Directory Listings<sup>†</sup></li> <li>Social Media<sup>†</sup></li> <li>Web Banners<sup>†</sup></li> </ul> <p style="text-align: right;">*Booked through Event Engine <sup>†</sup>Coordinated through Marketing support team</p>	<ul style="list-style-type: none"> <li>Events booked outside of Event Engine</li> <li>Flights not directly attributable to an event booked through Event Engine</li> <li>Email advertising</li> <li>Internet Advertising (excluding Web Banners and DIRECTV Online Program)</li> <li>Facsimile Advertising</li> <li>Lead Generations</li> <li>Telemarketing Activities</li> <li>Production Expenses</li> <li>Labor Costs</li> <li>Office Furniture</li> <li>Carpeting, Electricity, Booth Cleaning and Construction</li> <li>Agency/Talent Fees (excluding Brandmuscle programs)</li> <li>Recruiting Fees</li> <li>Union Fees</li> <li>Cell phones and data plans</li> <li>DIRECTV subscriptions</li> <li>Text/SMS Messages</li> </ul> <b>LEASES</b> <ul style="list-style-type: none"> <li>Exception: Dealers that received reimbursement in 2017 and that signed leases after April 2017 are eligible for reimbursement for lease payments until expiration of the original term of the lease.</li> </ul>

- Pre-approved advertising is located on the DIRECTV Marketing Center at [directv.brandmuscle.net](http://directv.brandmuscle.net)
- All custom advertising, beyond acceptable parameters, require RAP approval from [www.raponlinereview.com](http://www.raponlinereview.com)
  - Permitted customization as allowed by the DIRECTV Marketing Center include the addition of dealer information in the retailer section, excluding price points and additional dealer offers and the addition of a customizable burst made available via Marketing Center build-out process
- Once RAP approval is received, it is valid for one year after the approval date. If RAP approval or promotion expires during the activity's run date, a new RAP approval is required.
- Any activity not itemized under "Eligible Media & Expenses" is not eligible for reimbursement

**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE****ALL MEDIA**

- Dealers must comply with all AT&T and DIRECTV brand, trademark and logo guidelines. Please visit <https://brandcenter.att.com> to view the AT&T brand guidelines.
- Dealer contact information must be featured in advertising, and must include Dealer name, phone number, and street address/coordinates unless ad is space constrained
- Approvals will be evaluated on creative being within AT&T brand guidelines, image quality, readability and proportionality. Resizing is permitted as long as the new image stays within AT&T brand guidelines.
- For eligibility for reimbursement, Dealer may not promote a competitive product. Competitive advertising renders the entire ad as ineligible.
- Original invoices from the service/product provider are required
- All templates on Marketing Center may be re-sized up to 10%. In order to avoid a denied claim, please submit the resizing request to Brand Muscle/Marketing Center prior to placing the marketing activity in the media or newspaper. If you have the publisher resize your ad you run the risk of having your claim denied.
- Ads may not feature gift with activation unless prior written approval is granted by Account Manager
- Text and SMS messaging and telemarketing activities are not eligible. NOTE: Please see Schedule 1, Marketing Tactics Dealer Policy Statement, of dealer agreement for stringent guidelines and certain restrictions on such marketing activities.
- No familial relation to business or vendor permitted
- DIRECTV reserves the right to request proof of payment (front/back of check or credit card statement) for any media advertised
- URLs are permitted in advertising as long as they do not violate restrictions in the dealer agreement (no DIRECTV trademarks) and if the website is created by the approved DIRECTV agency (DIRECTV Online Program)

**TRADITIONAL TACTICS****Print**

- When creating a Co-Op authorization, select “print” as the media group. Select the appropriate media type, e.g., newspaper pre-approved (for Marketing Center ads), newspaper custom (for RAP ads), etc.
- A full tearsheet bearing publication name and date is required. “e-Tearsheets” bearing publication name and date are acceptable. If the tearsheet does not display the publication name and date, the entire publication is required, e.g., a magazine.
- A publisher’s invoice detailing DIRECTV, ad dates, ad size and costs is required. Agency invoices will be accepted if itemized to include rates, ad dates, discounts, commissions, number of spots, etc. All agency invoices must be accompanied by an affidavit from publisher and/or broadcast station.
- For newspaper inserts a publisher’s invoice detailing ad dates and costs, the cover and/or full tearsheet bearing the publication name and date is required
- For direct mail, creative must be a minimum of 50% DIRECTV content
- Direct mail and associated postage costs are eligible for reimbursement. Mailing lists must have gone through the scrubbing process in order to be considered for Co-Op reimbursement. The following are required for reimbursement:
  - Mailer
  - Brand Muscle email confirming that the scrub was completed
  - Itemized invoice (all items must be itemized with an associated cost. This includes such items as “free” website maintenance or “free” email blasts. These items have costs associated with them that vendors will try to build into the mailer costs. It’s important to make sure DIRECTV isn’t inadvertently reimbursing for ineligible media)
  - Postage receipts (must match the total number of mailers listed on the itemized invoice)



**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.**

- Proof of performance including proof of payment (front/back of voided check or credit card statement) is required. If submitted through Brand Muscle, a copy of the invoice is also required.
- For Stationery (e.g. Business Cards) it is permissible to use the approved AT&T Dealer badge combined with the Dealer's logo on stationery. The DIRECTV/AT&T corporate logo is not to be used on Dealer stationery under any circumstance. Proof of performance is:
  - A copy of the front and back of the final stationery piece
  - A detailed invoice

**Door Hangers**

- When creating a Co-Op authorization, select "other printed material pre-approved" or "other printed material custom" as the media group. Select the appropriate media type, i.e., pre-approved door to door (for Marketing Center door hangers) or custom door to door (for RAP door hangers), etc.
- An invoice for production/printing is required.
- A copy of the front and back of the door hanger is required.
- Use your invoice date as your activity date.
- Door hanger service fees (distribution) are eligible only if provided by Marketing Center. Only Marketing Center may eClaim this eligible expenses.

**Broadcast**

- When creating a Co-Op authorization, select "broadcast" as the media group. Select the appropriate media type, i.e., radio pre-approved (for Marketing Center ads), radio custom (for RAP ads), etc.
- Radio: Must be :15, :30, :45 or :60 spots. :15, :30, and :45 spots require DIRECTV mention at least 2 times verbally. :60 spots require DIRECTV mention at least 3 times verbally.
- Radio Remotes: Must be :60 spots with DIRECTV mention at least 2 times every 30 minutes, e.g. a one-hour remote must feature four :60 spots
- Television: Must be :10, :15, :30, or :60 spots. Must feature DIRECTV exclusively. :10, :15 :30 and :45 spots require DIRECTV mention at least 2 times verbally and 1 time visually. :60 spots require DIRECTV mention at least 3 times verbally and 1 time visually.
- Infomercials of 30 minutes or greater require DIRECTV mention at least 4 times verbally and 2 times visually
- A copy of the script imprinted with the ANA/RAB (radio), ANA/TVB (TV) or ANA/CAB (cable), signed by a station official is required. For radio remotes, 2 photos (including 1 of actual broadcast set up) is required in place of a script. Scripts are to be routed through RAP prior to being used at a remote. In cases of large batches of the same radio spot, an affidavit can be substituted for the ANA requirement.
- If a script affidavit is provided, the affidavit must bear a header with the script and invoice information
- The DIRECTV Marketing Center may not have scripts available
- Station invoice detailing ad dates, times, costs of each spot and any earned discounts or agency commission is required. Agency invoices will be accepted if itemized to include rates, ad dates, discounts, commissions, number of spots, etc. All agency invoices must be accompanied by an affidavit from the publisher and/or broadcast station.
- If a Business Quick List is invoiced, the List must be submitted as proof of performance
- A document ID is not required for Tylie Jones broadcast claims. A script is optional, but a station invoice is required. The station invoice must reference a Tylie Jones template number. Tylie Jones template numbers are located on Marketing Center.
- If a claim is submitted for purchasing a script, the actual script is not required. A Tylie Jones invoice is required.

**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.****Outdoor/Signage**

- When creating a Co-Op authorization, select “outdoor” as the media group. Select the appropriate media type, i.e., billboards pre-approved (for Marketing Center ads), billboards custom (for RAP ads), etc.
- Creative must be 100% DIRECTV
- Must include appropriate disclaimers. Disclaimers are as follows:
  - AT&T, Globe logo, DIRECTV and all other DIRECTV marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies and are used with permission.
  - Additional disclaimers are contingent upon what the sign/billboard promotes, e.g. installation, current offer, HD DVR upgrades, etc.
- A vendor contract or invoice, detailing posting dates, costs, and the name and address of the signage location is required. Handwritten contracts are not eligible.
- A minimum of 2 photos after posting is required. If disclaimers are not legible in the photo, a file or artwork provided to the outdoor company (bearing the disclaimer) is required.
- Electronic billboards are eligible provided it is obtained from Marketing Center and submitted with the appropriate Document ID or a RAP number is submitted

**FACE-TO-FACE****Events/Fairs/Tradeshows/Sponsorships**

- Travel to and from events booked through Event Engine are eligible for Co-Op reimbursement. If a dealer does not have access to Event Engine, they are not eligible for event reimbursement.
  - Airfare, car rental, taxi fare, hotels, mileage and parking fees (valet or self park) are eligible expenses.
  - Mileage (based on the standard IRS rate for business miles driven) requires claim request on company letterhead. Claim must include trip origin, trip destination, return trip origin, return trip destination, total mileage, gas receipts, car rental, taxi, and parking receipts as applicable.
- All events are eligible for Co-Op when booked through the Event Engine on the Marketing Center website. All events that are booked outside of the Event Engine—any third party, multi-vendor hosted event/tradeshow—are not eligible for Co-Op, as Dealers cannot sell DIRECTV service in any events that have not been booked through the Event Engine.
  - When creating a Co-Op authorization, select “event” as the media group. Select the appropriate media type, i.e., fairs/home/trade shows pre-approved (for Marketing Center ads).
  - DIRECTV must be prominently displayed in the booth or at the sponsorship
  - DIRECTV must be a minimum of 50% of booth space or 50% of sponsorship
  - Vendor contract or invoice, detailing activity dates and costs, is required. Handwritten contracts are not eligible.
  - One photo required showing DIRECTV prominently displayed as 50% of booth space or 50% of sponsorship as proof of performance.
- In the event that the dealer doesn't have sufficient amount of Co-Op funds to cover 100% of the event cost, the dealer can pay 100% of the event cost out of pocket. However, the event still needs to be booked through the Event Engine.
  - Brand Muscle invoice and a credit card statement is required as proof of performance.
- Event Engine will be collecting payment of DIRECTV owned event marquees for dealers to use at their events. These units are on loan to dealers and must be returned promptly. Dealers will be responsible to pay for all installation, tear down and shipping costs associated with marquee deployment. These costs are eligible for Co-Op. DIRECTV in its sole discretion will determine the vendor used for the install, tear down and shipping. No other vendors are permitted.



**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.****Mall Kiosks/Supermarkets**

- When creating a Co-Op authorization, select “kiosks/supermarkets” as the media group and select the media type “kiosks” or “supermarkets”
- Must feature DIRECTV exclusively
- Kiosks should be equipped with a DIRECTV live feed for demonstration purposes. If a live feed from the location is not possible, dealers must be equipped to run a taped “loop” promotional video/DVD approved by DIRECTV.
- Store fronts and long term lease agreements are not eligible for Co-Op reimbursement
- A vendor contract or invoice detailing activity dates and costs is required. Handwritten contracts are not eligible.
- A minimum of 2 photos at activity, featuring DIRECTV presence, is required
- For Kiosk/Supermarket displays booked through the Event Engine and paid for out-of-pocket by Dealer, a Brand Muscle invoice and a credit card statement is required for reimbursement

**Promotional or Premium Items**

- Merchandise is eligible for Co-Op if dealers sign up through the Dealer Merchandise Center (DMC) website
  - When creating a Co-Op authorization, select “promotional items pre-approved” as the media group or “promotional items custom” as the media group. Select the appropriate media type, i.e., door to door, events, other pre-approved (for Marketing Center ads) or door to door, events, other custom (for RAP ads), etc.
  - Only promotional/premium items purchased from the DMC through supplier BUDCO are pre-approved. All other promotional/premium items require RAP approval.
  - Dealer tagging expenses, \$5.50 per shirt, on promotional items at the Revolution Store or from the DMC are eligible for Co-Op reimbursement. The one time set up charge for dealer tagging, \$60.00, is eligible for Co-Op reimbursement.
  - Shipping charges applied to the DMC purchases are eligible for Co-Op reimbursement. These charges will appear on invoices from the DMC, these invoices also serve as proof of performance.
- If merchandise is purchased outside the DMC, please follow these steps:
  - A DMC BUDCO invoice or vendor invoice detailing costs is required
  - Use your invoice date as your activity date
  - A photo or sample of promotional/premium item is required. A photo or sample is not necessary if purchased from the DMC.

**ELECTRONICS****Computers, tablets & peripherals for order processing or demo purposes**

- Reimbursable up to 50% on new purchases. Not to exceed 50 units/devices per year.
- Tablets are 100% reimbursable for specific dealers using Opus Mobile, as identified by AT&T.

**Televisions**

- Reimbursable up to 50% on new purchases, up to \$500 per TV
- No more than 5 TVs for demonstration & display purposes to be reimbursed per lead Corp ID per year. Not to exceed \$2,500 per year.

**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.****IT Support**

- “IT support” includes support for items such as phones, tablets, software, and services used to support electronic devices (warranties, cloud storage, etc.)
- Annual limit set to 50 units, devices, or services per year, combined
- Proof of performance is an itemized invoice from IT support service provider or an itemized receipt from a retailer

**ONLINE MARKETING****Websites/Microsites:**

- Eligible dealers may participate in the DIRECTV Online Program. Open enrollment only occurs once a year in Q4.
- Proof of performance is required by including your Marketing Center invoice, if not processing payment through Brand Muscle.

**Web Banners:**

- Only pre-approved web banners on the DIRECTV Marketing Center site are eligible and all web banners must link to a pre-approved microsite or RAP approved website. The RAP process is not available for custom web banners.
- When creating a Co-Op authorization, select “electronic” as the media group
- Proof of performance should be the Marketing Center doc ID number and a screen shot of the banner placement on the site

**Paid Online Directory Listings:**

- Paid directory listings can only be purchased through the Marketing Support Team
- Listings will be created in compliance with the Digital Guidelines and sent for dealer approval
- Listings will be removed once payment term is up unless renewed by dealer through the Marketing Support Team
- Proof of performance is required by including your Marketing Center invoice

**Social Media:**

- Only eligible if participating in Marketing Center Social Media Program. Includes one-time implementation fee and monthly maintenance for 6 months
- Proof of performance is required by including your Marketing Center invoice

**SALES BASED INCENTIVES**

- There is a limit of \$2,500 for all Sales Based Incentives, including Performance Based Incentives and Referral Fees, per lead corp ID per year.
- Gift Cards used for incentives are eligible. Ineligible incentives include, but are not limited to: cash, checks, payroll bonuses, tobacco, alcohol, and firearms. Furthermore, gift cards are subject to ineligibility for anything DIRECTV deems inappropriate, in its sole discretion, e.g. a product/venue that could be detrimental to the DIRECTV brand.
- Dealer in its sole discretion determines whether or how to implement any sales incentives for its Dealer Persons. Dealer has discretion to design and implement sales incentives for its Dealer Persons beyond any Co-Op Marketing Program reimbursement.

**Performance Based Incentives**

- Performance based incentives (e.g. dealer sponsored contests) can be for employees (e.g. sales goals)
- Proof of performance required for this is an itemized invoice or receipt for prizes
- Performance based incentives are subject to dollar limit identified above

**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.****Referral Fees**

- NOTE: Please see Schedule 1, Marketing Tactics Dealer Policy Statement, of dealer agreement for certain restrictions and guidelines that may apply when contacting a referred customer
- Referral fees include rewards for customers who refer a new customer to DIRECTV service
- Limited to five referrals per month
- Referral fees are subject to dollar limit identified above
- New customer base package must be Co-Op eligible
- Referred customers must activate new DIRECTV service
- Qualified referrals must be approved by an ASM in the form of an e-mail
- Subject to any additional referral program rules included on the DIRECTV Co-Op site
- Sales Manager Responsibility
  - Referral program must be pre-approved by the Sales Manager
  - Sales Manager must verify that the reward's value is no greater \$100
  - Sales Manager must verify that the new customer's account is active
  - Sales Manager must verify that the new customer's base package is Co-Op eligible
- Qualified activations are defined as a new customer, activated to any DIRECTV base programming package (\$29.99/mo. or above) or any qualifying international services bundle, residential account, activated into an annual agreement with DIRECTV

**MISCELLANEOUS**

NOTE: Please see Schedule 1, Marketing Tactics Dealer Policy Statement, of dealer agreement for certain restrictions and guidelines that may apply when contacting a referred customer

**Central Buy Desk Programs ([centralbuydesk@directv.com](mailto:centralbuydesk@directv.com))**

- **Valassis RedPlum Wrap**
  - Must be placed through Central Buy Desk
  - Templates available on Marketing Center; Creative must be 100% DIRECTV
  - Eligibility for participation is limited to Dealers with Premier Partners Program Silver Status or higher at time of media buy
  - When participating in a Valassis program, dealers may submit either the initial estimate or the final invoice for repayment, but may only submit for repayment once.
- **Yellow Pages and other Print Directories**
  - For Yellow Pages, can order advertising through Marketing Center (866-241-7690), Ketchum Directory Advertising (913-344-1958) or local publisher sales rep for DIRECTV reimbursement
  - Dealers must use the "DIRECTV Authorized Dealer Logo" and may advertise only under the dealer name
  - All ads must be pre-approved by RAP. Approved templates can be found on Marketing Center. All ads must be approved by RAP prior to publication.
  - Ads need to be evergreen and non-offer specific given the life span of print directories
  - Proof of performance is a completed Ketchum order form or a publication tearsheet and invoice

**CREATIVE REQUIREMENTS AND PROOF OF PERFORMANCE, cont.****Call Tracking**

- When creating a Co-Op authorization, select “call tracking” as the media group and select the media type “call tracking”
- Call Tracking is a unique 800, local or vanity number used to measure marketing performance
- Dealers may purchase a call tracking number through Marketing Center or with their own local provider
- Call tracking charges may be claimed with marketing activity or may be claimed separately from the activity
  - If call tracking charges are claimed with marketing activity, a media invoice and call tracking provider invoice (referencing “paid in full”) is required
  - If call tracking charges are claimed separately from the non-event marketing activity, reference to the claim number for the activity is required (in addition to the above)

**Van Wrap**

- When creating a Co-Op authorization, select “other printed material custom” as the media group and select the media type “other”
- If using the supplier noted on Marketing Center with the graphics as posted, no RAP number is required. But you will have to provide the Marketing Center order form with your claim submission. This can be found under “Tools & Resources” under the “Vehicle Wraps” section of the Marketing Center site.
- If modifications are made to the Marketing Center template then a RAP number is required. If you do not use Marketing Center, charges for van wraps are eligible for reimbursement with RAP approval and you will need to provide a RAP number.
- Charges for van wrap installations are eligible for reimbursement only if the service is provided by Signature Graphics

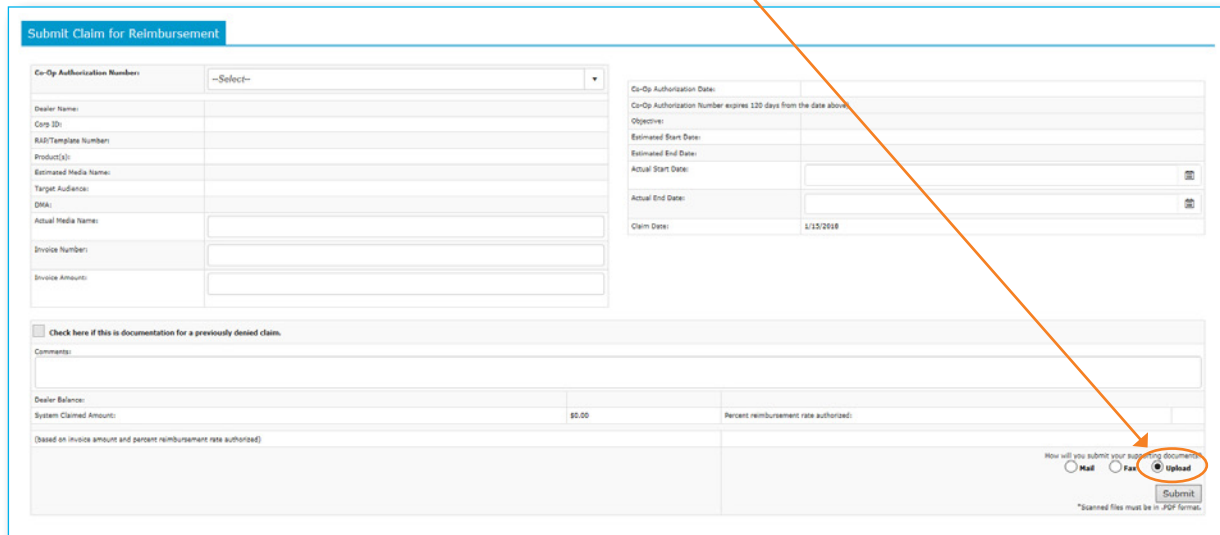
**Installation Training:**

- Installation training claims will be reimbursed at 70%. No more than six certifications at \$250 per certification—per year, per lead corp ID—can be reimbursed. The following are required for reimbursement:
  - Invoice
  - Certificate of completion from the installation training course for each attending member that Co-Op reimbursement is claimed
- An invoice for production/printing is required

## SUBMIT A CLAIM

### Claims for Reimbursement

- Only when a dealer completes a Co-Op authorization may a claim be submitted
- Please visit [www.directvcoop.com](http://www.directvcoop.com). Under the tab “Co-Op Account”, click on “Submit Claim”. Select the Co-Op authorization number.
- All fields entered in the Co-Op authorization auto populates
- Dealers have the opportunity to revise the estimated media name and estimated start/end activity dates
- Enter the invoice number and invoice amount
- The system calculates the claimed amount based on the invoice amount, the activity end date and percent reimbursement rate authorized
- Select a delivery method. It is recommended dealers select “upload”. This method expedites payment.



**Submit Claim for Reimbursement**

Co-Op Authorization Number: --Select--

Dealer Name: \_\_\_\_\_

Co-Op ID: \_\_\_\_\_

RAD/Template Number: \_\_\_\_\_

Product(s): \_\_\_\_\_

Estimated Media Name: \_\_\_\_\_

Target Audience: \_\_\_\_\_

DMA: \_\_\_\_\_

Actual Media Name: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Invoice Amount: \_\_\_\_\_

Co-Op Authorization Date: \_\_\_\_\_

Co-Op Authorization Number expires 120 days from the date above

Objective: \_\_\_\_\_

Estimated Start Date: \_\_\_\_\_

Estimated End Date: \_\_\_\_\_

Actual Start Date: \_\_\_\_\_

Actual End Date: \_\_\_\_\_

Claim Date: 1/15/2018

☐ Check here if this is documentation for a previously denied claim.

Comments: \_\_\_\_\_

Dealer Balance: \_\_\_\_\_

System Claimed Amount: \$0.00

Percent reimbursement rate authorized: \_\_\_\_\_

(Based on invoice amount and percent reimbursement rate authorized)

How will you submit your supporting document?

☐ Mail ☐ Fax ☒ Upload

Submit

\*Scanned files must be in .PDF format.

## DEADLINES

### Claims

- All claims must be submitted online no later than 30 days after the end of the 90-day fund period.
- Claims received after this deadline are rendered ineligible for reimbursement

### Resubmitted Claims

- Dealers are notified by email if additional documentation is needed to complete the processing of a claim. A new claim, with requested documentation, must be submitted online no later than 30 days from the date on the email notification. Submit the new claim by selecting the same Co-Op authorization number. To expedite processing, please note the claim number in the comment section.
- Resubmitted claims received after the 30 day deadline are rendered ineligible for reimbursement

**TERMINATION**

**DIRECTV reserves the right to revoke, terminate or amend the Co-Op Marketing Program in DIRECTV's sole discretion anytime without prior written notice.**

- In the event a dealer is found in breach of their Dealer Agreement, DIRECTV reserves the sole right to terminate the dealer's eligibility in the Co-Op program; cease reimbursement for any outstanding claims and/or immediately expire the dealer's accrual balance
- In the event that a dealer's Dealer Agreement(s) is terminated, the dealer no longer accrues Co-Op funds effective the first day of the same month as date of termination
- For dealers whose termination was not due to a breach in the Dealer Agreement, in order to receive reimbursement, all claims must have been submitted online prior to the date of termination and, if any additional documentation is deemed necessary, the claim must be re-submitted prior to this 30 day deadline.
- After 30 days from date of termination, DIRECTV has no obligation to pay Co-Op account balances to the terminated dealer

**CO-OP SUPPORT**

- On behalf of DIRECTV, The Advertising Checking Bureau, Inc. (ACB) is the designated administrator of our Co-Op program and hosts the online Co-Op website
- Contact our DIRECTV Co-Op team at ACB for support with online access, Co-Op balances, reimbursement and for any general program guidelines questions. Hours of operation are 6:00am to 5:00pm, AZ time.

**DIRECTV**

c/o The Advertising Checking Bureau, Inc. (ACB)  
P.O. Box 52118  
Phoenix, AZ 85072-2118  
Phone: 866.631.9761  
Fax: 602.710.2131  
Email: [DIRECTVcoopsupport@acbcoop.com](mailto:DIRECTVcoopsupport@acbcoop.com)

For expedited deliveries, ship to:

**DIRECTV**

c/o The Advertising Checking Bureau, Inc. (ACB)  
1919 West Fairmont Drive, Suite 7  
Tempe, AZ 85282  
Phone: 866.631.9761

- Contact your Distributor Sales Representative or your DIRECTV Area Sales Manager for questions about access to other marketing web tools or other marketing issues

DIRECTV reserves the right to make final determination on which expenses may be reimbursed. Third party vendors, i.e., ad agencies, may not be recipient of reimbursement. If a dealer owns any portion of a vendor business performing Co-Op service, expenses are denied due to conflict of interest. Reimbursement is ineligible for any trade/barter services or for the value of any work performed by a dealer employee(s). DIRECTV may request dealers provide adequate proof of payment. Adequate proof is deemed to include, but is not limited to, cancelled checks or bank statements. Failure by the dealer to provide proof of payment within 30 business days of request may result in non-payment and/or chargeback of any and all Co-Op claims, at the sole discretion of DIRECTV. Dealers who submit false or inflated invoices or engage in any type of vendor "kickback" program will receive non-payment and/or chargeback of any and all Co-Op claims, at the sole discretion of DIRECTV. Participation in any "kickback" program may result in automatic termination of a dealer's DIRECTV Dealer Agreement(s), at the sole discretion of DIRECTV. In the event a dealer is found in breach of their DIRECTV Dealer Agreement(s), DIRECTV reserves the sole right to terminate the dealer's eligibility in the Co-Op program; cease reimbursement for any outstanding claims and/or immediately expire the dealer's accrual balance. DIRECTV reserves the sole right to revoke or amend this Co-Op program at anytime without prior written notice.



**THIS SUMMARY IS PROVIDED AS A CONVENIENCE AND DOES NOT REPLACE POLICIES DETAILED WITHIN THIS DOCUMENT. IF THERE IS ANY CONFLICT BETWEEN THE SUMMARY AND THE EARLIER GUIDELINES IN THIS DOCUMENT, THE EARLIER GUIDELINES CONTROL.**

GENERAL MEDIA	CREATIVE REQUIREMENTS (Before you place the ad)	PROOF OF PERFORMANCE (After you place the ad)
<b>All media</b>	<ul style="list-style-type: none"> <li>Dealers must comply with all DIRECTV brand, trademark and logo guidelines</li> <li>Any competitive advertising renders the entire ad as ineligible</li> </ul>	<ul style="list-style-type: none"> <li>A Co-Op authorization must be submitted online for all claims</li> <li>Claims must be submitted online</li> </ul>
<b>Print</b> Newspapers Magazines Catalogs Posters Yellow Pages	<ul style="list-style-type: none"> <li>For yellow pages, creative must use the DIRECTV Authorized Dealer Logo and advertise only under the Dealer name. Listings placed under the DIRECTV name renders the entire ad as ineligible.</li> <li>The dealer tag area must feature the name of the dealer</li> </ul>	<ul style="list-style-type: none"> <li>Full tearsheet bearing publication name and date. eTearsheets are acceptable.</li> <li>Publisher's invoice detailing DIRECTV, ad dates, ad size and costs</li> </ul>
<b>Direct Mail</b>	<ul style="list-style-type: none"> <li>Creative must be a minimum of 50% DIRECTV content</li> </ul>	<ul style="list-style-type: none"> <li>Proof of performance including proof of payment (front/back of voided check or credit card statement) is required. If submitted through Brand Muscle, a copy of the invoice is also required.</li> <li>Full copy of original mail piece</li> <li>Printer's invoice detailing quantity and costs; plus postal receipts if applicable</li> <li>Brand Muscle email confirming that the mailing list scrub was completed</li> </ul>
<b>Broadcast</b> Radio Radio Remotes Television Infomercials	<ul style="list-style-type: none"> <li>Radio must be :15, :30, :45 or :60 spots</li> <li>Radio remotes must be :60 spots with DIRECTV mention at least 2 times every 30 minutes, e.g. a one-hour remote must feature four :60 spots</li> <li>Television must be :10, :15, :30 or :60 spots</li> <li>Television :10-:30 spots require DIRECTV mention at least 2 times verbally and 1 time visually. :60 spots require DIRECTV mention at least 3 times verbally and 1 time visually. Creative must be 100% DIRECTV.</li> <li>Infomercials of 30 minutes or greater require DIRECTV mention at least 4 times verbally and 2 time visually</li> </ul>	<ul style="list-style-type: none"> <li>Full copy of script imprinted with the ANA/RAB (radio), ANA/TVB (TV) or ANA/CAB (cable), signed by a station official. For radio remotes, 2 photos (incl. 1 of broadcast set up) is required in place of a script.</li> <li>The DIRECTV Marketing Center may not have scripts available</li> <li>Station invoice detailing ad dates, times, costs of each spot and any earned discounts or agency commission</li> </ul>
<b>Outdoor</b> Billboards Signage Van Wraps	<ul style="list-style-type: none"> <li>Creative must be 100% DIRECTV content</li> <li>Dealer contact information must be featured in the ad (phone number or street address/coordinates)</li> <li>Must include appropriate disclaimers</li> </ul>	<ul style="list-style-type: none"> <li>Vendor contract or invoice detailing posting dates and costs. Handwritten contracts are not eligible</li> <li>Minimum of 2 photos after posting. If disclaimers are not legible in photo, a file provided to the outdoor company is required.</li> </ul>

*Summary continued on next page...*

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FACE-TO-FACE MEDIA	CREATIVE REQUIREMENTS (Before your appearance)	PROOF OF PERFORMANCE (After your appearance)
<b>Events</b> Fairs Sponsorships Tradeshows Travel Expenses	<ul style="list-style-type: none"> <li>Only eligible when booked through Event Engine program</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Marketing Center</a> invoice required</li> <li>One photo required</li> </ul>
<b>Mall Kiosks/ Supermarkets</b>	<ul style="list-style-type: none"> <li>Creative must be 100% DIRECTV-focused</li> <li>Kiosks should be equipped with a DIRECTV live feed for demonstration purposes. If a live feed from the location is not possible, dealers must be equipped to run a taped "loop" promotional video/DVD approved by DIRECTV.</li> </ul>	<ul style="list-style-type: none"> <li>Proof of performance including proof of payment (front/back of voided check or credit card statement) is required. If submitted through Brand Muscle, a copy of the invoice is also required.</li> <li>Vendor contract or invoice detailing activity dates and costs. Handwritten contracts are not eligible.</li> <li>Minimum of 2 photos at activity featuring DIRECTV presence</li> <li>Proof of performance waived if submitting through the DIRECTV Event Engine program</li> </ul>

ELECTRONICS	REQUIREMENTS	PROOF OF PERFORMANCE
<b>Televisions, computers, tablets and peripherals</b>	For display and order processing purposes.	Itemized invoice
<b>IT Support</b>	<ul style="list-style-type: none"> <li>Can include support for phones, tablets, software, and services used to support electronic devices (warranties, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Itemized invoice from IT support service provider</li> </ul>

ONLINE MEDIA	CREATIVE REQUIREMENTS (Before you go live)	PROOF OF PERFORMANCE (After you go live)
<b>Microsite/Website</b>	<ul style="list-style-type: none"> <li>Eligible dealers may participate in The DIRECTV Online Program during open enrollment only.</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Marketing Center</a> invoice required</li> </ul>
<b>Paid Online Directory Listings</b>	<ul style="list-style-type: none"> <li>Only eligible when purchased through Marketing Support Team</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Marketing Center</a> invoice required</li> </ul>
<b>Web Banners</b>	<ul style="list-style-type: none"> <li>Only pre-approved web banners on The DIRECTV Marketing Center are eligible. The RAP process is not available for custom web banners.</li> <li>Web banners must link to a pre-approved microsite or RAP approved website.</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Marketing Center</a> invoice required</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>Only eligible when purchased through DIRECTV Marketing Center program</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Marketing Center</a> invoice required</li> </ul>

SALES BASED INCENTIVES	REQUIREMENTS	PROOF OF PERFORMANCE
<b>Performance Based Incentives</b>	Includes dealer sponsored contests for employees (e.g. sales goals).	Itemized invoice or receipt for prizes.
<b>Referral Fees</b>	Includes rewards for customers who refer a new customer to DIRECTV service.	Any claim for Co-Op reimbursement for referral fees must be pre-approved by Sales Manager. Individual referral rewards cannot exceed \$100. An itemized invoice or receipt for the referral incentive is required.