



Happy New Year! This is a friendly reminder that you may be eligible for free product through our Co-op Advertising Program. Please review the guidelines to determine your eligibility and follow the submission instructions below. Submissions should be postmarked no later than January 31, 2012.

## Co-op Advertising Program Guidelines

- Up to 50% of a retailer's Novobeads advertising costs are eligible for a credit towards future purchases. Credit cannot be applied to existing balances for previous orders.
- Total credit may not exceed 3% of a retailer's gross purchases per calendar year for Essential Level retailers, and 6% for Elite level retailers. Example:
  - Retailer's annual purchases = \$100,000
  - Retailer would be eligible for a credit of up to \$3,000 on future orders
  - Novobeads pays up to 50% of the cost of any one expense, so Retailer should submit \$6,000 in advertising expenses to receive full amount
- Only paid advertising costs and purchases from the Novobeads Online Print Center (excluding light box hardware) are eligible. Any discounts on the Online Print Center will be deducted from the co-op reimbursement total.
- Advertisements must have been submitted for pre-approval or have been created by the Novobeads Marketing Team.
- Ads must be solely for Novobeads and cannot contain other products.

If you have questions about eligibility or would like to know your annual purchases, please email us at [marketing@novobeads.com](mailto:marketing@novobeads.com).

## Submitting Your Co-op for Reimbursement

To receive your credit, please complete the [Co-op Submission Form located here](#).

Attach proof of advertising (consisting of invoice and copy of ad) for each claimed expense. Mail the completed form and proof of advertising by January 31, 2012 to:

Novobeads Co-op Department  
12011 Guilford Road, Suite 103  
Annapolis Junction, MD 20701

Faxed submissions are not accepted. After documentation



is received, Novobeads will apply a credit to the retailer's next product order. Please allow 60 days for your documents to be reviewed and your credit applied to your account.



## Wishing You a Prosperous 2012

From all of us at Novobeads, we wish you a happy, healthy and prosperous New Year!

Sincerely,

The Novobeads Team



This email was sent to todddna@ameritech.net by [info@novobeads.com](mailto:info@novobeads.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Novo Trading, LLC | 12011 Guilford Road | Suite 103 | Annapolis Junction | MD | 20701