

Co-op Advertising

Agenda Topics

Developing a Co-op Sales Department

- Soup to nuts in building co-op advertising dollars at the local level through print advertising
- What to provide and what to expect to gain incremental revenue through co-op advertising
- How to find and track manufacturer co-op opportunities in the local market

Sales Basics for Co-op Advertising

- Basic training on what co-op is, the different structures out there and why it's available to the local retailer
- Summary understanding of the terminology and practice that can lead to plus sales
- Different approaches to developing new business with co-op advertising

Building Co-op Dealer List Advertising

- Aggregating local retailer co-op advertising to build solid brand advertising in your market
- The plusses and minuses of building group advertising for brands in your market
- How to work with the manufacturer to promote brands through your publications

Working the Distinctions of Formal and Negotiable Co-op Advertising

- Accrual based co-op advertising and the basic approach of following the money
- Specially arranged opportunities based on simple math and sales opportunities in the local market
- What the local retailer generally doesn't understand and what Home Depot will never forget

For more information, contact:

Mike Garcia: mgarcia@multiad.com

800-245-9278, ext. 5321

Tim Brennan



Tim Brennan began his work in co-op advertising in 1984 as the co-op advertising coordinator for the Fair Discount Department Stores, in Worcester, MA. After growing their co-op advertising efforts from \$5,000 to millions annually, he became advertising director in charge of a 60-circular annual schedule with complimenting newspaper, radio and TV. In 1989, Tim started in the newspaper industry working as the co-op advertising manager for The Telegraph of Nashua, NH, where he was in charge of co-op, special sections and database marketing. From

there, he moved to The Patriot-Ledger of Quincy, MA, where he was also in charge of co-op, special sections, database marketing, newspaper promotions, inside sales/telemarketing, etc. During this time, Tim was involved with the North Atlantic Co-op Network (NACON), a division of the New England Newspaper Association, where he served as president from 1996 to 1999. Tim joined MultiAd in 1999 and is currently a business development manager, specializing in co-op advertising products, including MultiAd® Recas®. He serves on the board of directors for the NAPAA and gives co-op advertising training sessions and lectures throughout the country. Tim currently resides on a peaceful mountain in southern New Hampshire with his golden retriever, Bailey.

Phil Harris

Phil Harris graduated from Southern Illinois University at Carbondale with a bachelor's degree in Radio/TV and a minor in Communications. His experience includes many years in radio advertising sales at WVEM-FM, 101.9 in Springfield, IL, and in retail management and newspaper advertising sales at the Daily Times in Pekin, IL. Phil joined the team at MultiAd in 1996, where he is currently the account manager for the Midwest. During his time with MultiAd, he has worked extensively with training and assisting co-op advertising professionals and sales staffs at publications across the United States. Phil was the originator of the first MultiAd® Co-op Conference and was instrumental in the planning and coordination of the annual event through 2003. He authored the current MultiAd® Co-op Training Manual used to train co-op clients and newspaper sales staffs and has presented co-op training sessions at trade shows, press association meetings and regional co-op conferences around the country. Phil resides in Peoria with his two daughters, ages 5 and 12. He fancies himself an amateur chef and is a self-proclaimed terrible golfer.

