

Co-op Advertising

What is it? And how can it increase revenue?

Co-op advertising is:

- A. A way for your media to bring in new advertisers, increase the size of current ad contracts and improve client relationships
- B. An easy, effective way for small retailers to maintain a high profile without spending lots of money
- C. A partnership between a manufacturer and a retailer to share the cost of advertising at a local level in which both benefit with an increase in product sales
- D. A way for you to get “free” money to help your advertisers run ads on brand names
- E. All of the above



15 minutes = \$1,200 More Ad Revenue

Co-op is worth 15 minutes of your time. On average, MultiAd’s co-op solution, Recas, found \$1,200 per call when researching co-op funds for clients.

Although many retailers don’t have the time to effectively use their co-op funds, there are a number of benefits for them, all of which will translate into more ad sales for you.

- Co-op advertising increases the reach and frequency of not only the advertised brands, but also of the store’s name.
- Using co-op advertising on national brand merchandise associates the retailer with the manufacturer’s national advertising campaigns and identifies them as the local source for the national brand.
- Co-op advertised brands help sell other products once the consumer is in the store.
- Unused co-op accruals cost retailers money in purchases from manufacturers and in potential sales to consumers.

Media outlets across the country are continuing to increase sales with the help of Recas.

Contact us today to unleash your true sales potential.

Recas[®]
a solution by MultiAd