

<i>Product Features</i>	<i>Co-op Sales</i>	<i>Sales Director</i>	<i>Recas</i>
Co-op Database with over 9,000 manufacturer contacts and their co-op information including direct links to the manufacturer's websites, dealer locators and ad planners.	x	x	x
Ad Material Warehouse , a growing database of manufacturer-approved ads and artwork with 900 manufacturers and over 13,000 images. (Ad Material Warehouse is one of the most powerful sales tools in the industry when it comes to developing and securing new business.)	x	x	x
Bi-Weekly Co-op Selling Ideas providing timely direction on a product or brand for sales targeting.	x	x	x
Manufacturer Promotions providing information on consumer offers promoted at the brand level and made available through local merchants.	x	x	x
Weekly Co-op E-lead (via email) featuring several manufacturer targets and links to their dealer locators and respective ad materials.	x	x	x
Online Accrual Research links for fax and/or email forms located on the manufacturer plan page.	x	x	x
Themed Sales Ideas for tying multiple advertisers to a theme or event. These pages provide a quick way to build revenue and seize ad opportunities.	x	x	x
Co-op 101 Training Materials providing valuable co-op information, such as the Basics of Co-op Advertising, Co-op Targeting and Working with Manufacturer Co-op Ad Materials.	x	x	x
Dedicated Account Managers available for training and day-to-day questions to ensure your sales reps know how to successfully sell with co-op.	x	x	x
Co-op Targeting via hundreds of important dates from special events to holidays and anniversaries.		x	x
Co-op Targeting via category development , emphasizing the most pertinent categories as they relate to co-op. Find important facts, industry trends and AdBuilder.com resources.		x	x
Co-op Targeting via top manufacturer and category rankings based on accrual dollars found for other subscribers.		x	x
Instant Money Makers weekly promotional publication perfect for your Monday morning sales meeting. The seven-page PDF highlights all the timely manufacturer promotions featured weekly on AdBuilder.com. (Native Instant Money Maker Creator files also included.)		x	x
We'll Research It. If you can't find the information you need in our co-op database, we'll research it for you.		x	x
Daily Co-op E-leads (via email) providing great promotional leads, targeting tips, trade articles and manufacturer target lists. These daily emails will help make AdBuilder.com research much more reactive for your sales reps.		x	x
Co-op Promotion tools, ideas and resources to help motivate your sales staff and bring awareness to your co-op department. This resource includes sample co-op contests, newsletters, self-promotion ads, co-op brochures, bill stuffers, leave-behinds and much, much more.		x	x

MultiAd® Co-op Resources

Feature Comparison

<i>Product Features (continued)</i>	<i>Co-op Sales</i>	<i>Sales Director</i>	<i>Recas</i>
New Business Development tools, ideas and resources to help make your department stand out. This resource includes tutorials, forms, client samples and artwork to help you generate more sales and increase business development. (It includes Special Section, Vendor Support, Dealer List, Online, Hispanic and Automotive Resources.)		X	X
Co-op Networking tools, such as Co-op World, Co-op Connection Blog and the Recas Hall of Fame.		X	X
Co-op Proposal Generator to build professional sales proposal PDFs containing a cover sheet, ad schedule and proposed ad materials in just a matter of minutes. It's the most important sales tool available on the market today. (PDF available)	(subscription available)	X	X
Co-op 201 Training Materials focusing on how to set up a co-op department, research co-op accrual funding, build business through negotiable co-op and effectively promote your co-op department.		X	X
Co-op 301 Training Materials focusing on how to build new business through dealer list, vendor support, online and non-traditional development.		X	X
Recas Software to manage local advertiser information, accrual research, memo billing capacity, manufacturer and distributor sales rep contact info, calendar functions and report generation.			X
Customizable Database allowing users to integrate local info with the co-op database. You can align local retailers with the products they carry and the manufacturers that offer co-op for the retailers' products.			X
Creator Professional desktop publishing software for quick and easy development/editing of co-op advertising spec ads for presentation to the local retailer.			X
Reporting Features for tracking and managing co-op data on all levels: advertiser, manufacturer, media properties and local media sales reps.			X
Co-op Claiming Features producing co-op invoicing for traditional tear sheet submission and/or E-Claim Submission through external electronic tear sheet systems.			X
Unlimited Accrual Research service to investigate co-op funding for your local advertisers.			X
Co-op 401 Training Materials focusing on how to best utilize the Recas product.			X
Data Import and Export Options to flow information to and from front-end systems into the Recas system for co-op tracking and invoicing purposes and more detailed reporting.			X
Special Section Builder with 48 full special sections annually. Each section includes an editable tab cover, 13 complete articles, marketing materials and a selection of templates. Subscriptions authorize the publication to edit material for their local market.	(subscription available)	(subscription available)	(subscription available)

Not sure which features you really need?

Call 800.245.9278, ext. 5324, or e-mail recas@multiad.com and we'll be happy to help.