

# AWI CO-MARKETING FORM

**Manufacturer Name** \_\_\_\_\_  
**Broker Name** \_\_\_\_\_  
**Sales Rep Name** \_\_\_\_\_  
**Phone #** \_\_\_\_\_

**Date Submitted** \_\_\_\_\_  
**Proposed Ad Date** \_\_\_\_\_  
**Vendor Theme** \_\_\_\_\_  
**Co-Marketing Dollars** \$ \_\_\_\_\_

**Offer Details:** \_\_\_\_\_

AWI CODE	PACK	SIZE	DESCRIPTION	UPC				

**Space/Size Requirements:** \_\_\_\_\_  
 ( Additional fees may be assessed for 1/4 page or larger)

**Type of Offer:**     
 Instant Rebate      
 Free Item(s)      
 Sweepstakes      
 Dollar Off Future Order

**Artwork Requirements:**     
 Digital Artwork Attached      
 AWI Create Artwork      
 Artwork will be mailed to Electronic Mktng Mgr.

**INTERNAL USE ONLY**

**Category Manager Approval** \_\_\_\_\_     
 **Approved Ad Week** \_\_\_\_\_

**Electronic Marketing Manager Approval** \_\_\_\_\_     
 **Artwork Due Date** \_\_\_\_\_

**Ad Space Requirement**  
 Grocery Page      
 Dairy/Frozen Pg      
 GM/HBC/HH PG      
 WRAP 5.5"      
 WRAP 8"      
 WRAP 11"

(Indicate number of mods or portion of page. Mod Size is 2" wide x 1.475" deep)

## VENDOR PROCEDURE TO SUBMIT CO MARKETING EVENTS

- 1 Sales Rep can discuss co-marketing options with Electronic Marketing Manager (call x2467)
- 2 Complete attached form and submit to Category Manager
- 3 Offer Details - should include the details of the offer; for example: what the consumer must buy, what the consumer will get, what the consumer will win; etc
- 4 List the AWI or DSD items that will be included in the offer
- 5 Space/Size Requirements - what type of space (one mod, two mods, 11" wrap, etc) are needed to meet the requirements of the offer. Appropriate co-marketing support dollars should be noted on the form.
- 6 Artwork Requirements - Is there artwork available to support this promotion or will AWI create the artwork? For example: The details of the sweepstakes (not just jpegs of the product). Please attach the digital artwork or mail disc to Electronic Marketing Manager.
- 7 Use this format to submit artwork :  
Preferred file formats include Illustrator Version 10 or lower (.ai or .eps file), PhotoShop (.PSD file, not flattened, include all fonts) or InDesign file (.indd). PDFs are acceptable, but only if it is the exact size needed for the ad. Also high res 300 DPI product images.
- 8 Internal Use Only - the Category Manager and Electronic Marketing Manager will complete this section and return to you once the Director of Purchasing has approved the offer.
- 9 All offers must be submitted at least 8 weeks in advance.