

CO-OP ADVERTISING APPROVAL REQUEST FROM DEALER TO GE

**GENERAL ELECTRIC
OUTDOOR POWER EQUIPMENT OPERATION
ATTN: ADVERTISING
CORPORATIONS PARK, SCHENECTADY, N.Y. 12345**

Signature below certifies that all advertising for which CO-OP claims are requested is run in accordance with all policy provisions of the Outdoor Power Equipment Operation ADVERTISING PLAN AS PUBLISHED.

DEALER'S NAME _____

ADDRESS _____

CITY, STATE _____ ZIP _____

May I please have GE approval for the following:

PLANNED DATE	PRODUCT	PROMOTION INDICATE NEWSPAPER, TV RADIO, ETC.	INCHES LINES OR SPOTS	RATE		NUMBER OF TIMES	TOTAL ESTIMATED COST
				NEWSPAPER	OTHER		
						TOTAL	\$

NOTE: "Submission of claims constitutes certification of compliance with the Wholesale Distributor Advertising and Promotional Allowance Agreement between the parties, with the Outdoor Power Equipment Operation Co-op Advertising and Sales Promotion Plan, including the Advertising Guide referred to in the Plan, and with the Federal Trade Commission Guides for advertising allowances and other merchandising payments and services."

Prepared by Dealer _____ (date)

Dealer's Signature _____ (date)

Approved by (GE) and returned to dealer _____ (date)

**DEALER MUST SUBMIT FOR APPROVAL TO
MANAGER-ADVERTISING & SALES PROMOTION.**

IMPORTANT

All claims against this commitment MUST be made by dealer on GEZ-5010C WITHIN 30 days following close of month for which advertising has been billed to dealer.

GEZ-5010B

GENERAL ELECTRIC

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