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CO-OPERATIVE ADVERTISING PROGRAM

Allowance

Receive up to 3% credit on your total annual purchases of SUPREME products for all advertising costs. Co-operative advertising funds are earned annually based on purchases from January 1 to December 31 of the previous calendar year. The percentage of advertising space/marketing activity allocated to SUPREME will be shared on a 50/50 basis. Unused funds will not be rolled over to the following year.

WHAT ACTIVITIES QUALIFY FOR REIMBURSEMENT

Co-op funds may be used for marketing, advertising, or promotional activities that utilize the following media channels:

- **Print advertising**, providing both the SUPREME logo and a SUPREME product appear together in the advertisement. For the entire ad to be eligible for co-op (at 50% participation) SUPREME's products and logos needs to comprise at least 85% of the ad.
- **Television**: SUPREME's name must be mentioned and SUPREME's logo must be displayed.
- **Radio**: SUPREME's name must be mentioned twice.

For Reimbursement

1. Supply a copy of all advertisement before December 31 of the current year.
2. Supply the invoice of the advertiser.
3. Reimbursement will be paid on a percentage of ad space.