

These will be discussed along with some others that do not relate to the selling price and yet have proved to be very effective for some U.S. manufacturers.

a. Advertising

- (1). Cooperative Advertising. The manufacturer determines the plan. The media usually provides advertising slicks, radio and television scripts, newspaper and magazine supplements. The retailer should be required to submit tear sheets, copies of invoices and a report of media used and the exposure provided.

The manufacturer customarily pays one half of the advertising cost. The advertising is more effective when tied in with some kind of an event such as 4th of July, Mother's Day, Father's Day, Christmas, etc.

Cooperative advertising is a very common activity and can usually be avoided only by fairly large manufacturers who prefer to spend their advertising dollars in national brand name advertising, publicity and other sales aids.

- (2). Most manufacturers who do not have cooperative advertising programs still provide advertising materials to their retailers.