



## **Co-Op Advertising Guidelines**

Co-Op funding is usually available throughout the season for local marketing efforts. Following are some general guidelines for co-op and we have also included a co-op request form. (See page 2.)

### **General**

- All plans must be submitted in writing for approval
- Proof of performance (affidavits, tear sheets, air checks, etc.) must be submitted in order to process reimbursement

### **Radio**

- Pearson Television will reimburse 50% if your schedule consists exclusively of a ***Baywatch Hawaii Season 2*** :30, or if you pair a :30 with a :30 promo for a local show such as news
- Pearson Television will reimburse 25% of a split :60 if you pair a :30 ***Baywatch Hawaii*** spot with another syndicator's :30 promo

### **Print and All Other Traditional and Non-Traditional Media**

- Pearson Television will reimburse 50% if the content is exclusively ***Baywatch Hawaii***
- Pearson Television will reimburse 25% if the content is shared with another show

(more...)



### Co-Op Advertising Request Form:

Pearson Television will make co-op funding available to its **Baywatch Hawaii** Season 2 affiliates on a case by case basis. Please use this page to submit your request to Pearson Television.

Name: \_\_\_\_\_

Station/Mkt: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email: \_\_\_\_\_

Baywatch Hawaii airs: \_\_\_\_\_ on my station  
(day of week, time period)

#### Co-Op Request Details:

Media	Dates of Activity	GRP's	Total Cost	Station Pays	Pearson Pays
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Please attach any other pertinent information such as your agency's media plan, on-air or radio schedules, tear sheets, etc. You must indicate whether the media is solely for the advertisement of **Baywatch Hawaii** Season 2, or a specific block of programming for **Baywatch Hawaii** and another program.

Submit all proposals to:

Cynthia Cooper  
Director Of Marketing & Promotions  
Pearson Television  
Direct 212-541-2839  
Fax 212-541-2939  
Email: [Cynthia.cooper@us.pearsonstv.com](mailto:Cynthia.cooper@us.pearsonstv.com)