

CO-OP AUTHORIZATION LETTER

Co-op is an agreement between the manufacturer and/or retailer to share the cost of advertising the manufacturer's products in the local marketplace.

Utilizing Co-op dollars effectively leads to an increase in store traffic and product movement, which leads to increased sales.

To Whom It May Concern,

This letter is to authorize Newsday Media Group and/or **ReCAS, a division of Multi-Ad Services, Inc.** in Peoria, IL to research cooperative advertising funds and ad material availability for use by my company.

This authorization shall remain in effect for one (1) year from the date of this letter.

Please release any cooperative advertising information, including accrual balances, to the Newsday Media Group and/or ReCAS representative who calls you. Your cooperation and prompt response is appreciated. If you wish to verify this authorization, please contact us at your convenience.

Thank you for your time and assistance.

Business Name: _____

Address: _____

Phone: () _____ Fax: () _____

Authorized by: _____ Title: _____

Account Executive: _____