



Buy Local. Buy Pride of New York.

Pride of New York “Buy Local” Specialty Crop Cooperative Advertising and Marketing Program Requirements

Maximum Allowable Cooperative Funding Per Member:

- The Pride of New York Program will reimburse each participating member at the amounts specified below, with a total annual cap of \$5,000 per member.

General Information for Pre-Negotiated and/or Custom-Built Television and Radio Buys:

- All Pride member scripts must be provided for approval by the Pride of New York. Written approval must be obtained prior to starting production of each member’s spot.
- Scripts must focus on Pride of New York specialty crop products.
- All fully produced member spots must be provided to the Pride of New York Program for final sign-off one (1) week prior to the beginning of the member’s co-op schedule.
- Each member's script must include something to the effect that they are Pride of New York members (e.g. A proud member of the Pride of New York).
- Television and radio packages will be billed at station cost. No agency commission is allowed.
- You must be a Pride of New York member.
- Only one member per each commercial or buy.

Pre-Negotiated and/or Custom-Built Television Buys:

- Each television spot must include one (1) twenty-three second (:23) message for members formatted with a fully produced Pride of New York music bed and a seven-second Pride of New York closing tag (:07) to comprise a thirty-second (:30) message. All member spots are required to use this music bed and tag. Production must be at no charge for all members who participate in this program.
- Available cooperative funding is provided up to 25%, with a cap of \$5,000.

Pre-Negotiated and/or Custom-Built Radio Buys:

- Each radio spot must include one (1) forty-five second (:45) message for members formatted with a fully produced Pride of New York music bed and a fifteen-second (:15) Pride of New York closing tag to comprise a sixty-second (:60) message. All member spots are required to use this music bed and tag. Production must be at no charge for all members who participate in this program.
- Available cooperative funding is provided at 50% of the buy, with a cap of \$4,000.

Print Buys and Production:

- Each print ad (creative) and the accompanying media buy must be submitted together for approval by the Pride of New York at least four weeks prior to the first materials due date.
- Each print ad must display the Pride of New York logo and tag and can be no smaller than 3/4” in diameter. All usage guidelines must be adhered to when using the Pride of New York logo. The logo must be in either black and white or Pantone 349. Logo artwork and usage guidelines can be found at www.prideofny.com/logo.html.

Print Buys and Production continued:

- No agency commission is allowed.
- You must be a Pride of New York member.
- Only one member per advertisement. Members cannot share advertisements or media buys.
- Available cooperative funding for consumer publications is as follows:
 - Weekly Publications: Cooperative funding is provided up to 50% of the buy, with a cap of \$1,500.
 - Daily Publications: Cooperative funding is provided up to 50% of the buy, with a cap of \$3,000.
 - Monthly Publications: Cooperative funding is provided up to 50% of the buy, with a cap of \$3,000.

Point of Purchase and Promotional Items:

- A quote for each item must be submitted for approval by the Pride of New York to include an estimate of the job and the creative/design of the job.
- Each item must display the Pride of New York logo and tag and if applicable, the website address and telephone number.
- Eligible point of purchase and promotional items include: bags, banners, boxes (carton printing), brochures, flags, folders, labels, pencils, pens, pins and rack cards.
- The logo must be in either black and white or Pantone 349. Logo artwork and usage guidelines can be found at www.prideofny.com/logo.html
- No agency commission is allowed.
- You must be a Pride of New York member.
- Only one member per item.
- Available cooperative funding is provided at 50% of the item, with a cap of \$500.

Billing and Claim Submission:

- Each member will be invoiced directly from the selected media outlet(s) and vendor and will be responsible for total payment.
- Members can then submit a claim directly to the Pride of New York Program for cooperative funding reimbursement. Claim forms and accompanying documentation should be mailed to:

Pride of New York Program
Attn: Sue Santamarina
10B Airline Drive
Albany, NY 12235
- Pride of New York will only pay station air time, net internet marketing invoices and net print invoices. No agency commissions are allowed.
- Claims must be submitted within 90 days of the end of the month in which the advertising was placed and within 90 days of when the point of purchase and promotional items have been received.
- The following documentation must accompany the claim form:
 - A copy of the paid invoice
 - Proof of performance (affidavit or tear sheet)
 - Sample of point of sale and promotional item(s) purchased
 - A final written project report to include a narrative evaluating the success of the project, the economic impact received and the performance measures used in the evaluation within 30 days after the completion of the project.