



“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 Custom-Built Television and Radio Buys:

- All scripts must be pre-approved by the Pride of New York. Written approval must be obtained prior to starting production of each member’s spot.
- Scripts must focus on 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.
- The opportunity for more than one member to be included in each television commercial or radio buy is subject to program pre-approval. The commercials and buys will be considered on an individual basis according to the scripts provided.
- You must be a Pride of New York member.

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.

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 **two 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.
- No agency commission is allowed.
- You must be a Pride of New York member.
- Subject to the contents, specs, design and layout of the advertisement(s), more than one Pride member may be included in the advertisement(s). Each advertisement(s) will be considered on an individual basis according to the advertisement(s) provided.
- 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 pre-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, 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.
- Subject to content, specs, design and layout of the point of purchase and promotional item(s) – more than one member may be included on the item(s). Each item(s) will be considered on an individual basis according to the creative/design of each item(s).
- Available cooperative funding is provided at 50% of the item, with a cap of \$500.

Workers' Compensation Requirements Under Workers' Compensation Law §57

- New York State Workers' Compensation law (WCL) requires all vendors applying for permits, licenses, or contracts with the State of New York have appropriate workers' compensation and disability benefits insurance coverage. This requirement applies to both original insurances and renewals.
- Please see attachment for further information.

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 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.

Application/ Project Approval Process

- ___ Submit Application to Pride of New York
- ___ Pride of New York determines eligibility and notifies applicants
- ___ Eligible projects asked to submit detailed budget and Worker's Compensation Compliance Forms
- ___ Pride of New York notifies eligible applicants of final approval
- ___ Applicant submits television and radio scripts, design and creative of print advertisements, and creative of point of purchase and promotional items to Pride of New York for pre-approval before they are aired, published and/or produced
- ___ Pride of New York notifies applicant that scripts and/or materials have been approved
- ___ Applicant receives purchase order from Division of Fiscal Management which serves as start date for reimbursement expenditures

IMPORTANT REMINDER: Funding is available on a first-come, first-served basis. Specific deadlines for the submission of materials must be adhered to or will result in the withdrawal of the application.