



2017 Dealer Claim Form

• ONE(1) CLAIM FORM FOR EACH INVOICE SUBMITTED
 • ALL CLAIMS ARE DUE BY 1/15/18

Use the following form to request reimbursement from Co-op, Non-Metro & Dealer Conversion Funds


Don't forget to ask for PRE-APPROVAL on anything that isn't from the Carrier Ad-Kit or a Factory Pre-Approved Vendor (FV) Send requests to: ADVERTISING@AIREFCO.COM

DID YOU...?

Use the correct Carrier logo (w/ leaf) and "turn to the experts" tagline in all advertising (logo & tagline must visually & audibly occur in TV/ radio/theater advertising)

- TV: Logo and tagline clearly and prominently shown, plus audible mention of both brand and tagline
- Radio: Audible mention of brand 2x in a 30-sec / 3x in a 60-sec spot; tagline ("turn to the experts") 1x per spot
- Print: Carrier logo should be EQUAL in size to the dealer logo



1 CHECK MEDIA TYPE BELOW:	NON-METRO FUNDS	2 CHECK BACK-UP INCLUDED BELOW:											
		INVOICE	PHOTO	FINISHED PIECE	SCRIPT	TEAR SHEET	URL	VIN #s	RECEIPTS	ACTIVITY REPORT	CERTIFICATE		
<input type="checkbox"/> Air Advice	ELIGIBLE	<input type="checkbox"/>											
<input type="checkbox"/> Apparel* (FV: Shilling or Cintas, does NOT include rental program)*	-	<input type="checkbox"/>											
<input type="checkbox"/> Apparel* type _____	-	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/> Billboards, Bus Signs and Benches* (FV: TKO Graphix or uCreate)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>									<input type="checkbox"/>	
<input type="checkbox"/> Call Tracking*	-	<input type="checkbox"/>								<input type="checkbox"/>			
<input type="checkbox"/> Direct Mail* (postcards, flyers, door hangers, coupon mailer)	ELIGIBLE	<input type="checkbox"/>		<input type="checkbox"/>									
<input type="checkbox"/> Home Shows/Equipment Displays* (FV: Skyline & Matrix Imaging)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/> Internet* (FV: Sequoia, SOS or MTA360) type _____	ELIGIBLE	<input type="checkbox"/>					<input type="checkbox"/>						
<input type="checkbox"/> Internet Power Listings (Angle's List, Yahoo Local, Yelp, Google by Business)	-	<input type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>					
<input type="checkbox"/> iPad (does not include data plans/monthly connection fees)	-	<input type="checkbox"/>											
<input type="checkbox"/> Lead Generating Tools* (text messaging; FV: Comfort Builder & Demandforce, Proposal Building Software) type _____	-	<input type="checkbox"/>											
<input type="checkbox"/> Literature (Carrier)	-	<input type="checkbox"/>											
<input type="checkbox"/> Newsletters* (FV: EB & L Marketing & StayConnected)	ELIGIBLE	<input type="checkbox"/>		<input type="checkbox"/>									
<input type="checkbox"/> Newspaper/Magazines*	ELIGIBLE	<input type="checkbox"/>					<input type="checkbox"/>						
<input type="checkbox"/> Outdoor Building Signs* (FV: Federal Health)	-	<input type="checkbox"/>											
<input type="checkbox"/> Outdoor Building Signs* (local vendor)	-	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/> Phone On-Hold & Call Tracking* (FV: Commercials on Hold)	-	<input type="checkbox"/>											
<input type="checkbox"/> Phone On-Hold & Call Tracking* (local vendor)	-	<input type="checkbox"/>					<input type="checkbox"/>						
<input type="checkbox"/> Promo Items & Customer Appreciation Gifts* (FV: Shilling & To Your Success)	-	<input type="checkbox"/>											
<input type="checkbox"/> Promo Items* (local vendor)	-	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/> Service Stickers or T-stat Stickers*	-	<input type="checkbox"/>		<input type="checkbox"/>									
<input type="checkbox"/> Signs, Banners, Posters, etc.* (FV: TKO or Skyline)	ELIGIBLE	<input type="checkbox"/>											
<input type="checkbox"/> Signs, Banners, Posters, etc.* (local vendor)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/> Travel (only factory tours & National CFAD Meeting)	-	<input type="checkbox"/>							<input type="checkbox"/>				
<input type="checkbox"/> Training (indicate class) _____	-	<input type="checkbox"/>									<input type="checkbox"/>		
<input type="checkbox"/> Radio/TV/Cable* (indicate type) _____	ELIGIBLE	<input type="checkbox"/>								<input type="checkbox"/> include notarized affidavits			
<input type="checkbox"/> Vehicle Identification* (FV: TKO Graphix)	ELIGIBLE	<input type="checkbox"/>											
<input type="checkbox"/> Vehicle Identification* (local vendor) _____	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/> Yellow Pages* (local vendor) _____	ELIGIBLE	<input type="checkbox"/>								<input type="checkbox"/> include cover & ad pages			
<input type="checkbox"/> YouTube & Social Media* (local vendor) _____	ELIGIBLE	<input type="checkbox"/>							<input type="checkbox"/>	<input type="checkbox"/>			

DEALER NAME _____ AIREFCO ACCT # _____

3 COMPLETE CLAIM INFORMATION BELOW:

VENDOR NAME _____

VENDOR INVOICE # _____ INVOICE DATE _____

(From) _____ RUN DATES _____ (Thru)

OF TIMES RUN _____ INVOICE AMOUNT _____

CLAIM TYPE:

- Ductless Co-op
- Residential Co-op
- Non-Metro Fund
- Dealer Conversion

AMOUNT CLAIMED

DEALER SIGNATURE _____ DATE _____

TM SIGNATURE (REQUIRED) _____ DATE _____

INTERNAL USE ONLY

Media Code	G/L #	Fund Code	Amt. Credited (\$)

CE Approval Code	CE Claim #	Total Credited (\$)
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Comments _____

*Pre-approval always required when using a NON Factory Vendor. Other items may need pre-approval. See the 2017 Advertising Policy for more information.