



# Dealer Claim Form

- ONE(1) CLAIM FORM FOR EACH INVOICE SUBMITTED
- ALL CLAIMS ARE DUE BY JANUARY 15 OF THE FOLLOWING YEAR

Use the following form to request reimbursement from Co-op, Non-Metro, Dealer Choice, and Dealer Conversion Funds. Dont forget to ask for PRE-APPROVAL on anything that isnt 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

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:

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


<b>AMOUNT CLAIMED</b>
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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 (\$)	
Comments			

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

1 CHECK MEDIA TYPE BELOW:		NON-METRO/DEALER CHOICE FUNDS	2 CHECK BACK-UP INCLUDED BELOW:													
			INVOICE	PHOTO	FINISHED PIECE	SCRIPT	TEAR SHEET	URL	VIN #s	RECEIPTS	ACTIVITY REPORT	CERTIFICATE	REGISTRATION CONFIRMATION			
<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"/>	BDR Coaching Services	ELIGIBLE	<input type="checkbox"/>								<input type="checkbox"/>	<input type="checkbox"/>				
<input type="checkbox"/>	Business Cards	-	<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 Marketing* (SEO, website development, blogs, rating & reviews, FV= Surefire Local, 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 Nurturing Software* (text messaging; FV: Comfort Builder & Demandforce) type _____	ELIGIBLE	<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 Heath)	-	<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"/>				
<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"/>							