



Member Co-op Advertising Rules

ITEX offers our Preferred Members a wonderful opportunity in the form of co-op advertising. ITEX members are able to be reimbursed up to \$10,000 ITEX dollars every fiscal year. The purpose of this program is to advertise for new members and build brand recognition in the company's name. This is a great chance for you to double your advertising dollar. You must adhere to the below rules and regulations to ensure approval and payment of co-op ITEX dollars to you.

Approval:

1. The program only covers advertising media distributed to the general public within specific guidelines.
2. All advertisers who use the co-op program must be actively accepting ITEX for the items advertised during the times the ad is run and abiding by the Marketplace Rules.
3. All submissions for reimbursement are subject to the co-op rules and must comply with the guidelines set forth by ITEX Corporation. If an advertisement does not comply with the co-op guidelines the ad will not be reimbursed.
4. ITEX will reimburse 50% of the advertising costs to the member for a maximum payout of \$10,000 ITEX dollars per each fiscal year when the following guidelines are met:
 - a. Advertising media must be paid in ITEX dollars by one member to another. Cash media billings will not be reimbursed.
 - b. The advertising must be between two independent businesses that have separate tax identification numbers and have no equitable position in each other companies.
 - c. All advertising must be for legitimate products or services and must be legal in the jurisdictions where the advertisements are being placed.
5. All co-op reimbursement submissions must be made within 120 (one-hundred twenty) days of the time the ad ran. **NO EXCEPTIONS TO THIS RULE UNLESS PRE-APPROVED BY CORPORATE.**
6. Abuses of the co-op program will **not** be tolerated. Abuse of the co-op program include:
 - a. Alteration of submitted advertisements to bring them into compliance, after the fact, including altered photographs for large format advertising.
 - b. Alteration of invoices or other proof of performance or payment.
 - c. Having the buyer and seller of advertisements be the same company or have significant stake-holders in common.

Any member who abuses the co-op program will have their co-op privileges suspended for a minimum of 6 cycles after the first incident. For additional incidents, the penalty will be assessed by Corporate at its sole discretion and may range from an additional 6 cycle suspension to permanent disqualification for future co-op reimbursements or in extreme cases, to termination of the member's account.

7. ITEX reserves the right to audit any co-op reimbursement claim at any time at the sole discretion of corporate. Not accepting ITEX or any other violation of the Marketplace rules will result in automatic denial of claims for that cycle.
8. We reserve the right to alter or cancel the benefits of the co-op program at any time without notice. All pre-approved commitments will be honored in such event.

If there is a concern that your ad may be outside of the co-op rules, pre-approval is advisable. Advertising in all media may be sent to ITEX Corporate for pre-approval. Some advertising is **REQUIRED** to be pre-approved. This is outlined in the below sections.



Co-op Reimbursement

1. Co-op reimbursement is posted as a "sale" transaction, therefore, transaction fees will assess on the posting.
2. Co-op reimbursement is only available to Preferred Members in good standing, who are on Auto-Pay.
3. In order to qualify, the advertisement must have run and the member must have paid for the advertisement prior to requesting reimbursement. Reimbursement requests must be accompanied by:
 - a. A copy of the paid invoice
 - b. A completed co-op reimbursement form (including the transaction #, transaction date, account numbers, and requested co-op reimbursement amount.)
 - c. An original ad or tear sheet of the advertisement.
 - d. For radio and television advertising, a signed run sheet from the station showing the dates and times that the ad ran is required with the co-op reimbursement form. If a tape is not submitted with the reimbursement request the run sheet must also show the tagline used. If the same advertisement is running for a period of time and you have submitted a tape, you still need to submit the run sheet. In the case of a dispute, you may be required to submit a notarized affidavit for run times.
4. Marketplace Support does their best to post all transactions received before cycle close, however, co-op reimbursement requests received by ITEX with insufficient time to verify the request run the risk of being posted in the following cycle.

Standard co-op requests are those that are for no more than \$10,000 ITEX Dollars per fiscal year. Co-op is reimbursed in the cycle it is submitted and can be reimbursed as one lump payment.

Acceptable forms of advertising (Members)

Print Ads (such as newspaper, magazines, etc.)

- All print advertising must carry the current approved "Member of the ITEX Trading Community" logo to qualify.
- The logo must be a minimum of 1" x 1" (one full inch by one full inch) or 5% of the total area of the ad, **whichever is greater.**
- The logo must be of equal or higher resolution than the rest of the print ad. Incorrect or sub-standard logos will be denied.
- NO ALTERING of the logo is allowed with the exception of allowing the ITEX Broker's phone number listed instead of the ITEX Corporate phone number. This applies to all print mediums.
- A tear sheet from the publication must be submitted for each ad to be approved.
- Grouping is allowed with pre-approval only. Grouping is when, for whatever reason, multiple members have ads in the same publication and those ads are grouped together in a single area. In such event, individual co-op logos maybe exchanged for a centrally located ITEX logo and message stating that all the advertisers are "members of the ITEX Membership Trading Community and ITEX dollars are welcome."



Direct Mail

- Direct mail is eligible for co-op reimbursement for the services/firms used in sending the advertising (i.e. mail house or marketing firm) when they are paid in ITEX dollars. Postage, design, and list rental/purchase are not eligible for co-op. Fax blasts and e-mail blasts are NOT eligible for co-op.
- Direct mail pieces in envelopes are required to have the current approved "member of the ITEX Trading Community" logo on the front of the first piece of enclosed mail in compliance with the print advertising specifications.
- Postcards must comply with the print ad specifications on one side of the card.
- Direct mail pieces that are part of a group mailing (money mailer coupon packets as an example) must follow the standard print ad requirements on the individual ad.



Radio Ads

- All radio advertising must carry the official ITEX tagline:
TAGLINE: " *Your Company* is a **member of the ITEX Trading Community. Your ITEX dollars are welcome.**"

Television Ads

- All television or video advertising MUST be pre-approved.
- All television or video ads, including cable access, must display the approved video version of the "Member of the ITEX Trading Community" logo for a full three seconds for 30-second commercials and 5 seconds for 60-second commercials.
All television or video ads must use the audible tag line, "Your ITEX dollars are welcome" for 30-second commercials and "*Your Company* is a **member of the ITEX Trading Community. Your ITEX dollars are welcome**" for 60-second commercials.

Website Ads

- Web hosting is eligible for co-op however ALL web sites must be PRE-APPROVED.
- The logo must be displayed on the first page of the site or menu bar. It must be easily located and easily read. Either the standard "Member of the ITEX Trading Community" logo or the animated "Member of the ITEX Trading Community" logo can be used. The logo must link to the www.itex.com website. Logos that link to Broker's sites are not eligible.
- Design and production are not eligible for co-op.
- Banner advertisements are not eligible for co-op.

Billboards and Automobile or Truck Wraps

- For large format advertising, the "Member of the ITEX Trading Community" logo must be approximately 5% of the ad. Where this is hard or impossible to calculate (such as a car wrap) the logo must be prominent and easily read from a distance on all sides.
- For all large format advertising you will need to have a photograph submitted with the reimbursement request so that we can verify proper usage of the co-op logo. Any photo that has been digitally altered will be automatically ineligible for co-op reimbursement and may be grounds for termination from the ITEX Marketplace.
- Because large format advertising is generally paid for and run over an extended period of time, a copy of the contract that clearly states how long the advertisement will be displayed will suffice for repeat reimbursement.

Advertising Mediums NOT eligible for co-op

- Ad specialties
- Trade Shows
- Printing Costs
- Graphic Design of any kind
- Brochures
- Production Costs

Any other opportunities not listed in these rules are not eligible. Any exceptions are just that and are at the sole discretion of ITEX Corporation. Contact ITEX at co-op@itex.com or 800-277-9722 for further information.