

## GTE SmartPark Services Co-Marketing Reference Guide

Activity	Expenses Covered	Requirements	Req
<p><b>Print</b></p> <p>(Newspaper, magazine, circulars, inserts)</p>	<ul style="list-style-type: none"> <li>- Net space costs</li> <li>- Color charges</li> <li>- Printing cost (non-mailed flyers/inserts only)</li> </ul>	<ul style="list-style-type: none"> <li>- Newspaper ads must be at least 6 column inches</li> <li>- Feature GTE competitive copy for maximum reimbursement</li> <li>- "GTE SmartPark" logo is required. Logo Sizes:                6-11 column inches-16 point logo                12-30 column inches-24 point logo                31-70 column inches-30 point logo                71+ column inches-48 point logo</li> <li>- Must meet all logo requirements</li> </ul>	<ul style="list-style-type: none"> <li>- Origin: public</li> <li>- Origin:</li> </ul>
<p><b>Outdoor Advertising</b></p> <p>(Stationary or Mobile billboards &amp; signs)</p>	<p>Space cost</p>	<p>"GTE SmartPark" logo</p>	<ul style="list-style-type: none"> <li>- Photo</li> <li>- Origin:</li> </ul>
<p><b>Yellow Pages</b></p> <p>(Limited to 20% of total co-op accruals based on rolling 6-month)</p>	<ul style="list-style-type: none"> <li>- Display ads only</li> <li>- Monthly listing costs</li> </ul>	<ul style="list-style-type: none"> <li>- Feature GTE competitive copy for maximum reimbursement</li> <li>- "GTE SmartPark" logo</li> <li>- Must meet all logo requirements</li> </ul>	<ul style="list-style-type: none"> <li>- Origin: public</li> <li>- <u>If ad is paid</u></li> <li>- Origin:</li> <li>- Copy r</li> <li>- <u>If paid in n</u></li> <li>- Origin:</li> <li>- the pu</li> <li>- initial c</li> <li>- Origin:</li> <li>- date (i</li> </ul>
<p><b>Group Yellow Pages</b></p>	<p>Cost of participation</p>	<ul style="list-style-type: none"> <li>- Requirements will be met by GTE- agent's name and contact info. will be included.</li> <li>- Full payment is required prior to ad run date (monthly billing not available)</li> </ul>	<p>No claim r automatic account</p>

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<b>Direct Mail</b>	<ul style="list-style-type: none"> <li>- Print and supply costs</li> <li>- Postage</li> <li>- Mailing lists</li> </ul> <p><u>Ineligible costs include</u> creative, taxes, freight, overnight, rush charges.</p>	<ul style="list-style-type: none"> <li>- Feature GTE competitive copy for maximum reimbursement</li> <li>- "GTE SmartPark" logo</li> </ul>	<ul style="list-style-type: none"> <li>- Comp Origin:</li> <li>- Origin: office</li> <li>- Prover</li> </ul>
<b>Signage</b>  (Permanent indoor/outdoor)	<ul style="list-style-type: none"> <li>- Production cost</li> <li>- Installation &amp; electrical hookup</li> </ul>	"GTE SmartPark" logo	<ul style="list-style-type: none"> <li>- Photo</li> <li>- Origin:</li> </ul>
<b>Point-of-Sale</b>  (Counter cards, ceiling mobiles, endcaps, posters and banners)	<ul style="list-style-type: none"> <li>- Display materials</li> <li>- Standard shipping</li> </ul>	"GTE SmartPark" logo	<ul style="list-style-type: none"> <li>- Photo</li> <li>- Origin:</li> </ul>
<b>Trade Shows &amp; Sponsorships</b>	<ul style="list-style-type: none"> <li>- Cost of booth space rental</li> </ul> <p><u>Ineligible costs include:</u> electrical costs, travel costs, employee expenses, incidentals</p>	Agents must be identified as "GTE SmartPark Agent"	<ul style="list-style-type: none"> <li>- Photo spons</li> <li>- Origin:</li> <li>- Prover</li> </ul>
<b>Promotional Merchandise</b>  (limited to 10% of co-op accrual based on 6-month rolling)	<ul style="list-style-type: none"> <li>- Cost of merchandise</li> </ul>	<ul style="list-style-type: none"> <li>- "GTE SmartPark" logo</li> <li>- Your company's logo must be at least 40% larger than the GTE logo</li> </ul>	<ul style="list-style-type: none"> <li>- Origin: merch</li> <li>- Origin:</li> </ul>
<b>Web-site</b> (reimbursement range 5-10%)	<ul style="list-style-type: none"> <li>- Costs of monthly service</li> </ul>	<ul style="list-style-type: none"> <li>- A URL link to GTE SmartPark site must be available</li> </ul>	<ul style="list-style-type: none"> <li>- Verifia copy o</li> </ul>
<b>Newsletter</b>  Reimbursement based on content and will range between 5-10%	<ul style="list-style-type: none"> <li>- Net space costs</li> <li>- Color charges</li> <li>- Printing cost (non-mailed flyers/inserts only)</li> </ul>	<ul style="list-style-type: none"> <li>- "GTE SmartPark" logo is required.</li> <li>- Must meet all logo requirements</li> </ul>	<ul style="list-style-type: none"> <li>- Origin: of exe</li> <li>- Origin:</li> </ul>
<b>Other Activities</b>	Costs similar to those described above	<ul style="list-style-type: none"> <li>- Agents must be identified as "GTE SmartPark Agent"</li> <li>- Must receive prior approval from GTE SmartPark account manager</li> </ul>	<ul style="list-style-type: none"> <li>- Origin:</li> <li>- Origin: promo</li> </ul>

*\*Reimbursement for all above listed activities is based upon 5-25% or a maximum of \$3,500 annually and shall be assessed based on all GTE standards and conditions that may apply. Refer to Co-Marketing Reimbursement Guidelines for further information.*