

submission:

To submit a co-op claim to the DSI co-op department, CE Dealers must provide all relevant dealer and advertising information required on the form. Incomplete forms will be returned to the dealer.

Co-op claims may be submitted via mail or online process (TBD); Online process will provide an instant email confirmation of receipt and claim number.

Invoices and proof of performance are required with claim submission. Hard copy or digital versions are acceptable.

Dealer will receive an email confirmation with a valid claim number when the claim is received, and another email confirmation when the claim has been processed (approved, denied, or need additional information)

Claims will be processed in the order they are received, but within 5 days of receipt.

Approved claims are paid on the Friday following the approval date. Estimated payment date will be included in the conformation email.

Dealer Co-op
Co-op Claim Entry Form

DSI Dealer Number:

Contact Name:

Contact Phone:

Contact Email:

Claim Date and Time: 6/4/2012 10:54:48 AM

Dates of Advertising
Start Date: 6/4/2012
End Date: 6/4/2012

Type of Advertising:

Vendor:

Total Amount of Advertising:

Amount Claimed:

Upload Receipt: No file selected

Upload Proof of Advertising:

www.dsisystemsinc.com

claim time:

60days

DSI co-op will be paid for approved advertising within 60 days of accrual, and must be claimed within 90 days of accrual. After 90 days, co-op funds will be considered expired and cannot be claimed.

reimbursement:

50/50

DSI CE Co-op is paid at a 50/50 co-op rate. DSI pays 50% of the valid claim value, up to the accrual amount available.

advertising requirements:

Current brands DSI carries are valid for payment.

If non-DSI brands are included, DSI will pay at 50/50 against the percentage of the ad that includes DSI brands.

Manufacturer logos, images, and copy must be used in accordance with that manufacturer's guidelines.

Dealer must comply with MAP and UMAP policies as set forth by each manufacturer.

**Newspaper • Doorhanger • Mailer • Radio • TV • Events • Store Signage
Vehicle Magnet • Billboard • Other (must be pre-approved)**