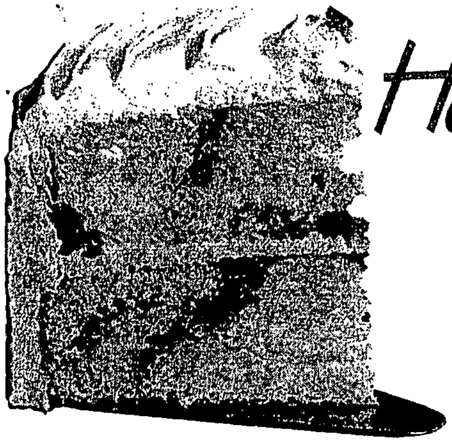

Having Your Cake AND EATING IT TOO!

Like most NAPA AUTO PARTS stores, you have a lot to advertise but not enough money to do as much as you'd like. You have product specials to draw customers into your store, installers who want to advertise their use of NAPA parts and new customers who need to know where you are located. It's rarely a lack of ideas which keep you from advertising. Rather, it's a lack of money.

Effective advertising is not inexpensive. And if you are in a competitive market or need to establish your store in the minds of consumers, you are going to need to spend more money in advertising and promotion.

Fortunately, there are ways to avoid having a vast increase in expenses show up on your P & L statement. How? By making sure you know of the co-op advertising funds which are available to you.

These funds are available from NAPA and NAPA Manufacturers because they know the importance of locally promoting your business.

What's Available

As a participant in the 1987 NAPA National Advertising Program you have two co-op programs to draw upon.

The 100% Co-op Fund has an amount equal to the .4% national advertising contribution set aside for your store. Reimbursement can be received for a wide variety of advertising, which is listed on the claim form (available from your D.C.). You will receive back 70% of your qualifying expenses up to the total funds you have available for the year.

The Super Co-op Fund is new this year and gives you additional money. This fund is limited to advertising which features price/product specials designed to bring customers into your store or your dealer's location. Under the Super Co-op Fund you have one-half of your national contribution available and reimbursement is based on 50% of qualifying advertising.

To understand what you have available and how it affects your local advertising expense, here is an example using a store which contributes $1,000 to the national program.

	100% Co-op	Super Co-op	Total
Total Funds Available	$1,000	$500	$1,500
Local Advertising Expenditures During Year	1,430	1,000	2,430
Total Reimbursement	1,000	500	1,500
Net Expense for Local Advertising	430	500	930

To apply to your store, simply begin with your contribution and perform the same calculations. If you are participating in a group advertising program, you need to deduct the funds set aside for the group.

You may also have funds available from certain manufacturers. These funds are in addition to the NAPA Co-op Programs and your D.C. Sales Manager can tell you what is available and how to receive reimbursement.

Coming up in 1988 will be more manufacturer co-op programs integrated with the NAPA Co-op Programs. This will enable you to submit all of your advertising claims on one form, and receive back one check. Details on available funds will be provided to you shortly.

Claiming Funds

All NAPA co-op claims are handled through the NAPA Co-op Center at Fahlgren & Swink. Be sure you are using the 1987 claim form when submitting your claim — it lists the program guidelines, explains the 100% and Super Co-op Programs and provides instructions on the back-up material required (for a 1987 claim form, contact your D.C.).

If you submit advertising which qualifies for either the 100% Co-op or Super Co-op Programs, guidelines call for the funds to be taken from the Super Co-op first. Super Co-op is used first, because the Super Co-op Program is the more restrictive — only price/product ads in circulars, newspapers, radio and television advertising. Therefore, it's used first to insure that you receive it quickly. In addition, it helps you avoid any problems later in the year with other advertising claims being rejected because you have already used your 100% Co-op funds. However, if you wish to use the 100% Co-op Funds first, simply check the box on the form below the Total Spent line.

Hurry!

Like tax returns and insurance claims, filling out paperwork for co-op claims is something you would rather put off. But it makes sense to submit your claims as soon as possible. With the additional money available for 1987, you have a chance to advertise more. The sooner your claim is submitted, the quicker you will know if you have additional monies remaining in your account.

One more reason to do it early — experience has proven that there are more problems with claims submitted late in the year. Usually those stores which wait to send in their claims are more likely to be missing important back-up material which requires the claim to be returned. This further delays your reimbursement.

NAPA Headquarters and the NAPA Co-op Center are constantly working to make these programs flexible and easy to use. If you have questions, please call your D.C. Sales Manager or the NAPA Co-op Center at 1-800-438-8124 (in West Virginia 1-800-642-1919).

Manufacturer Co-op Programs

In 1987, NAPA Filters is paying for 100% of the filters portion of a price/product ad — up to the amount of funds designated for each store. The balance of the ad is eligible for reimbursement under the Super Co-op and 100% Co-op Programs.

The best way to understand how this program works is to look at it this way: in a typical newspaper ad which features four products, you run a NAPA Filter. Assuming it cost $100 for an ad in this newspaper, NAPA Filters would pay $25 towards the cost since filters represent 1/4 of the total price/product space. The remaining $75 would be applied to the Super Co-op Program and $37.50 would be reimbursed. In total, the store would receive $62.50 back for this ad — if it has the funds available in the co-op programs.