

## APRILAIRE CUSTOM ADVERTISING – PRE-APPROVAL FORM

Remember that if you use creative artwork provided by Aprilaire, your advertising is already approved and you do not need to submit this form. Use this pre-approval form if you choose to develop your own ads. The advertising must be pre-approved before the ads are run in order to be reimbursed.

### Advertising must include: (available at [www.aprilairepartners.com](http://www.aprilairepartners.com))

- Correct, current Aprilaire logo. If used, current tagline (Fresh Ideas for Indoor Air)
- Correct, current product names, descriptions and features
- Not required, but if used, product illustrations and/or photos must be correct and current.
- No competitive products

For pre-approval, please complete steps 1, 2, and 3. This page will be sent back to you with the approval status within 48 hours. For even faster service, e-mail the information below to [ads@aprilaire.com](mailto:ads@aprilaire.com).

### 1. Contact Information

Name of Business: \_\_\_\_\_

Business Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### 2. Advertising Information:

Check all that apply:

Television

Radio

Newspaper/Print

Direct Mail

Other (Specify)

Estimated Cost:

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

### 3. Include the following attachments:

For newspaper/print or direct mail include proposed ad slick or artwork.

For radio or TV, include proposed recording and/or script.

**Fax to:** 608-310-6508

**Questions?:** Call 1-800-334-6011

**Or mail to:** Aprilaire

Email: [ads@aprilaire.com](mailto:ads@aprilaire.com)

Attn: Marketing Dept

PO Box 1467

Madison, WI 53701

\*\*\*Please retain this approved form and submit with your Co-op claim\*\*\*

\*\* Co-op claims are reimbursed at a rate of up to 50%. Amount of reimbursement is determined by the portion of advertising dedicated to Aprilaire products. \*\*