



CORNING'S GAFFER DISTRICT 2007 LIVE AFTER 5 CO-OP ADVERTISING PROGRAM

OBJECTIVE: TO AID CORNING'S GAFFER DISTRICT BUSINESSES WITH PROMOTION AND CREATE A BRAND THAT CONNECTS CORNING'S GAFFER DISTRICT BUSINESSES AND THE LIVE AFTER 5 PROGRAM: OCTOBER - DECEMBER, 2007 TIMEFRAME.

OVERVIEW: **REBATE OF 50%** OF QUALIFIED ADVERTISING DOLLARS TO GAFFER DISTRICT BUSINESSES. **UP TO \$500 AVAILABLE TO ALL QUALIFYING GAFFER DISTRICT BUSINESSES THAT ARE PARTICIPATING IN THE LIVE AFTER 5 PROGRAM.**

PROGRAM DETAILS:

- PROGRAM PARTICIPATION AVAILABLE TO ALL PARTICIPATING "LIVE AFTER 5" BUSINESSES IN CORNING'S GAFFER DISTRICT.
- REBATE APPLIES ONLY TO ADVERTISING WITH: WETM, WENY, WYDC, TIME WARNER CABLE, PEMBROOK PINES, 95 THE MET, BACKYARD BROADCASTING, RT. 81 RADIO, STAR-GAZETTE, THE LEADER, THE STEUBEN COURIER ADVOCATE, AND THE CORNING AREA CHAMBER OF COMMERCE.
- BUSINESS MUST SUBMIT "PARTICIPATION FORM" FORM TO KRISTEN STEWART (KRISTEN@GAFFERDISTRICT.COM) (FAX: 936-3112) NO LATER THAN OCTOBER 15, 2007 WITH COPIES OF ALL SIGNED ADVERTISING CONTRACTS ATTACHED.
- ADS MUST RUN BETWEEN OCTOBER 1 AND DECEMBER 31, 2007.
- **MAXIMUM REIMBURSEMENT OF \$500.00 PER BUSINESS.**
- YOU WILL BE SENT A REIMBURSEMENT REQUEST APPLICATION AS A CONFIRMATION.
- CO-OP REBATE ADVERTISING REQUIREMENTS:
 - RADIO ADS MUST INCLUDE:
 - ONE REFERENCE TO CORNING'S GAFFER DISTRICT IN THE BODY OF THE AD (YOUR CHOICE OF HOW/WHERE TO INCLUDE)
 - ENDING TAGLINE: CORNING'S GAFFER DISTRICT, "LIVE AFTER 5" BUSINESSES ARE OPEN LATE TO SERVE YOU.
 - TV ADS MUST INCLUDE:
 - ENDING VISUAL CORNING'S GAFFER DISTRICT "LIVE AFTER 5" LOGO

- ONE REFERENCE TO CORNING'S GAFFER DISTRICT IN THE BODY OF THE AD
- ENDING TAGLINE: CORNING'S GAFFER DISTRICT, "LIVE AFTER 5" BUSINESSES ARE OPEN LATE TO SERVE YOU.
- PRINT ADS MUST INCLUDE:
 - "CORNING'S GAFFER DISTRICT - LIVE AFTER 5" LOGO
 - TAGLINE: "CORNING'S GAFFER DISTRICT - LIVE AFTER 5" BUSINESSES ARE OPEN LATE TO SERVE YOU.

ANY CHANGES TO THESE REQUIREMENTS MUST BE APPROVED IN ADVANCE BY KRISTEN STEWART.

REIMBURSEMENT PROCEDURE:

- BUSINESSES MUST SUBMIT "REQUEST FOR CO-OP REIMBURSEMENT" FORM WHICH WILL BE FORWARDED TO YOU UPON RECEIVING YOUR PARTICIPATION REQUEST.
- COPIES OF BROADCAST AFFIDAVITS/CONTRACTS SHOWING THE QUALIFIED STATION AND TIMEFRAME
- COPIES OF EACH DUB OR TEAR SHEET WILL BE REQUIRED AS WELL AS VERIFICATION OF ADS.
- REBATES WILL NOT BE PROCESSED FOR ANY ADS NOT INCLUDED IN THE ORIGINAL PARTICIPATION REQUEST.
- REBATE CHECKS WILL BE PROCESSED BY THE END OF THE FIRST QUARTER OF 2008.

RECOMMENDED BUSINESS HOURS

MONDAY - FRIDAY	OPEN
TILL 6PM	
THURSDAY	OPEN
TILL 8PM	
SATURDAY	OPEN
TILL 5PM	
SUNDAY	OPEN TILL
3PM	



2007 "LIVE AFTER 5" CO-OP ADVERTISING PROGRAM PARTICIPATION REQUEST

MUST BE SUBMITTED TO KRISTEN STEWART, CORNING'S GAFFER DISTRICT, 114 PINE ST. 2ND FLOOR, CORNING, NY 14830 OR KRISTEN@GAFFERDISTRICT.COM OR FAX TO 936-3112 NO LATER THAN OCTOBER 15, 2007.

BUSINESS NAME: _____

ADDRESS: _____

PHONE: _____ E-MAIL ADDRESS: _____

NEW ADVERTISING CONTRACTS QUALIFYING FOR REBATE VALUE OF CONTRACT

WYDC \$ _____ COPY OF CONTRACT ATTACHED: ____

WETM \$ _____ COPY OF CONTRACT ATTACHED: ____

WENY \$ _____ COPY OF CONTRACT ATTACHED: ____

TIME WARNER CABLE \$ _____ COPY OF CONTRACT ATTACHED: ____

PEMBROOK PINES \$ _____ COPY OF CONTRACT ATTACHED: ____

BACKYARD BROAD. \$ _____ COPY OF CONTRACT ATTACHED: ____

RT. 81 RADIO \$ _____ COPY OF CONTRACT ATTACHED: ____

THE LEADER \$ _____ COPY OF CONTRACT ATTACHED: ____

STAR-GAZETTE \$ _____ COPY OF CONTRACT ATTACHED: ____

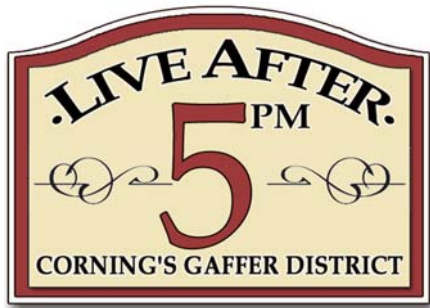
95 THE MET \$ _____ COPY OF CONTRACT ATTACHED: ____

STEUBEN COURIER ADVOCATE \$ _____ COPY OF CONTRACT ATTACHED: ____

CORNING CHAMBER – VISITORS GUIDE \$ _____ COPY OF CONTRACT ATTACHED: ____

TOTAL ADVERTISING PURCHASE (OCTOBER – DECEMBER 2007 ONLY): \$ _____

SUBMITTED BY: _____
PRINT NAME & SIGNATURE



CO-OP ADVERTISING FAQ'S

1. CAN I USE AN EXISTING AD AND ADD IN THE REQUIRED GAFFER DISTRICT REFERENCES?

ANSWER: YES, AS LONG AS THE APPROPRIATE CONTRACTS AND DUBS/TEAR SHEETS MEETING THE REQUIREMENTS OF THE PROGRAM ARE GIVEN TO KRISTEN STEWART.

2. CAN I SHARE AD SPOTS WITH OTHER BUSINESSES?

ANSWER: ABSOLUTELY! THE MORE THE MERRIER! THE GAFFER DISTRICT REBATE WOULD THEN BE SPLIT BETWEEN THE PARTICIPATING MERCHANTS ...BE SURE TO ASK YOUR MEDIA REPRESENTATIVE.

3. WHO CAN I CALL TO HELP SORT THROUGH ALL THIS NEW INFORMATION?

ANSWER: ASK THE MEDIA REPRESENTATIVES ANY QUESTIONS THAT MAY ARISE...REMEMBER, THERE ARE NO "STUPID" QUESTIONS...ESPECIALLY WHEN IT COMES TO YOUR ADVERTISING. IF YOU ARE NOT COMFORTABLE WITH THAT, THE STAFF AT CORNING'S GAFFER DISTRICT IS READY TO HELP YOU IN MAKING THIS IMPORTANT INVESTMENT DECISION.

KRISTEN STEWART 607-937-6292 EXTENSION 107

4. CAN I USE FOOTAGE FROM VENDORS IN TV SPOTS?

ANSWER: YES, AS LONG AS THE ENDING VISUAL AND TAGLINE MEET THE PROGRAM REQUIREMENTS.

5. WILL THERE CONTINUE TO BE GENERIC GAFFER DISTRICT ADS LIKE THOSE DURING THE BRAND LAUNCH?

ANSWER: YES, CORNING'S GAFFER DISTRICT WILL HAVE QUARTERLY ADVERTISING IN VARIED MEDIA SOURCES TO SUPPORT THE COOP ADVERTISING PARTICIPANTS. WE WILL ALSO CONTINUE ADVERTISING AND PROMOTION OF OUR FESTIVALS.