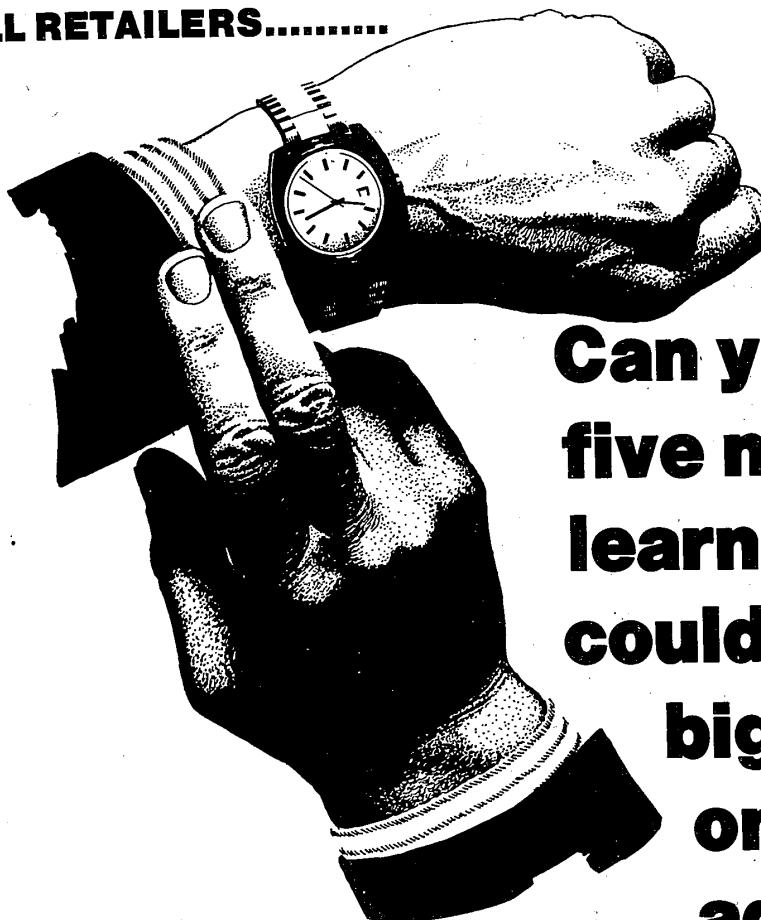


ATTENTION ALL RETAILERS.....



**Can you spare
five minutes to
learn how you
could get a
bigger return
on your
advertising
dollar?**

2 Columns x 4 Inches

4 Columns x 4 Inches

Do you consider yourself a smart business person?

You do?

Then, answer this question:

Which size ad would you run if there was no difference in cost?

You chose the largest of the two...right?

What if we told you that you can buy the one on the right without paying one penny more?

No, this isn't a one-time summer special, or something we've just cooked up, it's

something that's been around and available to you for a long time.

The secret is the CO-OP ADVERTISING MONEY available from your suppliers. It's your money...money you've earned by stocking their merchandise.

"Aha," you're probably saying, "I don't have time to spend on Co-op advertising."

Let us say this: If you are willing to spend a little time, you won't spend any extra money at all for that ad on the right. We've taken the hassle out of co-op advertising with eight easy steps we call our "Co-op Action Plan."

Let us give you the key to successful co-op advertising. First, you don't have to be a big business to successfully use co-op. You simply have to make up your mind to USE IT.

1. Identify your leading suppliers. List your top 25 suppliers. They produce most of your business and probably have the most co-op money available. You are already advertising their products, so why not include their co-op money in your ad budget?

2. Assemble co-op information. We have forms available for you that will take the hassle out of this. Get everything you need to know—basis of co-op accruals, time period involved, special requirements, etc.—in one place.

3. Calculate the co-op money available. Again, we have forms that will make it easy to figure the amounts available for each of your suppliers products.

4. Allocate co-op money. Divide each product's co-op dollars on a monthly basis. You know when you sell a lot of a certain item so why not use the co-op dollars available and sell even more of that item?

5. Integrate co-op into your regular ad plan. This means you will be able to plan larger ads and advertise your best-selling products with a frequency that will put more cash in your register.

6. Create your ads. We can help you put together some dynamic advertising that will help you move merchandise, promote your store, and meet the supplier's co-op requirements.

7. Merchandise your ads. We're with you every step of the way. We will supply you with advance proofs plus tear sheets of your ads. There are lots of ways to let your customers know about your ad and we're ready to help put them to work for you.

8. Collect the co-op money due you. This is the fun part. The faster you mail the invoices and proof that you've advertised the supplier's product, the faster you'll get that co-op money. Again, we'll help you set up an efficient collection procedure.

That's the co-op story. We think it makes sense. And if you're the smart business person we know you are, you'll take another five minutes and call us about it. After all, it's your money.

**The
Observer & Eccentric
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