



The Flex-A-Bed Co-op Advertising Program

When it comes to getting the most for your advertising dollar, co-operative advertising can be a powerful, revenue-generating opportunity. Many Flex-A-Bed dealers use this effective marketing tool to garner increased exposure—at a lower cost than doing it by yourself.

About the program

The co-op advertising program helps Flex-A-Bed dealers promote their products to customers through a reimbursement program. Participants can be reimbursed for up to 50% of their print advertising costs by Flex-A-Bed in exchange for using the Flex-A-Bed ads provided on this CD.

We've included three ad sizes, so you have plenty of options for your advertising purchase. In addition, each ad has an area reserved for you to add information about your store.

Flex-A-Bed co-op ads may be placed in newspapers, magazines, newsletters, catalogs and other printed materials with defined circulation figures.

Program parameters

1. Flex-a-Bed will share the cost of your ads 50/50 based on 10% of your net purchases.
2. We coop a maximum 14-column inch ad. Most dealers prefer to run our 6 – 8" ads, so that they can run ads more frequently. Consistency, rather than size, is the key!
3. Flex-a-Bed coop applies only to the actual cost of the ad on a local contract rate, no additional fees.
4. Coop credit is returned to you in the form of a credit memo to be used against future bed purchases.

Co-op advertising tips

When you are ready to place your Flex-a-Bed Advertising Program with your local paper, keep the following points in mind:

1. We recommend running freestanding Flex-a-Bed ads, not in a composite. Since so many of our customers are not in the market for furniture, they may not look at a large ad for a furniture store, but a small freestanding ad, strategically placed, will catch their attention!
2. Run the ad where our customers read most faithfully. By strategically placing your ad, you will receive more value for your advertising dollars! Pages that do well include:
 - the obituary page
 - local news such as weddings, births, etc.
 - advice columns like Ann Landers
 - crossword puzzles
3. Consistent advertising brings consistent inquiries and sales. Try to run your ads once a week for best results.

800-648-1256

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