

## 2019 Digital Advertising Fund Certificate

This certificate can be used to cover the media cost of any qualifying Digital Advertising campaign. This can be used against either just a portion of or the entire cost of a particular digital campaign. Please refer to the Digital Marketing Advertising Fund Guide for a list of qualifying digital advertising vehicles and agency support options.

For your convenience, several digital template options are provided within the Brand Builder accessed through The Link.

The certificate value will vary depending on your 2019 Alliance Level, as shown below:

Alliance Level	Ad Certificate Value
Gallery® Centurion Dealer™	\$1700
Gallery® Dealer	\$1500
Showcase Centurion Dealer™	\$1000
Showcase Dealer™	\$800
Priority Centurion Dealer™	\$700
Priority Dealer™	\$500

### Digital Advertising Requirements:

- Certificate applies to digital ads that support the Hunter Douglas brand and services and run between January 1 and December 31, 2019. This digital fund can be used for multiple advertisements until the total is exhausted.
- Ads must receive Prior Approval through Ansira.
- Please refer to the 2019 Hunter Douglas Dealer Advertising Program Guidelines & the accompanying Digital Marketing Advertising Fund Guide for the most current eligibility requirements.

### Submission Instructions:

- Submit all required documentation as outlined in the 2019 Hunter Douglas Dealer Advertising Program Guidelines & the accompanying Digital Marketing Advertising Fund Guide within 30 days of your ad run date.
- Ad Certificate values will be adjusted for Alliance level changes made during 2019.
- Not valid for past-due invoices; account must be current within terms at time of submittal. No cash value.
- For your convenience, you can apply for a Prior Approval and upload your digital advertising claim within the Advertising Admin tool located on The Link> Home Page, Advertising Admin.

### Ansira contact information:

Mailing:  
Hunter Douglas Advertising Program  
c/o Ansira  
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Hiawatha, IA 52233

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For Pre-approvals: [HDP@ansira.com](mailto:HDP@ansira.com)  
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