



## 2021 DIGITAL ADVERTISING CERTIFICATE FUND

This certificate fund can be used to cover the media cost of any qualifying Digital Advertising campaign. 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 our Brand Builder program accessed through The Link > Sales & Marketing. The certificate value will vary depending on your 2021 Alliance Level, as shown below:

| Alliance Level             | US Ad Cert Fund | CA Ad Cert Fund |
|----------------------------|-----------------|-----------------|
| Gallery® Centurion Dealer™ | \$1700          | \$2500          |
| Gallery® Dealer            | \$1500          | \$2300          |
| Showcase Centurion Dealer™ | \$1000          | \$1500          |
| Showcase Dealer™           | \$800           | \$1300          |
| Priority Centurion Dealer™ | \$700           | \$900           |
| Priority Dealer™           | \$500           | \$700           |

### DIGITAL ADVERTISING CERTIFICATE REQUIREMENTS

- ▶ Certificate applies to digital ad campaigns that support the Hunter Douglas brand and services and run between January 1 and December 31, 2021. This digital fund can be used for multiple advertisements until the total is exhausted
- ▶ Ad campaigns must receive Prior Approval from Ansira before they are published or made live
- ▶ Please refer to the 2021 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 2021 Hunter Douglas Dealer Advertising Program Guidelines & the accompanying Digital Marketing Advertising Fund Guide within 30 days of your campaign run date
- ▶ Digital Advertising Certificate Fund values will be adjusted for Alliance level changes made during 2021
- ▶ Not valid for past-due invoices; account must be current within terms at time of submittal. No cash value
- ▶ For your convenience, you can submit a Pre-Approval request and upload your digital advertising claim within the Ansira Advertising Admin Tool located on The Link > Programs > Advertising Funds

### ANSIRA'S CONTACT INFORMATION

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