

# 2007 Shell Co-op Advertising & Development Program

This **Program Matrix** provides a quick check list of the key points to observe when running ads and preparing claims for Co-op submission. Remember, all brand and general guidelines must be followed to qualify. Please read and understand the complete Co-op Advertising and Development Guidelines before using the program.

FOR THESE MEDIA	SHELL WILL REIMBURSE UP TO	OF	AS LONG AS	BUT YOU WILL NEED TO SUBMIT
<b>Television and Radio Advertising</b>  <i>NOTE: To qualify, ads must run at an FCC licensed station. Live "remote" television advertising is not eligible</i>	50% with use of Shell produced ads at <a href="http://www.shellsource.com">www.shellsource.com</a>	The net cost of advertising (media costs)	<ul style="list-style-type: none"> <li>Shell-supplied TV / Radio – materials have not expired</li> <li>The ad has not been altered beyond adding location information</li> </ul>	<ul style="list-style-type: none"> <li>Copy of final aired script notarized with ANA / TVB or ANA / RAB certification of performance</li> <li>Paid station invoice listing date, time and length of each commercial</li> <li>Completed Claim Form</li> <li>If applicable, a copy of the Prior Approval Form showing authorization number and signature</li> </ul>
	25% when you produce your own commercial	The net cost of advertising (media costs)	<ul style="list-style-type: none"> <li>Prior Approval from SMS is obtained prior to production</li> <li>Shell name mentions meets requirements</li> <li>'Made to move™' tagline is included when possible</li> <li>Musical and visual elements from Shell-supplied TV/Radio materials are not used</li> </ul>	
<b>Newspaper, Magazine, Direct Mail and Other Print Advertising</b>  <i>NOTE: To qualify Publication must have independently verified ad rates and certified circulation</i>	50% with use of Shell produced ads at <a href="http://www.shellsource.com">www.shellsource.com</a>	The entire ad	<ul style="list-style-type: none"> <li>The ad has not been altered beyond adding location information</li> </ul>	<ul style="list-style-type: none"> <li>The whole page on which the ad appears, showing the name and date of publication, or the whole piece in the case of magazines and direct mailers</li> <li>The advertising invoice from the publication</li> <li>An invoice from the copy center or printer that lists the number of pieces printed and distinguishes actual printing costs from development/production costs</li> <li>A post office receipt showing the exact number of pieces mailed</li> <li>Completed Claim Form</li> <li>If applicable, a copy of the Prior Approval Form showing authorization number and signature</li> </ul>
	25% when you produce your own ad	The entire ad	<ul style="list-style-type: none"> <li>Prior Approval from SMS is obtained prior to production</li> <li>The ad is Shell-brand focused</li> <li>'Made to move™' tagline is included when possible</li> </ul>	
		Shell's pro-rated portion of the ad	<ul style="list-style-type: none"> <li>Prior Approval from SMS is obtained prior to production</li> <li>The ad is <u>not</u> Shell-brand focused</li> </ul>	
<b>Shell Platinum MasterCard Greeter</b> <i>(Co-op reimbursement is limited to two (2) Greeter programs per year, per location)</i>	25%	Approved cost	<ul style="list-style-type: none"> <li>Prior Approval from SMS and your Shell National Programs Manager is obtained prior to activity</li> <li>Greeter program is purchased from Results Direct Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Copy of Prior Approval Form showing authorization number and signatures</li> <li>Paid Invoices from Results Direct Marketing</li> <li>Completed Claim Form</li> </ul>
<b>Yellow Pages</b>  <i>NOTE: To qualify Publication must have independently verified ad rates and certified circulation</i>	50% (Listing with only your telephone number and address is NOT eligible)	The entire ad	<ul style="list-style-type: none"> <li>The ad includes ONLY Shell Pecten and Shell Name at least 1/2 size of station name/address (No Competitive Logos)</li> <li>The ad is a Display or Trademark ad placed under Service Station, Fuel or Gasoline Section</li> </ul>	<ul style="list-style-type: none"> <li>Copy of the Prior Approval Form showing authorization number and signature</li> <li>The entire page on which the ad appears, showing the name and date of publication</li> <li>The invoice from the phone company</li> <li>Yellow page contract showing size, rate and length of contract</li> <li>Completed Claim Form</li> </ul>
<b>Billboards</b>	50% with use of Shell produced ads at <a href="http://www.shellsource.com">www.shellsource.com</a>	The entire ad	<ul style="list-style-type: none"> <li>The ad has not been altered beyond adding location information</li> </ul>	<ul style="list-style-type: none"> <li>A photograph of the billboard(s). Only one submission of the billboard picture is required per year, unless the billboard's design changes</li> <li>Paid original invoice from your outdoor company, detailing the number and location of board(s) and cost</li> <li>Billboard Contract detailing the number and location of all boards, cost of board development, space, printing, posting, and length of contract</li> <li>Completed Claim Form</li> <li>If applicable, a copy of the Prior Approval Form showing authorization number and signature</li> </ul>
	25% when you produce your own ad	The entire ad	<ul style="list-style-type: none"> <li>Prior Approval from SMS is obtained prior to production</li> <li>The ad <u>is</u> Shell brand focused</li> </ul>	
		Shell's pro-rated portion of the ad	<ul style="list-style-type: none"> <li>Prior Approval from SMS is obtained prior to production</li> <li>The ad is <u>not</u> Shell brand focused</li> </ul>	
<b>(DOT) I-Road Signs</b>	50%	Change Fee, Production, Installation, Qualified rent/lease	<ul style="list-style-type: none"> <li>One of the seven options listed in the Co-op guidelines is used</li> </ul>	<ul style="list-style-type: none"> <li>A location photo of DOT/I-Road signs is required if qualified photo is not on file at SMS</li> <li>Paid original invoice from Interstate Logos or your sign company</li> <li>Completed Claim Form</li> <li>If applicable, a copy of the Prior Approval Form showing authorization number and signature</li> </ul>

FOR THESE MEDIA	SHELL WILL REIMBURSE UP TO	OF	AS LONG AS	BUT YOU WILL NEED TO SUBMIT
<b>Point-of-Purchase (POP)</b>	50% with use of Shell instock and customized POP at <a href="http://www.shellsource.com">www.shellsource.com</a>	Cost of signage Cost of PointVision	<ul style="list-style-type: none"> <li>POP must be purchased from Pointsmith</li> </ul>	<ul style="list-style-type: none"> <li>No submission necessary - your co-op funds will be debited and/or Shell will charge you SAP account</li> </ul>
	25% Custom Design	Cost of signage	<ul style="list-style-type: none"> <li>Prior Approval from SMS is obtained prior to production</li> </ul>	<ul style="list-style-type: none"> <li>Copy of the Prior Approval Form showing authorization number and signature</li> <li>Invoices from Vendor</li> <li>Photograph</li> <li>Completed Claim Form</li> </ul>
<b>POP Hardware</b>	50%	Cost of hardware	<ul style="list-style-type: none"> <li>Hardware purchased from Chicago Display</li> </ul>	<ul style="list-style-type: none"> <li>Invoices from Chicago Display</li> <li>Completed Claim Form</li> </ul>
<b>Car Wash Menu Signage</b>	50%	Cost of Approved Purchase	<ul style="list-style-type: none"> <li>Approved items are purchased from BDI Signs</li> </ul>	<ul style="list-style-type: none"> <li>Paid Invoice from BDI Signs</li> <li>Completed Claim Form</li> </ul>
<b>Shell Tanker Truck Decals and Installation</b>	50%	Cost of Tanker Truck Decal	<ul style="list-style-type: none"> <li>Tanker truck decals are purchased from LSI</li> </ul>	<ul style="list-style-type: none"> <li>Invoices from LSI Graphic Solutions</li> <li>Completed Claim Form</li> </ul>
		Cost of Decal Installation	<ul style="list-style-type: none"> <li>Decal installation from Corporate Installations or your own vendor</li> </ul>	<ul style="list-style-type: none"> <li>Invoices from Corporate Installations or your own vendor</li> <li>Completed Claim Form</li> </ul>
<b>Local Sales Promotions</b>  <i>(Over \$500. Must project 15% ROI, have Shell Station tie-in and Shell approval.)</i>	50%	Cost of approved advertisements, Community Goodwill, NASCAR and/or decorations	<ul style="list-style-type: none"> <li>All promotions have prior approval from SMS and those exceeding \$500 have Shell National Programs Manager approval</li> <li>Requirements outlined in the 2007 Co-op Advertising and Development Program Guidelines are met</li> </ul>	<ul style="list-style-type: none"> <li>Refer to the 2007 Co-op Advertising and Development Program Guidelines for a list of required documentation</li> </ul>
<b>Charitable Sponsorships</b>  <i>(Must be tied to 501c3 (non-profit) organization and have Shell Station tie-in)</i>	50%	Cost of the Advertising Portion of the Charitable Sponsorship	<ul style="list-style-type: none"> <li>All sponsorships have prior approval from SMS and Shell National Programs Manager</li> <li>Requests in excess of \$1,500 also require Shell Wholesale Operations Manager approval.</li> <li>Requirements outlined in the 2007 Co-op Advertising and Development Program Guidelines are met</li> </ul>	<ul style="list-style-type: none"> <li>Refer to the 2007 Co-op Advertising and Development Program Guidelines for a list of required documentation</li> </ul>
<b>Training</b>	50%	Shell Sponsored Training, STARZ Training or LJT Training	<ul style="list-style-type: none"> <li>Requirements outlined in the 2007 Co-op Advertising and Development Program Guidelines are met</li> </ul>	<ul style="list-style-type: none"> <li>Refer to the 2007 Co-op Advertising and Development Program Guidelines for a list of required documentation</li> </ul>
<b>CVP Related Uniforms &amp; Nametags</b>	50% Up to a combined CVP maximum of 25% of Total Co-op Funds	Approved Purchase (Rental is not eligible)	<ul style="list-style-type: none"> <li>All uniforms and nametags are purchased from Lion Uniform Group</li> </ul>	<ul style="list-style-type: none"> <li>Paid Invoices from Lion Uniform Group</li> <li>Completed Claim Form</li> </ul>
<b>CVP Related Image</b>	50% Up to a combined CVP maximum of 25% of Total Co-op Funds	Cost of exterior paint only; replacement lights and labor for Primary ID signs, Price Signs, Letters and Red Band on canopy and high rise signs (Forklift Rental cost and employee salary ineligible)	<ul style="list-style-type: none"> <li>Exterior paint must be purchased from Required Vendor (Ameron International or Jones-Blair)</li> <li>Lighting replacement limited to bulbs and labor only from Dualite, Sign Resource, Sparkle Lighting or your vendor</li> </ul>	<ul style="list-style-type: none"> <li>Paid Invoices from the Shell Required Vendor for exterior paint</li> <li>Paid Invoices from the Shell Preferred Vendor or your vendor for lighting</li> <li>Invoices from contractors, if applicable</li> <li>Completed Claim Form</li> <li>If applicable, a copy of Prior Approval form showing authorization number &amp; signature</li> </ul>
<b>CVP Related Shell V-Power® Dispenser Decals &amp; Aluminum Skins</b>	50% Up to a combined CVP maximum of 25% of Total Co-op Funds	Cost of Shell V-Power® Decals / Aluminum Skins	<ul style="list-style-type: none"> <li>Decals are purchased from Mountain Commercial Graphics</li> <li>Aluminum skins are purchased from Couch &amp; Philippi</li> </ul>	<ul style="list-style-type: none"> <li>Paid Invoices from Mountain Commercial Graphics or Couch &amp; Philippi</li> <li>Completed Claim Form</li> </ul>
<b>CVP Related Island Amenities</b>	50% Up to a combined CVP maximum of 25% of Total Co-op Funds	RVI approved trash can and window wash center & replacement parts	<ul style="list-style-type: none"> <li>All Island Amenities are purchased from Forté Product Solutions or DCI Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Paid Invoices from Forté Product Solutions or DCI Marketing</li> <li>Completed Claim Form</li> </ul>