

LAGOS

ADVERTISING CO-OP POLICY AND GUIDELINES

CREDITS ISSUED BASED ON NET PAID JEWELRY

Co-op money will accrue only on received payment for finished jewelry. Payments for postage, repairs, advertising services, creative costs, and other materials will not be considered when determining co-op eligibility. Authorized merchandise returned will be deducted from the available advertising balance. All payments must be submitted on or before December 31, 2023 for the 2024 co-op year. Any account that is not in good credit standing with LAGOS or is on 'credit hold status' will not be eligible for co-op reimbursement.

ALLOWANCE CONTINGENT UPON ANNUAL PAYMENTS RECEIVED THE PRIOR YEAR – JANUARY 1, 2023 – DECEMBER 31, 2023

TOTAL PAID BALANCE	% ALLOWANCE	TOTAL AD SPENDING	YOUR PARTICIPATION (50%)	LAGOS PARTICIPATIONS (50%)
\$40-\$50,000	3%	\$2,400-\$3,000	\$1,200-\$1,500	\$1,200-\$1,500
\$50-\$75,000	5%	\$5,000-\$7,500	\$2,500-\$3,750	\$2,500-\$3,750
\$75,000 +	7%	\$10,500 +	\$5,250 +	\$5,250 +

UP TO 50% CO-OP CREDITS

LAGOS will co-op up to 50% of the cost of the media (*not including* creative or design layout charges or miscellaneous costs such as postage, shipping, food, beverage, LAGOS booklets or postcards) up to the amount you spend on advertising items.

OBTAINING CREATIVE

LAGOS will design all creative requests and will provide you with a proof prior to the scheduled run date. For your convenience and to view our current advertising options, please submit the appropriate request form at www.lagos.com/advertising/requests.

***To qualify for co-op, all creative must be pre-approved prior to production/publishing**

USE OF THE LAGOS LOGO

The LAGOS logo must be depicted at least as large as the customer's logo to qualify for any co-op credits. Any use of the LAGOS logo or any of our trademarks requires permission and pre-approval.

OBTAINING LAGOS AUTHORIZATION FOR CO-OP

You **must** submit a proof prior to printing to marketing@lagos.com – this includes (but not limited to) advertising, billboards, digital signage, in-house catalogs, etc.

***LAGOS approval must be obtained PRIOR to your use of LAGOS creative – or you will not be reimbursed.**

SCHEDULING MEDIA AND APPROVED AD SIZES

The retailer will make arrangements to run the scheduling of media. For magazine publications, the approved LAGOS ad sizes are 1 full page or full 2-page spread. We do not allow half-page ads or additional sizes under 1 page to run in magazines for co-op. Additional sizes are allowed for newspaper publications only.

HOW TO BE CREDITED

To be credited, you must qualify for co-op amount requested and mail hard-copy to address below OR e-mail marketing@lagos.com a digital copy with our co-op submission form the original printed ads and/or proof of execution. **All credits will be issued after January 31, 2025.** There will be no co-op reimbursement without the original ad and invoice.

USE YOUR CO-OP CREDIT

LAGOS co-op program is based upon the total paid receipts in the previous calendar year from January 1, 2023 through December 31, 2023. All orders paid during this time are accrued and counted toward co-op allowances. If you do not use the full credit amount you forfeit the balance of your credits – credits do not rollover from year-to-year.

LAGOS
Attn: Marketing Co-op Submission
441 North 5th Street, 4th Floor
Philadelphia, PA 19123