

# @LinkCO-OP MARKETING PROGRAM

## The Advantages of Co-Marketing with @Link

*To stay competitive, you need more than the highly reliable technology that @Link Networks provides. You need comprehensive marketing support that enhances your business strategy and effectively promotes your new services.*

*@Link's **Co-Marketing Program** provides the resources to ensure a successful service launch and maintain a strong customer base.*

*You'll save time with our pre-developed, customizable collateral materials as well as the **@Link Networks Partner Marketing Kit**, which includes strategic marketing information and tools to enhance your company's campaign.*

### CO-MARKETING PROGRAM GUIDELINES



When you become an @Link Partner, we initiate a **Cooperative Marketing Account** and will immediately credit you with **go-to-market funds**. After we approve your marketing effort, co-marketing your business with our business begins!

When go-to-market funds are used, additional **Co-op Credits** will accrue after half of your annual commitment is installed. These additional credits are based upon the **Class of Service** ordered per port, and, like the go-to-market funds, these funds are available after @Link approves the marketing effort.

#### What are the branding requirements?

@Link Networks, Inc. brand and logo must be visible (print) and/or mentioned (radio/TV) on all of a Partner's marketing communications in order to qualify for 100% of Co-op Credits. If you choose not to incorporate @Link's brand and logo, only 50% of the Co-op Credits will apply. (A Sales Representative can provide you with an **@Link Logo Guide** for information on correct logo usage.)

#### Will funds expire?

**Yes.** There are two **accrual periods** per year. Co-op Credits accrued between January and June, which are not utilized or claimed against prior to September 30th of that year, will expire. Likewise, Co-op Credits accrued between July and December, which are not utilized or claimed against prior to March 31st of the following calendar year, will expire.

#### Who keeps track of my account?

**We do.** Each Partner will receive a **monthly statement** with details on balances, expiration of funds, claims paid, and outstanding pre-approvals for advertising. This way you always know where your Co-op account stands without the hassle of tracking it yourself.

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## What types of advertising qualify?

Types of advertising include the following:

1. Newspaper Ads
2. Magazine Ads
3. Outdoor
4. Direct Mail
5. Telemarketing
6. Yellow Pages
7. Radio
8. Television
9. Internet Ads
10. Trade Shows
11. Premiums

Unique advertising opportunities might include the following:

1. Fax Broadcast Services
2. Sales Training and Seminars
3. Customer/Prospect Breakfasts, Conferences, Meetings, etc.
4. Any other advertising vehicles not mentioned in this brochure

## What is the approval & reimbursement process?

@Link will review the marketing effort of a Partner upon receiving the marketing plan/advertisement along with a **pre-approval form**. After the marketing plan/advertising is initiated, the Partner submits a **reimbursement form** along with an **invoice** or other **proof of advertising**. Based on the amount of funds in your Co-op Account, funds are reimbursed by @Link.

## FOR MORE INFORMATION:

To take advantage of @Link's Co-Marketing Program, a minimum purchase commitment is required. Ask your regional @Link Networks representative about the **Partner Co-Marketing Program** today or call **866.2LINK.DSL (866.254.6535)**. Forms are available to Partners on our website.

You can also visit us on the web at:

[www.atlink.net](http://www.atlink.net)  
for additional information.

## @LINK PARTNER CO-MARKETING PRE-APPROVAL & CHAIN PROCESS

