

# What's the Real Cost of Administering your Co-op Advertising Program?

The truth is that your program administration budget should be the **ONLY** cost associated with the management of your co-op program, but it rarely is... A well run program flows through your company smoothly, protects your brand, creates sales opportunities, and improves relationships with channel members — while a poorly executed program is simply expensive.



**Lack of efficiency, poor financial control, limited flexibility, project delays, and wasted time could be your real cost.**

The rewards of a well-defined, well-executed Trade Allowance Program are real. Invest about 2% of your co-op budget in professional program administration with Co-Optimum Marketing Support Services and watch productivity rise, costs fall, and relationships with channel members improve — not to mention getting a 300% ROI.

Contact us today and let Co-Optimum Marketing Support Services show you how ***We Keep You In Control!***



## **Co-Optimum Marketing Support Services**

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