

# Iowa Beef Industry Council 2011-2012 Co-op Advertising Program

## General Rules:

1. Co-op advertising from the Iowa Beef Industry Council (IBIC) is available to ALL county Cattlemen's or CattleWomen's associations operating in Iowa and actively promoting beef to our consumers.
2. A limit of \$1,500 per organization is available from IBIC for the 2011-2012 fiscal year starting October 1, 2011 through September 30, 2012.
3. Your county association must submit the application and get approval **BEFORE** the beginning of your advertising activity to be eligible for reimbursement of IBIC Co-op dollars. Even if your county has done a particular advertising activity before which qualified for co-op dollars, you must get pre-approval with the **yellow** form this year. Please allow 2 weeks for approval.
4. IBIC will pay up to 50 percent of the **PRE-APPROVED** advertising cost with the beef organization.  
**\*\*\*All advertising must be pre-approved by IBIC or you will NOT be reimbursed.\*\*\***
5. **To qualify for Co-op dollars, all ads must state they were sponsored in part with the beef checkoff.** Message must include "Sponsored in part by Iowa's beef producers who fund the beef checkoff."
6. If beef certificates are used during an advertising event, a very detailed description of how they will be used must be included. The accountability is necessary to ensure that all beef certificates for Co-op Advertising events are used in the manner previously described. If a detailed description of usage is not included on the application, funding will not be matched as part of Co-op Advertising.
7. IBIC will reimburse the county association for IBIC's share of expenses only after the organization sends IBIC invoices verifying the final cost. A **printed copy** of the print ad(s), radio script, and event **photographs** **MUST** also be included with receipts for reimbursement.
8. IBIC also maintains the right to deduct a check re-issuance fee if a co-op advertising reimbursement check is lost or misplaced by a county director.
9. If you have additional questions/comments, please contact Doug Bear at IBIC (515-296-2305).

Approved forms of consumer advertising media include, but not limited to promote beef in the following:

- Radio
- Print (newspaper and magazines)
- Billboards

IBIC Co-op Advertising funds **WILL NOT** pay for advertising for promotion of:

- County banquets, county steak fries, etc.
- Membership/Friend of the Industry drives, other producer directed activities
- Recognition of associate members or trophy buyers or general membership
- Steaks, hamburgers, meat for school activities and promotions that may be covered by the Beef Grants for Food and Consumer Safety (FCS) Foods Classes available at the Iowa Beef Industry Council.