

## **What is CO-OP Advertising?**

**Def. #1...**Advertising dollars provided by national manufacturers and distributors to encourage local dealers to promote their products or services by sharing the cost.

**Def. #2...**A form of advertising in which the manufacturer reimburses the retailer for part or all of the retailer's advertising expenditures.

From...

***The Public Relations Practitioner's Playbook***

***A Synergized\* Approach to Effective Two-Way Communication***

**By M. Larry Litwin**

**\* (The whole works better than any one of its parts)**

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