16800 E Gale Ave.,
City of Industry, CA 91745 USA
Tel: 626-369-3698
Fax: 626-369-3488

CO-OP ADVERTISING PROGRAM

1. **Fund** – 1% (3% Dragon Eye Ads) of invoice amount, good for 6 months from the invoice date.

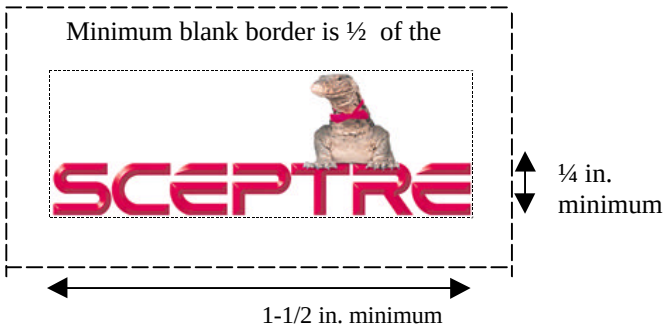
2. **Pre-approval** – The design, layout and cost of the ad. needs to be pre-approved in writing by Sceptre. Please include publication name, circulation, per page cost after discount…etc for pre-approval. Sceptre will provide artwork and guidelines.

3. **Space and percentage** – when multiple vendor featured on the same page or a Sceptre full page:
   1/8 page – up to 5% of the net cost of the full page ad. and from the fund balance
   ¼ page – up to 10% "
   ½ page – up to 20% "
   ¾ page – up to 25 % "
   full page – up to 30% "

   Sceptre will pay up to 40% of the net cost of the ad. from the available fund balance when single vendor (i.e. Sceptre) is featured on a partial page ad.

4. **Sceptre logos**, **brand names (i.e. trademarks) and product images**
   Sceptre will provide logo, brand names and images in either camera-ready artwork, floppies (black and white only), writable CDs or download it from the Sceptre website (i.e. www.sceptre.com, make sure that you sign up the Sceptre Channel Partner Reseller Program to receive password for the Partner's Page, along with many other reseller's benefits). Sceptre logo and trademarks have to be exactly in terms of color codes, size and style and shown as "registered" or "trade mark". Size of the logo and trademark has to be in proportion of the size of ad and having a minimum character height of ¼" height and 1½ " wide. The minimum blank border around the logo should be at least 1/2 of the character height on all four sides. It is preferred to have brand names stand-alone as well as the Sceptre logo. However, it's is ok to have brand names superimposed over the product in a proportional fashion.

   Example:



5. **Claim procedure** – only by dealers and made directly to Sceptre only
   - Claim has to be submitted within 3 months of ad date.
   - Complete claim form that includes calculation of the claim amount.
   - Attach tear sheet clearly identifies the name and date of publication.
   - Itemized publisher's invoice for the net rate less discounts and all rebates.
   - Reimbursement shall be a credit to dealer's account within 30 days after receipt of claim.

6. Sceptre reserves the right to place ads in same publication independently of dealer.

7. Sceptre reserves the right to refuse payment on any ads that does not comply with this guideline.

8. Sceptre reserves the right to terminate or change this co-op program and its guidelines.

I, the undersigned agree to comply with this guideline herein and have the requisite order to do so,

_____	_____
Name of Company	Name/Title (please print)
_____	_____
Signature	Date