

Companies Offering CO-OP Advertising Dollars

200 Proof Trapping Lures	
SPORTING GOODS (Hunting) See Buck Stop Lure Co., Inc.	

Access Marketing	
SPORTING GOODS Products: Sporting Goods 231 Beckett Pl. Grover Beach, CA 93433 Contact: Matt Thule Phone: (805) 489-0490, ext. 209. Allowance: Dealer should contact Mr. Thule for complete co-op details. Internet Co-op: No Expiration Dates:	

Alaskan Firearms	
SPORTING GOODS See Weatherby, Inc.	

Alps Sportswear Mfg. Co., Inc.	
SPORTING GOODS Products: Alps men's and women's outdoor sportswear. 15 Union St. Lawrence, MA 01840 Contact: Janet Scalese Phone: (978) 683-2438 Fax: (978) 686-8051 Allowance: 50-50 up to 2.5% of current season's net purchases. Billing: Scripts, affidavits and invoice to company. Reimbursement by credit memo. Internet: With prior approval, the company will consider reimbursing for Internet co-op. Internet Co-op: No Expiration Dates: Website: www.alps-sportswear.com	

American Honda Motor Co., Inc.	
SPORTING GOODS Products: Honda gasoline generators for camping trips. Power Equip. Div. P.O. Box 52118 Phoenix, AZ 85072 Contact: Kristine Apuzzo Phone: (602) 438-2320 Fax: (602) 438-0720 Allowance: 50-50 up to a set dollar amount per retailer. Prior approval is	

strongly recommended.

Billing: ANA/RAB documentation and invoice sent within 90 days of the month in which it was broadcast to company. Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 12/31

Antigua Sports Wear

SPORTING GOODS

9319 N. 94th Way
Scottsdale, AZ 85258

Contact: Local Sales Representative

Allowance: Co-op is offered on an individual basis, contact sales rep for details.

Internet Co-op: No

Expiration Dates:

Arctco, Inc.

SPORTING GOODS

Products: Arcticwear.

P.O. Box 810
Thief River Falls, MN 56701

Contact: Local Sales Representative

Allowance: Allowance can vary; based on units ordered. Contact local sales rep for complete co-op details.

Billing: ANA/RAB documentation and invoice sent no later than 3/31 to company. Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 03/31

Website: www.arctic-cat.com

Arcticwear

SPORTING GOODS

See Arctco, Inc.

Athena IV & V Firearms

SPORTING GOODS

See Weatherby, Inc.

Augusta Sportswear

SPORTING GOODS

Products: Anything in Augusta Line
425 Park 20 W.

Grovetown, GA 30813

Contact: Local Sales Representative

Allowance: Contact local sales rep for complete co-op details.

Internet Co-op: No

Expiration Dates:

BaitRunner Reels

SPORTING GOODS
See Shimano American Co.

Balo Ind.

SPORTING GOODS

Products: Balo fishing tackle and general sporting goods.

(Fishing and sporting goods)

1640 31st Ave., N.W.

Calgary, AB T2L0K2

Contact: Louis Baum

Phone: (403) 284-2353

Fax: (403) 289-7191

Allowance: 100% up to 1% of current year's purchases of \$25,000 or less;
2% on purchases over \$25,000.

Billing: Dealer submits copies of scripts with notarized affidavits and
receipted station invoices within 30 days of broadcast to company.

Reimbursement by check.

Internet Co-op: No

Expiration Dates:

Baseball Jockey

SPORTING GOODS

See Markwort Sporting Goods Co.

Bell Helmets, Inc.

SPORTING GOODS

Products: Bell Helmets

1924 County Rd. 3000 N

Rontoul, IL 61866

Contact: Local Sales Representative

Allowance: Contact local sales rep for complete co-op details.

Internet Co-op: No

Expiration Dates:

Website: www.bellbikehelmets.com

Beretta USA

SPORTING GOODS

Products: Beretta knives, shotguns and handguns.

17601 Beretta Dr.

Accokeek, MD 20607

Contact: Jesus Gasper

Phone: (818) 461-6116

Fax: (818) 461-6111

Allowance: Up to 2% of net purchases with a cap at \$500,000

Billing: Scripts, notarized affidavits and invoice sent within 60 days of
broadcast to company. Reimbursement by check.

Radio: Schedule and copy need prior approval. Scripts available. Beretta
mentioned at least 3 times in a 30 or 60-second spot. Exclusively Beretta.

Internet Co-op: No

Expiration Dates: 12/31

Bic Sport USA

SPORTING GOODS

Products: Bic Sport sailboards, & Ultra Profile (UP) sails.

(Sailboards and sails)

565 Bic Dr.

Milford, CT 06460

Contact: Regional Representative

Allowance: Varies. Based on current year's purchases. No dealer groups.

Billing: Scripts, affidavits and invoice sent to company. Reimbursement by credit memo or product.

Internet Co-op: No

Expiration Dates:

Bike Athletic Co.

SPORTING GOODS ; MENSWEAR ; CHILDREN'S WEAR

Products: All Bike products (athletic uniforms, protective equipment, warm-ups, and jackets).

(Sportswear)

3330 Cumberland Blvd.

Atlanta, GA 30339

Contact: Linda Mendenhall

Phone: (678) 742-8255

Allowance: 50-50 up to 2% of previous year's shipments. Dealer groups allowed.

Billing: Scripts, notarized affidavits and invoice within 60 days of broadcast to company. Reimbursement by check.

Internet: With prior approval, the company will consider reimbursing for Internet co-op.

Internet Co-op: With Prior Approval

Expiration Dates: 12/31

Website: www.bikeathletic.com

Blount, Inc.

SPORTING GOODS

Products: Shooting sports products.

(Sport shooting products)

4909 S.E. International Way

Portland, OR 97222-2127

Contact: Ryhs Campbell

Phone: (503) 653-8881

Fax: (503) 653-4201

Allowance: 100% up to 2% of current year's net purchases. Contact Manufacturer for availability and guidelines of any current co-op programs.

Billing: ANA/RAB documentation and invoice within 90 days of as run by March 31. Reimbursement by check.

Internet Co-op: No

Expiration Dates: 12/31

Bob Allen Sportswear

SPORTING GOODS

See Boyt Harness Co.

Boyt Harness Company/Bob Allen

SPORTING GOODS ; MENSWEAR

Products: Bob Allen shooting clothing, gun cases, pouches and shooting

accessories. Boyt gun cases and apparel. ADG safest hard cases.
One Boyt Dr.
Osceola, IA 50213
Contact: Shanna Davenport
Allowance: 50-50 up to 2% of current year's net purchases. \$3000.00
Minimum purchases per year required.
Billing: ANA/RAB documentation within 60 days of broadcast to company.
Reimbursement by credit memo.
Internet Co-op: No
Expiration Dates: 12/31
Website: www.boytharness.com, www.bob-allen.com, www.adgsport.com

Brine, Inc.

SPORTING GOODS
Products: Brine soccer, lacrosse and volley ball equipment.
(Soccer, LaCrosse, Volleyball equipment)
47 Sumner St.
Milford, MA 01757
Contact: Tina Zani
Phone: (508) 478-3250
Fax: (508) 478-2430
Allowance: 50-50 up to 2% of previous year's purchases not to exceed \$500.00.
Billing: Paid media invoice ;scripts,station affidavits and invoice sent within 60 days of broadcast to company. Reimbursement by credit memo. Maximum limit: \$500 per year
Internet Co-op: No
Expiration Dates: 12/31
Website: www.brineinc.com

Broilmaster

SPORTING GOODS
(Grills, barbecues, hearths)
See Martin Industries

Browning Co.

SPORTING GOODS ; SHOES ; WOMEN'S WEAR
Products: Browning accessories, clothing, and knives. Their co-op program does not include Browning products licensed to other companies.
(Hunting Div.)
One Browning Place
Morgan, UT 84050-9326
Contact: Lynette Child
Phone: (801) 876-2711
Fax: (801) 876-3331
Allowance: 100% up to 2% of net purchases between 11/1 and 10/31. Spots mentioning non-competitive products qualify for 50-50 allowance. No co-op for spots containing firearms pricing less than 5% above wholesale.
Billing: ANA/RAB documentation and invoice sent within 60 days of broadcast or no later than 3/1 to company, Att: Co-op Adv. Mgr.
Reimbursement by credit memo.
Internet Co-op: No
Expiration Dates: 12/31
Website: www.browning.com

Browning Fishing Div.SPORTING GOODS
See Zebco**Buck Lures**SPORTING GOODS
See Pete Rickard, Inc.**Buck Stop Lure Co., Inc.**

SPORTING GOODS

Products: Dog-Training Kits.

3600 Grow Rd.

Stanton, MI 48888-0636

Contact: Brian Johansen**Phone:** (989) 762-5091**Fax:** (989) 762-5124**Allowance:** 50-50 up to a total cost of \$150 needs prior approval**Billing:** ANA/RAB documentation and invoice sent within 30 days of broadcast or no later than 12/31 of claim year to company. Reimbursement by check, credit memo or merchandise.**Internet Co-op:** Yes**Expiration Dates:** 01/01**Buck Stop Lure Co., Inc.**

SPORTING GOODS

Products: Ruck'n Buck, Buck Stop, Gland-U-Lure, Mate-Trix, Scent Mates and 200 Proof-Trapping lures.

3600 Grow Rd.

Stanton, MI 48888-0636

Contact: Brian Johansen**Phone:** (989) 762-5091**Fax:** (989) 762-5124**Allowance:** 50-50 up to a total cost of \$150.**Billing:** ANA/RAB documentation and invoice sent within 30 days of broadcast or no later than 12/31 of claim year to company. Reimbursement by check, credit memo or merchandise.**Internet Co-op:** Yes**Expiration Dates:** 01/01**C-Flap**

SPORTING GOODS

(Sports Equipment)

See Markwort Sporting Goods Co.

Calcutta Casting Reels

SPORTING GOODS

See Shimano American Co.

Camp Trails Packs

SPORTING GOODS
See Johnson Camping, Inc.

Canis/Sienna Rods

SPORTING GOODS
See Shimano American Co.

Carl Zeiss Optical

SPORTING GOODS ; SPORTING GOODS
Products: Zeiss binoculars, Sports glasses, Rifle scopes.
13017 N Kingston Ave
Chester, VA 28236
Contact: Local Sales Representative
Allowance: Based on Rep's territory sales, and Radio is not always included.
Contact local sales rep for complete co-op details.
Billing: Scripts, notarized affidavits and invoice sent no later than 12/31 to
company. Reimbursement by credit memo.
Internet Co-op: No
Expiration Dates: 10/30
Website: www.zeiss.com

CCI Products

SPORTING GOODS
(Sport shooting equipment)
See Blount, Inc.

Champion Products, Inc.

SPORTING GOODS
Products: Champion athletic sweats, shirts and shorts for men and women.
475 Corporate Square Dr.
Winston-Salem, NC 27105
Contact: Sharon Payne
Phone: (336) 519-4275
Fax: (336) 519-6736.
Allowance: 50-50 up to 1% of current year's net shipments of branded and
licensed apparel.
Billing: Scripts, notarized affidavits and invoice sent within 60 days of
broadcast or no later than 3/1 of following year to TPA 24209 Northwestern
Hwy Southfield, MI 48075, (810)208-8822. Reimbursement by check.
Internet Co-op: No
Expiration Dates: 12/31
Website: www.championusa.com

Chronarch Casting Reels

SPORTING GOODS
See Shimano American Co.

Citica Casting Reels

SPORTING GOODS
See Shimano American Co.

Classic Mark I & II Firearms

SPORTING GOODS
See Weatherby, Inc.

Columbia Sportswear Co.

SPORTING GOODS
Products: Columbia sportswear & Convert
14375 NW. Science Pk Dr.
Portland, OR 97229
Contact: Jan Corey
Phone: (503) 985-4188
Fax: (503) 985-5188
Allowance: 100% when using Columbia scripts or tapes; 50-50 for retailer copy, up to 2% of current year's net purchases.
Billing: ANA/RAB documentation, invoice and claim form sent within 60 days of broadcast to company. Reimbursement by credit memo.
Internet Co-op: Yes
Expiration Dates: 12/31
Website: www.columbia.com

Compre/Sensilite Rods

SPORTING GOODS
See Shimano American Co.

Comstock Rigs, Floats, Bobbers

SPORTING GOODS
See Wright & McGill Co.

Crosman Corp.

SPORTING GOODS
Products: Crosman Corp., airguns ammunition and accessories.
(Airguns and accessories)
Routes 5 & 20
E. Bloomfield, NY 14443-0308
Contact: Terri Shergill
Phone: (716) 657-3009
Fax: (716) 657-5407
Allowance: 100% up to 2% of current year's net purchases.
Billing: ANA/RAB documentation, station invoices within 60 days to company. Reimbursement by credit memo or free goods.
Internet Co-op: No
Expiration Dates: 12/31
Website: www.crosman.com

Crucial/Scabard Rods

SPORTING GOODS
See Shimano American Co.

Curado Casting Reels

SPORTING GOODS
See Shimano American Co.

Cybox Intl Inc.

SPORTING GOODS

Products: Trotter, Trotter Club Trainer, Trotter CTX, Trotter CTX Plus, Trotter Supertrainer motorized treadmills.

Fitness Equipment

10 Trotter Dr.

Medway, MA 02053

Contact: Lorraine Gaylord, Mktg

Phone: (508) 533-4300 x 100 (NO STATION CALLS)

Fax: (508) 533-5500

Allowance: 50/50 up to 2%.

Billing: Paid media invoice, prior approval documentation, scriot, station affidavit.

Internet Co-op: No

Expiration Dates: 12/31

Website: www.cyboxintl.com

Daiwa Sports

SPORTING GOODS

Products: Daiwa fishing tackle, rods and reels.

(Fishing equipment)

915C W. Foothill Blvd., #447

PMB 447

Claremont, CA 91711

Contact: Colleen Phillips

Phone: (909) 920-4552

Fax: (909) 621-0221

Allowance: Contact Daiwa for all co-op details.

Billing: ANA/RAB documentation and invoice sent within 60 days of broadcast to company. Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 12/31

Danco Fishing Tackle

SPORTING GOODS

See Danielson Co.

Danielson Co.

SPORTING GOODS

Products: Danielson & Danco fishing tackle & accessories.

(Fishing)

P.O. Box 1917

Auburn, WA 98071

Contact: Desiree Lesser.

Phone: (253) 854-1717

Fax: (253) 852-2794

Allowance: 50-50 up to 2% of current fiscal year's net purchases. Dealer groups allowed.

Billing: Scripts and affidavits sent within 30 days of broadcast to company.

Reimbursement by credit memo.
Internet Co-op: No
Expiration Dates: 08/31

Day Six Sportswear

SPORTING GOODS
See Augusta Sportswear

Derby Ball

SPORTING GOODS
See Markwort Sporting Goods Co.

Diamond Point Fishhooks

SPORTING GOODS
See Wright & McGill Co.

Direct Protect

SPORTING GOODS
See Markwort Sporting Goods Co.

Dunlopmaxfli Inc.

SPORTING GOODS
Products: Golf, Tennis, Badminton, Squash products. Carlton, Dunlop, Maxfli.
Golf, Tennis, Badminton, Squash
89 Northline Rd.
Toronto, ON M4B 3G1
Contact: Chuck Piebles
Phone: (416) 759-4741 x3501
Fax: (416) 759-5761
Allowance: 75/25.
Internet Co-op: No
Expiration Dates:

Dynabalance Spinning Reels

SPORTING GOODS
See Shimano American Co.

E-Z-Go Textron

SPORTING GOODS
Products: E-Z-Go Golf Carts.
(Golf carts)
1451 Marvin Griffin Rd.
Augusta, GA 30906
Contact: Ron Skemes
Phone: (800) 241-5855
Allowance: 50-50, based on previous year's net purchases.
Billing: Scripts, affidavits and wholesaler's invoice sent within 60 days of

broadcast to company. Reimbursement by credit memo.
Radio: Scripts, affidavits and wholesaler's invoice sent within 60 days of broadcast to company. Reimbursement by credit memo.
Internet: With prior approval, the company will consider reimbursing for Internet co-op.
Internet Co-op: With Prior Approval
Expiration Dates: 12/31
Website: www.ezgo.com

Eagle Claw Lazer Sharp Hooks	
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SPORTING GOODS See Wright & McGill Co.

Eagle Claw Rods & Reels	
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SPORTING GOODS See Wright & McGill Co.

Eagle Fish Finders	
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SPORTING GOODS See Lowrance Electronics, Inc.
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Easton Aluminum	
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SPORTING GOODS Products: Easton archery equipment. 5040 Harold Gatty Dr. Salt Lake City, UT 84116 Contact: Local Distributor Allowance: Contact local distributor for complete co-op details. Internet Co-op: No Expiration Dates:
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Escalade Sports	
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SPORTING GOODS Products: Goalrill Basketball Systems , Masconi Billiard Tables, Murrey Billiard Tables, Stiga Table Tennis Tables. 817 Maxwell Ave. Evansville, IN 47711 Contact: Randy Beckum Phone: (812) 467-1298 x325 Fax: (812) 425-1425 Allowance: Co-op programs can vary; contact the company for complete co-op details. Billing: ANA/RAB documentation and invoice sent within 60 days of broadcast to company. Reimbursement by credit memo. Internet Co-op: No Expiration Dates: 12/31 Website: www.escaladesports.com
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Eureka Tents	
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SPORTING GOODS

See Johnson Camping, Inc.

Fish Lo-K-Tor

SPORTING GOODS
See Lowrance Electronics, Inc.

Fish-N-Float

SPORTING GOODS
See Lowrance Electronics, Inc.

Fish-N-Temp

SPORTING GOODS
See Lowrance Electronics, Inc.

Fishin' Hole Rods

SPORTING GOODS
See Wright & McGill Co.

Fitness Trainer

SPORTING GOODS
See Paramount Health Equip. Corp.

Flamgo

SPORTING GOODS
(Grills)
See Weber-Stephen Products Co.

Freestyle U.S.A.

SPORTING GOODS
Products: Freestyle nylon sport wallets and accessories.
(Sports wallets, accessories)
5855 Olivas Park Drive
Ventura, CA 93003
Contact: Local Rep.
Allowance: Contact Local Rep for complete co-op details.
Billing: Dealer submits copies of scripts with affidavits and receipted station invoices within 90 days of broadcast to company. Reimbursement by check or credit memo.
Internet Co-op: No
Expiration Dates:

Genesis Gas Grills

SPORTING GOODS
See Weber-Stephen Products Co.

Gold Eagle Co.

SPORTING GOODS

Products: Golf Equipment.

(Golf Equipment)

4400 S. Kildare Ave.

Chicago, IL 60632-3245

Contact: Wendy Frieda, Co-op Coordinator**Phone:** (888) 624-8337**Fax:** (773) 376-3245**Allowance:** Participation varies.**Billing:** Claim must be submitted within 60 days of ad run. ANA/RAB electronic tearsheet; paid media invoice. Reimbursement by credit memo.**Internet Co-op:** No**Expiration Dates:** 12/31**Habitat International Inc**

SPORTING GOODS

Products: Golf putting green, putting cups, hitting mats, indoor/outdoor synthetic grass mats.

Golf Equipment

121 Chanlon Rd.

New Providence, NJ 07974

Contact: Saul Morris, Co-op Coordinator**Phone:** (706) 861-9000**Fax:** (706) 861-0572**Allowance:** 100% up to 3% of purchases.**Billing:** ANA/RAB electronic tearsheet; paid media invoice; script. Reimbursement by credit memo.**Internet Co-op:** No**Expiration Dates:** 12/31**Harvard Sporting Goods**

SPORTING GOODS

See Escalade Sports

Honda Generators

SPORTING GOODS

See American Honda

Hoyt USA

SPORTING GOODS

Products: Hoyt archery equipment.

(Archery equipment)

543 N. Neil Armstrong Rd.

Salt Lake City, UT 84116-2887

Contact: Laura Powell**Phone:** (801) 363-2990**Fax:** (801) 537-1470**Allowance:** 50-50 up to 3% of previous year's net purchases.**Billing:** Scripts, notarized affidavits and invoice submitted no later than 02/01 of following year. Reimbursement by credit memo.**Internet Co-op:** No**Expiration Dates:** 11/30

Website: www.hoyt.com

Igloo Products Corp

SPORTING GOODS

Products: Igloo products.

777 Igloo Road

Katy, TX 77494

Contact: Kathy Nies

Phone: (713) 584-6663

Fax: (713) 584-6058

Allowance: 100% up to 2% of current year's net purchases.

Billing: ANA/RAB documentation, debit memos within 60 days of station invoice date. Reimbursement credit memo.

Internet Co-op: No

Expiration Dates: 03/31

Website: www.igloocoolers.com

International Market Specialists

SPORTING GOODS

Products: International Market Specialists Products.

7450 Whitehall

Ft Worth, TX 76118

Contact: Local Sales Representative

Allowance: Co-op is offered on a case by case basis. Contact local rep for complete co-op details.

Internet Co-op: No

Expiration Dates:

Irie Blue Clothing

SPORTING GOODS

See Bic Sport USA

JanSport

SPORTING GOODS ; MENSWEAR ; WOMEN'S WEAR

Products: JanSport Mountain Gear and equipment.

(Camping equipment, Sportswear)

P.O. Box 1817

Appleton, WI 54913-1817

Contact: Bonnie Muller

Phone: (800) 346-8239

Fax: (920) 831-2372

Allowance: 50-50 up to 2% of current year's net sales.

Billing: Reimbursement by check.

Radio: Scripts, notarized affidavits and invoice sent within 60 days of broadcast or no later than 1/31 to Nat'l Media Services/P.O. Box 837/Buckport, ME 04416. Media Services, (207)825-4085.

Internet: With prior approval, the company will consider reimbursing for Internet co-op.

Internet Co-op: With Prior Approval

Expiration Dates: 12/31

Website: www.jansport.com

Johnson Camping, Inc.	
SPORTING GOODS Products: Eureka tents. (Eureka Tents) 625 Conklin Rd PO Box 966 Binghampton, NY 13902 Contact: Loraine Henley Phone: (262) 631-6600 Fax: (262) 631-6601 Allowance: 50-50 up to 2% of current fiscal year's purchases. Billing: Reimbursement by check. Radio: Reimbursement by check. Internet Co-op: No Expiration Dates: 09/28 Website: www.jwa.com	

Johnson Camping, Inc.	
SPORTING GOODS Products: Camp Trails Packs, excludes accessories. (Camp Trails Dealers) 625 Conklin Rd PO Box 966 Binghampton, NY 13902 Contact: Loraine Henley Phone: (262) 884-1549 Fax: (262)631-6601 Allowance: 50-50 up to 2% of current fiscal year's purchases. Billing: Reimbursement by check. Radio: Reimbursement by check. Internet Co-op: No Expiration Dates: 09/28 Website: www.jwa.com	

K-Swiss Inc.	
SPORTING GOODS ; SPORTING GOODS ; MENSWEAR Products: Athletic footwear, apparel and accessories. 31248 Oak Crest Dr. West Lake Village, CA 91361 Contact: Geronimo Moran Phone: 818) 706-5494 Fax: (818) 706-5390 Allowance: 100% up to 1% of current year's net shipments. Billing: ANA/RAB documentation and invoice sent within 60 days of broadcast or no later than 2/28 of following year to company. Reimbursement by credit memo. Internet: With prior approval, the company will consider reimbursing for Internet co-op. Internet Co-op: No Expiration Dates: 12/31 Website: www.kswiss.com	

Karsten	
SPORTING GOODS Golf Equipment	

See Ping Inc.

Lamiglas, Inc.

SPORTING GOODS

Products: Lamiglas fishing rod blanks and fishing rods.

(Fishing equipment)

P.O. Box 1000

Woodland, WA 98674

Contact: Barbara Harsh

Phone: (360) 225-9436 x221

Fax: (360) 225-5050

Allowance: 50-50 up to 3% of current fiscal year's net purchases. Dist.-Adm.

Billing: Scripts sent within 30 days to company. Reimbursement credit memo or merchandise.

Internet Co-op: No

Expiration Dates: 12/31

Website: www.lamiglas.com

Leader Links

SPORTING GOODS

See Wright & McGill Co.

Leader Sport Products, Inc.

SPORTING GOODS

Products: Leader sport eyewear and all sport goggles, swim caps and accessories.

One Transborder Dr.

Champlain, NY 12919

Contact: Mike Postma

Phone: (450) 641-4480

Fax: (888) 641-0510

Allowance: 50-50 up to 4% of net sales.

Billing: Scripts within 30 days to company. Reimbursement credit memo.

Radio: Schedule & copy need prior approval. Non-competitive products prorated.

Internet Co-op: No

Expiration Dates: 12/31

Lew's Fishing Rods & Reels

SPORTING GOODS

See Zebco--Browning Fishing Div.

Life Ball

SPORTING GOODS

See Markwort Sporting Goods Co.

Lowrance Electronics, Inc.

SPORTING GOODS

Products: Fish Lo-K-Tor, Fish-N-Temp, Fish-N-Float, Lowrance LCG Sonars, GPS, Eagle Fish Finders and mapping products.

12000 E. Skelly Dr.
Tulsa, OK 74128-2486
Contact: Carrie Turner
Phone: (918) 437-6881
Fax: (918) 234-1700
Allowance: 100% up to 3% of net purchases.
Billing: Scripts, affidavits and invoice sent no later than 7/15 to company. Reimbursement to direct dealers by check or credit memo, or to indirect dealers by check only.
Radio: Schedule and copy need prior approval. Spots mentioning non-competitive products will be prorated.
Internet: With prior approval, the company will consider reimbursing for Internet co-op.
Internet Co-op: With Prior Approval
Expiration Dates: 07/31
Website: www.lowrance.com

Mark V Firearms

SPORTING GOODS
See Weatherby, Inc.

Marksman Products

SPORTING GOODS
Products: Marksman air rifles, pistols, ammunition, sling- shots, targets, air gun darts and shooting games.
5482 Argosy Dr.
Huntington Beach, CA 92649
Contact: Sue Adams
Phone: (714) 898-7535
Fax: (714) 891-0782
Allowance: Co-op programs can vary by dealer. Contact local sales rep for complete co-op details.
Billing: ANA/RAB documentation no later than 12/31 to company. Reimbursement credit memo to dealers who purchase from Marksman.
Internet: With prior approval, the company will consider reimbursing for Internet co-op.
Internet Co-op: No
Expiration Dates: 12/31

Markwort Sporting Goods Co.

SPORTING GOODS
Products: Markwort Upper Hand, Tanners, Baseball Jockey, C-Flap, Derby Ball, Direct Protect, Life Ball, Vettex Mouth Guards, SportCups, Totes Super Grips, Storm Whistles and Tiger Eyes.
1101 Research Blvd.
St. Louis, MO 63132
Contact: Jim Tieszen
Phone: (314) 652-3757
Fax: (314) 652-6241
Allowance: 50-50 up to 2% of current year's net purchases of feature products only.
Billing: Scripts, notarized affidavits and invoice no later than 3/1 to company. Reimbursement by check or credit memo.
Radio: Dealer copy needs prior approval. Spots must be devoted exclusively to Markwort and be at least 30 seconds long. Brand name must be mentioned

at least 3 times.

Internet: With prior approval, the company will consider reimbursing for Internet co-op.

Internet Co-op: With Prior Approval

Expiration Dates: 12/31

Website: www.markwort.com

Marlin Firearms Co.

SPORTING GOODS

Products: Marlin rifles and shotguns.

100 Kenna Dr

North Haven, CT 06473

Contact: Cindy Blazek

Phone: (203) 239-5621

Allowance: 50-50 up to 2% of purchases between 11/1 and 10/31. Radio co-op requires prior approval.

Billing: ANA/RAB documentation within 60 days or no later than 2/27 to ACB, 1610 Century Center Parkway, Suite 104, Memphis, TN 38134, (901)346-9941. Reimbursement check.

Radio: Schedule and copy need prior written approval. Non-competitive products prorated.

Internet Co-op: No

Expiration Dates: 12/31

Martin Electric Trolling Motor

SPORTING GOODS

See Zebco

Martin Hearth and Heating

SPORTING GOODS ; SPORTING GOODS ; HOME FURNISHINGS

Products: Broilmaster Gas Grills, barbeques and hearth/specialty.

(Broilmaster Grills, barbecues, hearths)

149 Cleveland Drive

Paris, KY 40361

Contact: Local Sales Representative

Allowance: 50-50 up to 2% of current fiscal year's net purchases. Dist.-Adm.

Billing: ANA/RAB documentation and invoice sent within 30 days of broadcast or no later than 3/31 to Divisional Secretary at company.

Reimbursement by credit memo.

Radio: Scripts and tapes available. Dealer copy okay. Spots mentioning competitive or non-competitive products will be pro-rated.

Internet Co-op: No

Expiration Dates: 12/31

Website: www.martinindustries.com

Maska USA

SPORTING GOODS

(Hockey apparel)

241 Waits River Rd

Montreal, VT 05033-8938

Contact: Local Sales Representative

Allowance: Co-op is offered on a case by case basis, contact local sales rep for complete co-op details.

Internet Co-op: No

Expiration Dates:

Mate-Trix Trapping Lures

SPORTING GOODS
See Buck Stop Lure Co., Inc.

McDermott Cue Mfg. Inc.

SPORTING GOODS
Products: Golf Putters, billiard cues, billiard accessories.
Billiard Equipment
W146 N9560 Held Drive
Menomonee Falls, WI 53051
Contact: Mike Kermendy, Mktg. Mgr.
Phone: (262) 251-4090
Fax: (262) 251-9290
Allowance: 100% up to 2% of year's purchases.
Billing: ANA/RAB tearsheet; paid media invoice.
Internet Co-op: No
Expiration Dates: 12/31
Website: www.mcdermottcue.com

Morrow Snowboards

SPORTING GOODS
Products: Morrow Snowboards.
PO Box 12606
Salem, OR 97309
Contact: Mike Burn
Phone: (503) 315-1172
Fax: (760) 494-1011
Allowance: Mr. Burn will only release co-op details to their customers.
Internet Co-op: No
Expiration Dates:

Motor Guide Electric Motors

SPORTING GOODS
See Zebco

Nautix Accessories

SPORTING GOODS
See Bic Sport USA

New Archery Products

SPORTING GOODS
7500 Industrial Drive
Forest Park, IL 60130
Contact: Melanie Simo, (NO STATION CALLS)
Phone: (708) 488-2500
Fax: (708) 488-2515
Allowance: Co-op is offered on a case by case basis. Retailers must contact Ms. Simo for details.

Internet Co-op: No
Expiration Dates:

New Balance Athletic Shoe

SPORTING GOODS ; SPORTING GOODS ; SHOES

Products: New Balance athletic shoes.

20 Guest St.

Boston, MA 01235

Contact: Jay Giosiosa

Phone: (617) 746-2413

Fax: (617) 787-9355

Allowance: 100% for preapproved script, up to 1% of net purchases booked ahead of time. Allowance is 50-50 if dealer copy is used.

Billing: Scripts, affidavits and invoice sent to ACB, 1610 Century Center Parkway, Suite 104, Memphis, TN 38134, (901)346-9941. Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 12/31

Website: www.newbalance.com

Nike, Inc.

SPORTING GOODS ; MENSWEAR ; SPORTING GOODS

Products: Nike apparel and Future I & II.

One Bowerman Dr.

Beaverton, OR 97006

Contact: Laura Rom

Phone: (503) 532-1681

Fax: (503) 532-1895

Allowance: 100% up to .5% of current season's net purchases.

Billing: ANA/RAB documentation, tape and invoice sent within 90 days of broadcast to company. Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 05/31 09/30 01/31

Website: www.nike.com

Nike, Inc.

SPORTING GOODS ; SPORTING GOODS

Products: Nike footwear.

One Bowerman Dr.

Beaverton, OR 97006

Contact: Laura Rom

Phone: (503) 532-1681

Fax: (503) 532-1895

Allowance: 100% up to .5% of current season's net purchases.

Billing: ANA/RAB documentation, tape and invoices sent to company. Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 05/31 09/30 01/31

Website: www.nike.com

O.F. Mossberg & Sons, Inc.

SPORTING GOODS

Products: Mossberg shotguns and rifles.

(Firearms)

7 Grasso Ave.
North Haven, CT 06473
Contact: Nancy Damone
Phone: (203) 230-5310
Fax: (203) 230-5420
Allowance: 100% up to 2% of this year's net purchases.
Billing: ANA/RAB documentation, claim form, invoice, and FCC license certification must be submitted to advertising department within 60 days of ad placement.
Internet Co-op: No
Expiration Dates: 12/31
Website: www.mossberg.com

Obermeyer Ltd.

SPORTING GOODS
Products: Obermeyer men's, women's and children's skiwear.
(Ski apparel)
115 AABC
Aspen, CO 81611
Contact: Local Sales Representative
Allowance: 50-50 up to 1% for accounts with over \$150,000 in purchases.
Billing: Script or cassette, affidavits, invoice and claim form sent no later than 3/15 to company. Reimbursement check
Radio: Script or cassette, affidavits, invoice and claim form sent no later than 3/15 to company. Reimbursement check
Internet Co-op: No
Expiration Dates: 03/1

Ole Time Woodsman Repellents

SPORTING GOODS
See Pete Rickard, Inc.

Olin/Winchester Dealer Service

SPORTING GOODS
Products: Winchester ammunition.
(Ammunition)
427 N. Shamrock St.
E. Alton, IL 62024
Contact: Patty Wolfe
Phone: (800) 356-2666
Fax: (618) 258-3835
Allowance: Up to 4% of total net purchases.
Billing: ANA/RAB documentation and invoice sent within 60 days of broadcast or no later than 1/31 to: Dicom, 7751 Carondelet, St. Louis, MO 63105. (314)727-9555. Reimbursement by check to dealer.
Internet Co-op: No
Expiration Dates: 12/31
Website: www.winchester.com

Onyx Shotguns

SPORTING GOODS
See Beretta USA

Optronics, Inc.

SPORTING GOODS ; LIGHTING

Products: Optronics lighting products for sports.

(Sports lighting)

401 E. 41st St. E

Muskogee, OK 74403

Contact: Marshall Ross**Phone:** (918) 683-9514**Fax:** (918) 683-9517**Allowance:** 50-50 up to 5% of current year's purchases. Varies from program to program.**Billing:** ANA/RAB documentation within 90 days to company. Reimbursement credit memo.**Internet Co-op:** No**Expiration Dates:** 12/31**Website:** www.optronicsinc.com**Orbex**

SPORTING GOODS

Sport shooting

See Blount, Inc.

Orion I, II & III Firearms

SPORTING GOODS

See Weatherby, Inc.

Outers Gun Care Products

SPORTING GOODS

See Blount, Inc.

Paramount Fitness Equipment Corp.

SPORTING GOODS

Products: Fitness Trainer, Sports Trainer exercise equipment.

6450 E. Bandini Blvd.

Los Angeles, CA 90040

Contact: Linda Rodriguez**Phone:** (323) 721-3644 or (323) 721-2121**Fax:** (323) 724-2000**Allowance:** 50-50 up to 2% of current quarter's net purchases. Dist.-Adm.**Billing:** Tape and invoice sent to company. Reimbursement by credit memo.**Internet:** With prior approval, the company will consider reimbursing for Internet co-op.**Internet Co-op:** With Prior Approval**Expiration Dates:** 12/31**Website:** www.paramountfitness.com**Penn Fishing Tackle Mfg. Co.**

SPORTING GOODS

Products: Penn reels, rods and downriggers.

3028 W. Hunting Park Ave.

Philadelphia, PA 19132

Contact: Vincent Holmes
Phone: (215) 229-9415
Fax: (215) 223-3017
Allowance: Co-op programs can vary; contact regional rep for complete co-op details. Dist.-Adm.
Billing: Scripts, affidavits and invoice sent to distributor. Reimbursement by credit memo or free goods.
Radio: Okay. Depends on individual dealer.
Internet Co-op: No
Expiration Dates:

Pioneer Research

SPORTING GOODS ; OPTICAL, HEARING AIDS ; SPORTING GOODS
Products: Steiner outdoor hunting equipment and field optics.
Binoculars, Optical Goods
97 Foster Rd., #5
Moorestown, NJ 08057
Contact: Jennifer Paladino
Phone: (856) 866-9191
Fax: (856) 866-8615
Allowance: 50-50 up to 2% of purchases.
Billing: Scripts, notarized affidavits and invoices no later than 1/30 to company. Reimbursement quarterly by credit memo
Internet Co-op: No
Expiration Dates: 12/31
Website: www.steiner-binoculars.com

Play-A-Bout

SPORTING GOODS
Golf Equipment
See Habitat International Inc

Polymasher

SPORTING GOODS
Sports equipment
See Markwort Sporting Goods Co.

Precor

SPORTING GOODS
Products: Treadmills, Ellipticals, etc.
Home Exercise Equipment
20031 142nd Avenue NE
P.O. Box 7202
Woodinville, WA 98072-4002
Contact: Local Sales Representative
Allowance: Contact local rep for co-op details.
Internet Co-op: No
Expiration Dates:
Website: www.precor.com

Putt-A-Bout

SPORTING GOODS

Golf Equipment
See Habitat International Inc

Quantum Electric Motors

SPORTING GOODS
See Zebco

Ram-Line

SPORTING GOODS
Sport shooting
See Blount, Inc.

Ranging Hunting Optical Prods.

SPORTING GOODS
See Crosman Corp.

Rawlings Sporting Goods

SPORTING GOODS

Products: Rawlings athletic equipment and sporting goods.

c/o Hughes Group
130 S. Bemiston
St. Louis, MO 63105

Contact: Krista Egelhoff

Phone: (800) 729-5464

Fax: (314) 726-9547

Allowance: 50-50 up to 2 to 3% of previous year's purchases.

Billing: ANA/RAB documentation and invoice sent within 60 days to Co-op Ad Service, Div. of The Hughes Group/130 So. Bemiston/St. Louis, MO 63105. Reimbursement by check.

Radio: Dealer copy needs prior approval. Rawlings mentioned twice in a 30-sec. spot and 4 times in a 60-sec. spot along with store name and address.

Exclusively Rawlings.

Internet Co-op: No

Expiration Dates: 08/31

Website: www.rawlings.com

RCBS Reloading Products

SPORTING GOODS
Sport shooting
See Blount, Inc.

Redfield

SPORTING GOODS
Sport shooting
See Blount, Inc.

Ruck'N Buck Trapping Lures

SPORTING GOODS

See Buck Stop Lure Co., Inc.

Russell Athletic

SPORTING GOODS

Products: Russell Athletic men's and women's active wear.

Sporting apparel, uniforms

P.O. Box 272

755 Lee St.

Alexander City, AL 35010

Contact: Natalie Jennings

Phone: (256) 500-5089

Fax: (256) 500-5308

Allowance: 50-50 (sometimes varies by advertisement) up to 2% of previous year's net sales.

Billing: ANA/RAB documentation and invoice within 60 days of broadcast to company. Reimbursement by credit memo.

Internet: With prior approval, the company will consider reimbursing for Internet co-op.

Internet Co-op: With Prior Approval

Expiration Dates: 12/31

Website: www.russellathletic.com

S/R Industries, Inc.

SPORTING GOODS

Firearms

See Marksman Products

Sassafrass Ent., Inc.

SPORTING GOODS ; SWIMMING POOLS, SPAS, HOT TUBS ; SPORTING GOODS

Products: Children's products and inflatables.

1622 W. Carroll Ave.

Chicago, IL 60612

Contact: Nancy Schwaab

Phone: (800) 537-4941 or (312) 226-2000

Fax: (312) 226-0873

Allowance: 10% of net purchases. No dealer groups.

Billing: Scripts and debit memo within 30 days of broadcast to company. Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 12/31

Scent Mates Trapping Lures

SPORTING GOODS

See Buck Stop Lure Co., Inc.

SeaLife Cameras

SPORTING GOODS ; CAMERAS AND PHOTOGRAPHIC EQUIPMENT ; CAMERAS AND PHOTOGRAPHIC EQUIPMENT

Products: Sea Life Underwater Cameras.

97 Foster Rd., #5

Moorestown, NJ 08057

Contact: Joseph Ifi
Phone: (856) 866-9191
Fax: (856) 866-8615
Allowance: 50-50 up to 2% of purchases.
Billing: Scripts, notarized affidavits, invoices no later than 1/30 to company.
Reimbursement quarterly by credit memo
Internet Co-op: No
Expiration Dates: 12/31
Website: www.sealife-cameras.com

Sevylor USA, Inc.

SPORTING GOODS ; SPORTING GOODS

Products: Sevypool pool mattresses.

Pool Mattresses

4398 Corporate Ctr Dr
Los Alamitos, CA 90720

Contact: Cindy Lopez

Phone: (800) 821-4645

Fax: (714) 503-6338

Allowance: 50-50 up to 3% of previous fiscal year's net purchases.

Billing: ANA/RAB documentation and invoices sent within 60 days of broadcast to company. Reimbursement by check or credit memo.

Internet Co-op: No

Expiration Dates: 08/31

Website: www.sevylor.com

Sevylor USA, Inc.

SPORTING GOODS

Products: Sevytex camp mattresses.

Camping Equipment

4398 Corporate Ctr Dr
Los Alamitos, CA 90720

Contact: Cindy Lopez

Phone: (800) 821-4645

Fax: (714) 503-6338

Allowance: 50-50 up to 3% of previous fiscal year's net purchases.

Billing: ANA/RAB documentation and invoices sent within 60 days of broadcast to company. Reimbursement by check or credit memo.

Internet Co-op: No

Expiration Dates: 08/31

Website: www.sevylor.com

Sevylor USA, Inc.

SPORTING GOODS ; SPORTING GOODS ; SWIMMING POOLS, SPAS,
HOT TUBS

Products: Caravelle, Tahiti inflatable boats.

Inflatable Boats

4398 Corporate Ctr Dr
Los Alamitos, CA 90720

Contact: Cindy Lopez

Phone: (800) 821-4645

Fax: (714) 503-6338

Allowance: 50-50 up to 3% of previous fiscal year's net purchases.

Billing: ANA/RAB documentation and invoices sent within 60 days of broadcast to company. Reimbursement by check or credit memo.

Internet Co-op: No
Expiration Dates: 08/31
Website: www.sevylor.com

Sevylor Camp Mattresses

SPORTING GOODS
See Sevylor USA, Inc.

Shakespeare Fishing Tackle

SPORTING GOODS

Products: Shakespeare rods, reels and Mono Filament. (UglyStik, Allstar, Pflueger and xtools)
(Fishing Products)

3801 Westmore Dr.
Columbia, SC 29223

Contact: Brenda Griffith

Phone: (803) 754-7000 ext 193

Fax: (803) 754-7342

Allowance: 100% up to 3% of current year's net purchases. Must sign up have account. Must meet all requirements

Billing: Scripts, notarized affidavits and invoice sent within 60 days of broadcast to company. Reimbursement by credit memo. Must be recvd by 8/30.

Internet: With prior approval, the company will consider reimbursing for Internet co-op.

Internet Co-op: With Prior Approval

Expiration Dates: 06/30

Website: www.shakespeare-fishing.com

Shimano American Co.

SPORTING GOODS

Products: Chronarch, Calcutta, Curado and Citica casting reels; Sustain, Stradic, Symetre, Spirex and Dynabalance spinning reels; Tiagra Big Game Reels, TLD Two-Speed reels, BaitRunner Reels; Canis/Sienna, Crucial/Scabard, Compre/Sensilite, Tiagra Trolling Big Game Rods and Tiagra Live Bait & Big Jig Game Rods.

Fishing equipment

One Shimano Dr.
Irvine, CA 92618-9615

Contact: Leslie Bent

Phone: (949) 951-5003 x3215

Fax: (949) 951-5071

Allowance: 100% up to 3% of current fiscal year's net purchases from distributor(s). Available to Non-Direct Retailers only.

Billing: ANA/RAB documentation and invoice sent within 60 days or no later than 12/31 to ACB, 1610 Century Center Parkway, Suite 104, Memphis, TN 38134, (901)346-9941

Internet Co-op: No

Expiration Dates: 11/30

Website: www.shimanousa.com

Simmons

SPORTING GOODS
Sport Shooting

See Blount, Inc.

Slumberjack

SPORTING GOODS

Products: Slumberjack sleeping bags.

Camping equipment

P.O. Box 7048A

St. Louis, MO 63177

Contact: Elaine Pehle

Phone: (314) 576-8000 ext.8047

Fax: (314) 523-5671

Allowance: 50-50 up to 2% of current year's net purchases. All co-op programs require prior approval.

Billing: ANA/RAB documentation and invoice sent within 60 days of broadcast to company. Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 12/31

Website: www.slumberjack.com

Smokers

SPORTING GOODS

Grills

See Weber-Stephen Products Co.

Speer Products

SPORTING GOODS

Sport shooting

See Blount, Inc.

Spenco Medical Corp.

SPORTING GOODS

Products: Spenco Meshback Gloves, TL500 Cycling Gloves, Mountain Bike Gloves, Saddle Pads, Full Gel Saddle and Spenco Air Saddle Pad. (Cycling & Riding Prods.)

P.O. Box 2501

Waco, TX 76702-2501

Contact: Gina George

Phone: (800) 877-3626

Fax: (800) 793-3299

Allowance: 5% of current year's paid net purchases.

Billing: ANA/RAB documentation and invoice sent no later than 3/31 to company. Reimbursement by check.

Internet: With prior approval, the company will consider reimbursing for Internet co-op.

Internet Co-op: With Prior Approval

Expiration Dates: 01/31

Spirex Spinning Reels

SPORTING GOODS

See Shimano American Co.

SportCups

SPORTING GOODS
See Markwort Sporting Goods Co.

Sports Trainer

SPORTING GOODS
See Paramount Health Equip. Corp.

Steiner Optics

SPORTING GOODS
See Pioneer Research

Storm Lures

SPORTING GOODS
Products: Fishing Lures.
P.O. Box 720265
Norman, OK 73070-4199
Phone: (405) 329-5894
Allowance: Co-op is offered on an individual basis, contact company for all details.
Internet Co-op: No
Expiration Dates:

Storm Whistles

SPORTING GOODS
See Markwort Sporting Goods Co.

Stradic Spinning Reels

SPORTING GOODS
See Shimano American Co.

Sustain Spinning Reels

SPORTING GOODS
See Shimano American Co.

Symetre Spinning Reels

SPORTING GOODS
See Shimano American Co.

Tail, Inc.

SPORTING GOODS
Products: Tail Active Women's & Men's sportswear.
Sportswear
3300 N.W. 41st St.
Miami, FL 33142

Contact: Amy Bentley
Phone: (305) 638-2650 (No station calls.)
Fax: (305) 633-7439
Allowance: 50-50 up to 5% of current net purchases.
Billing: Dealer submits copies of scripts with affidavits and receipted station invoices no later than 1/31 for fall and 7/31 for spring to company.
Reimbursement by credit memo
Internet Co-op: No
Expiration Dates: 12/31
Website: www.tailinc.com

Tanners

SPORTING GOODS
Sports equipment
See Markwort Sporting Goods Co.

Teardrop Golf Products

SPORTING GOODS
Products: Teardrop Golf Products.
32 Bow Circle, Bldg. 1
Hilton Head Island, SC 29928
Contact: Local Sales Representative or Charley Gerber, VP Sales (NO STATION CALLS).
Allowance: Co-op is offered on a case by case basis. Local Dealer should contact company for complete co-op details.
Internet Co-op: No
Expiration Dates:

Tiagra Big Game Reels

SPORTING GOODS
See Shimano American Co.

Tiagra Live Bait & Big Jig Rod

SPORTING GOODS
See Shimano American Co.

Tiagra Trolling Big Game Rods

SPORTING GOODS
See Shimano American Co.

Tiger Eyes

SPORTING GOODS
Sports equipment
See Markwort Sporting Goods Co.

TLD Two-Speed Reels

SPORTING GOODS
See Shimano American Co.

Totes Super Grips

SPORTING GOODS
See Markwort Sporting Goods Co.

U.S. Repeating Arms Co.

SPORTING GOODS
Products: Winchester and Winchester Ranger brand firearms.
1610 Century Center Pkwy Suite 104
Memphis, TN 38134
Contact: ACB/Wesley Epperson
Phone: (901) 346-9941x1321
Fax: (901) 345-8812
Allowance: 100% up to 2% of current year's net purchases.
Billing: ANA/RAB documentation within 60 days of broadcast to ACB, 1610 Century Center Parkway, Suite 104, Memphis, TN 38134, (901)346-9941.
Reimbursement by check.
Internet Co-op: No
Expiration Dates: 12/31

Upper Hand

SPORTING GOODS
Sports equipment
See Markwort Sporting Goods Co.

Vanguard Firearms

SPORTING GOODS
See Weatherby, Inc.

Vettex Mouth Guards

SPORTING GOODS
See Markwort Sporting Goods Co.

Vittoria Shotguns

SPORTING GOODS
See Beretta USA

Wasp Archery Products

SPORTING GOODS
9 W. Main St.
Plymouth, CT 06782
Contact: Local sales representative
Allowance: No set co-op program. Contact sales rep for possible co-op dollars.
Internet Co-op: No
Expiration Dates:

Weatherby, Inc.

SPORTING GOODS

Products: Weatherby, Mark V, Orion I, II, III, Weathermark, Alaskan firearms, ammunition and Athena IV and V accessories.

Firearms

1605 Commerce Way
Paso Robles, CA 93446

Contact: Mike Schwiebert

Phone: (800) 227-2016

Fax: (805) 237-0427

Allowance: 100% up to 3% of current year's net purchases, when spot is devoted exclusively to Weatherby products; 50-50 on a prorated basis for spots mentioning other products. Must be a full line dealer to qualify for co-op.

Billing: ANA/RAB documentation, invoice and claim form sent within 60 days of broadcast or no later than 12/31 to Co-optimum Mktg. Support Service, 16000 Ventura Blvd., Ste. 1200, Encino, CA 91436. Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 12/31

Website: www.weatherby.com

Weathermark Firearms

SPORTING GOODS

See Weatherby, Inc.

Weaver Rings, Bases & Optics

SPORTING GOODS

See Blount, Inc.

Weber-Stephen Products Co.

SPORTING GOODS ; APPLIANCES

Products: Weber barbeque grills, accessories and Genesis Gas Grills, kettles, torches and tools; Flamgo and Smokers. Ducane Grill and accessories

(Grills)

200 E. Daniels Rd.
Palatine, IL 60067

Contact: Judy Cooper or Weber's Area Representative

Phone: (224) 836-2694

Fax: (224) 836-2726

Allowance: Direct bill customers receive up to 4%. If the retailer is not a direct bill, contact the area sales rep for complete co-op details.

Radio: Prior approval is always needed by Weber Representative and Sales Manager in writing on Weber's commitment form.

Internet Co-op: No

Expiration Dates: 09/30

Website: www.weberbbq.com

Wek Enterprises Inc.

SPORTING GOODS

Products: Wek Sporting Goods.

Sporting apparel
14659 Alondra Blvd.

La Mirada, CA 90638

Contact: Local Sales Representative

Allowance: Co-op is offered on a case by case basis, contact local rep for complete co-op details.

Internet Co-op: No

Expiration Dates:

Wellington Puritan, Inc.

SPORTING GOODS ; SPORTING GOODS

Products: Puritan jump ropes.

P.O. Box 244

Madison, GA 30650

Contact: Angela Brown

Phone: (800) 221-5054

Fax: (706) 342-7455

Allowance: 100% up to 1% of previous fiscal year's purchases between 7/1 and 6/30. All co-op programs require proof of performance. Dist.-Adm.

Billing: Scripts, notarized affidavits within 60 days to co., Att: Adv. Checking Dept. Reimbursement credit memo.

Radio: Scripts. Dealer copy okay. Frequent mention of brand name and describe products.

Internet Co-op: No

Expiration Dates: 12/31

Winchester Ammunition

SPORTING GOODS

See Olin/Winchester

Winchester Firearms

SPORTING GOODS

See U.S. Repeating Arms Co.

Worden Fishing Lures

SPORTING GOODS

See Yakima Bait Co.

Wright & McGill Co.

SPORTING GOODS

Products: Eagle Claw fishing rods, reels, comb.'s and hooks.

Fishing Equipment

P.O. Box 16011

4245 E. 46th Ave.

Denver, CO 80216-0011

Contact: Linda M. Martin

Fax: (303) 321-4750

Allowance: 100% based on current fiscal year's net purchases. Accrual varies by type of product. Dist.-Adm.

Billing: Reimbursement by credit memo. Claim submitted by 1/15 for previous year.

Radio: Commercials must be devoted exclusively to Eagle Claw and/or Wright & McGill Co. Essentials and Accessories must be mentioned at least three times.

Internet Co-op: Case By Case Basis
Expiration Dates: 12/31

Yonex Corp.

SPORTING GOODS

Products: Yonex in-line tennis products.

20140 S. Western Ave.

Torrance, CA 90501

Contact: Derek Applegate

Phone: (310) 793-3800

Fax: (310) 793-3899

Allowance: 50-50 up to 3% of previous year's net purchases of in-line tennis products.

Billing: Scripts, affidavits and invoice sent to Sales Rep.

Radio: Radio co-op requires prior approval from the local sales rep.

Internet Co-op: No

Expiration Dates: 12/31

Website: www.yonex.com

Yonex Corp.

SPORTING GOODS

Products: Yonex badminton products.

20140 S. Western Ave.

Torrance, CA 90501

Contact: Derek Applegate

Phone: (310) 793-3800

Fax: (310) 793-3899

Allowance: 50-50 up to 3% of previous year's net purchases of in-line badminton products.

Billing: Scripts, affidavits and invoice sent to Sales Rep.

Radio: Radio co-op requires prior approval from the local sales rep.

Internet Co-op: No

Expiration Dates: 12/31

Website: www.yonex.com

Yonex Corporation

SPORTING GOODS

Products: Yonex golf clubs.

Golf Clubs

20140 S. Western Ave.

Torrance, CA 90501

Contact: Derek Applegate

Phone: (310) 793-3800

Fax: (310) 793-3899

Allowance: 50/50 up to 5% of year's net purchases.

Billing: ANA/RAB electronic tearsheet; paid media invoice; script.
Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 12/31

Website: www.yonex.com

Zebco

SPORTING GOODS

Products: Browning brand fishing rods, reels, float tubes, accessories, creels,

caps, waders & wader shoes, vests and Lew's rods and reels.

(Browning Fishing Div.)

P.O. Box 840

Tulsa, OK 74101

Contact: John Kushanari

Phone: (918) 831-5581

Fax: (918) 836-0154

Allowance: Co-op programs can vary; contact the company for complete co-op details.

Billing: ANA/RAB documentation on the script and invoice from the station showing net cost of time. Must be sent no later than 11/1 to company.

Reimbursement by credit memo.

Internet Co-op: No

Expiration Dates: 100

Website: www.zebco.com

Zebco

SPORTING GOODS

Products: Fishing tackle, rods, fly reels, spinning reels, Martin, Quantum & Motor Guide tackle & electric motors.

Fishing equipment

P.O. Box 270

6101 E. Apache

Tulsa, OK 74101

Contact: John Kushanari

Phone: (918) 831-5581

Fax: (918) 836-0154

Allowance: Co-op programs can vary; contact the company for complete co-op details.

Billing: Scripts, affidavits and invoices sent within 60 days of broadcast to company. Reimbursement by check.

Internet Co-op: No

Expiration Dates: 09/30

Website: www.zebco.com

Ziener Harnesses

SPORTING GOODS

See Bic Sport USA