



CO-OPERATIVE ADVERTISING

What is it?

- Co-operative advertising is when a manufacturer pays a set amount towards the advertising on behalf of a retailer if the retailer includes the manufacturers information in the advertisement

What are the benefits?

- Reduced costs
- Bigger advertisement
- Colour
- Manufacturers details to add value to your company
- You can use the manufacturers artwork

Examples:

Contact:

- Please contact Alison Wytchwood on 01904 653051 or email alison.wytchwood@thepress.co.uk if you are interested in Co-operative advertising
- Please note not all manufacturers take part