

Designed to help NeuroStar® practices navigate the co-op marketing reimbursement process.

- Premium & Star customers are eligible for expedited co-op marketing reimbursement. Contact your Practice Development Manager for more details.

STEP 1: Confirm all co-branded advertising was pre-approved:

- Search and collect pre-approval emails from co-opmarketing@neurostar.com

STEP 2: Review Vendor invoices:

- Line items for co-op reimbursement state for “NeuroStar Co-branding”
- Cost for co-branded line items is a reasonable portion of the invoice if the invoice includes other unrelated charges
- Invoice is dated for the months of the quarter in which the practice is seeking reimbursement, or the work dates match the months the practice is eligible for reimbursement
- Invoice is **paid** or there is a **receipt/proof** of payment for the invoice

STEP 3: Send all final ad copies, paid invoices to co-opmarketing@neurostar.com for processing.

Options for submission include sending invoices in as you receive them, send ads in when they have completed their running time, or keep everything in a file and submit at one time.

If practice did not submit ads for pre-approval:

- If the ads were not pre-approved, send the final ad copies for review to co-opmarketing@neurostar.com as soon as possible.
- We cannot guarantee that these ads will be eligible for reimbursement if they were not submitted for pre-approval prior to the run dates.

For questions please contact your Practice Development Manager (PDM) or Strategic Account Manager (SAM). Please submit ads for pre-approval and reimbursement documents to: co-opmarketing@neurostar.com
File Share: Email, Dropbox, GoogleDrive, OneDrive and more - simply enter our email address to share

Co-op Marketing Reimbursement Checklist

Ad Type	Acceptable Proof of Advertising for Reimbursement
Digital Ads	<ul style="list-style-type: none"> Screenshots of each ad from Ad Manager with <i>full text shown</i> Detailed report of NeuroStar ads from Ad Manager show all associates costs & total ad spend Date Range is within timeframe of correct quarter For boosted posts, screenshot of results from Ad Center <p>When vendor is used for ad design:</p> <ul style="list-style-type: none"> Paid invoice from 3rd party specifying creative design and set up costs of the co-branded ads
NeuroStar Branded Webpage or Landing Page	<ul style="list-style-type: none"> Before & after screenshots of webpage/landing page if available Paid invoice from 3rd party specifying implementation/design costs for the co-branded page <p><i>Note: Neuronetics does not reimburse for general website design fees, hosting fees, or website maintenance.</i></p>
Direct Mail to General Audience or HCP	<ul style="list-style-type: none"> Tear sheet from publisher, screenshot from issue, or photograph of ad Must receive tear sheet from each unique issue or entry Proof must clearly show ad, page # and date of newspaper/magazine/insert Paid invoice from 3rd party showing co-branded creative development and ad issued dates that correspond with tear sheets, etc. <p><i>Note: Cover date must fall within co-op eligible quarter. Seasonal publications are counted: Winter – Q1; Spring – Q2; Summer Q3; Fall – Q4</i></p>
Traditional Media (TV, Radio, Billboard)	<p>Radio:</p> <ul style="list-style-type: none"> Pre-recorded - Script from radio station or audio file for each unique ad that runs Live - "Talking Points Script" that was provided to station Streaming Spots - Script or Audio file for each unique ad that runs <p>TV:</p> <ul style="list-style-type: none"> Video file for each unique ad <p>Billboard:</p> <ul style="list-style-type: none"> Photograph of actual billboard or proof of performance (POP) from billboard company Each billboard/panel ID must have its own proof <p>Invoicing requirements for all traditional advertising listed above:</p> <ul style="list-style-type: none"> Paid invoice from 3rd party showing co-branded creative development and ad running dates that correspond with pictures, file names, etc. Invoice should itemize each time the ad spot was run
In Office Branding:	<ul style="list-style-type: none"> Front & back pictures of printed materials on display in office waiting room Receipts of printed materials from 3rd party

For questions please contact your Practice Development Manager (PDM) or Strategic Account Manager (SAM).
Please submit ads for pre-approval and reimbursement documents to: co-opmarketing@neurostar.com
File Share: Email, Dropbox, GoogleDrive, OneDrive and more - simply enter our email address to share