



JWT
ADVERTISING

713-655-3525
houadmaterials@jwt.com

**A Guide to
Co-op Advertising**



The Purpose of All Advertising Is to Promote Your Business.

The advantage of using co-op advertising is that it makes your advertising dollars work harder, because you get the benefit of all Shell advertising. Your co-op advertising builds off the strength of the national campaign Shell has used to establish its image with the public, extending the message to your stores locally. Shell and its advertising agency, JWT, produce materials that communicate our dedication to innovative products and services that enhance the driving experience and drive people to your store(s).

If you are unfamiliar with the way co-op advertising is purchased and run, we have created this booklet to guide you through the process. We hope you find this information helpful in your decision making, and that it will help you make the right choices about what advertising to run, and when.

When should I advertise?

Try to allocate your budget to advertise as often during the year as you can. You do not have to limit yourself to promotional periods; opportunities to advertise are constant. Simply reinforcing your business's good name with your customers is a wise use of your ad dollars. Even if your audience can't remember every detail of your ad, if they come away from it thinking well of you, you have won.

In the pages that follow, we will show you the many media available in which to advertise, how to purchase the media, and what ad materials are available to you.



Print Media

Shell and JWT have developed several pre-approved materials for Shell's Co-op Program. We can also develop pieces specifically for you that move smoothly through the approval process.

In print media, we have pre-approved creative pieces for all qualified co-op activities in:

- Newspaper
- Magazine
- Billboards

How to Purchase Newspaper and Magazine Ads

All print media is sold in terms of the physical space it takes up in a publication, and for the period of time it runs. The larger the space, and the longer the run, the more the ad costs. Knowing this, Shell and JWT have created co-op print ads in many sizes – both full page and various fractions of a page.

Based on your budget, call your local newspaper's or magazine's advertising department and ask for their **rate card**. This is a reference tool that tells you how much you can expect to pay based on the size of the ad and the length of the **"buy"** (how long it runs). Details such as ad size, color or black-and-white, and bleed or non-bleed are known as the specifications, or **specs**, of the ad.

Having received the rate card, calculate how much space you can afford to buy and how long you can afford to run the ad. (Sometimes the length of your promotion determines the length of the buy.) Now you

know what it will cost you to place the ad in the publication. The next question is, what ad should you run?

It's time to go to your computer and look at all the Shell Co-op Advertising available to you. Logon to **www.shellsource.com**. On this website you will see all of the pre-approved print ads available for your use. All you have to do is choose the ad you want and e-mail or call JWT to place your order.

Wait a minute! What about your station's name and address? Take a look at the bottom of the ads. There you will see what we call an **address base**. It's just a generic name-and-address placeholder. When you place your order with JWT, give them your station information and they will put your name and address in the address base.

How to Purchase Billboards

Like newspaper and magazine ads, billboards are priced based on their size and how long they run. But there's a third factor: **where** they run. Not all billboards are seen by all people; therefore, the more traffic that goes by a billboard, the more it's going to cost you.

Find out which billboards are seen the most by people in your community. The name of the outdoor advertising company that owns the billboard is usually listed at the bottom. Call them and get their rate card. Then visit Shell Source and choose the design that's right for you. The billboard may be pre-designed and on the site, or we can take a design "shell" and put your customized message in it.

Broadcast Media

In this electronic age, television has become the medium by which most people get their advertising. But radio remains one of the most efficient ways to reach your customers. There are significant advantages to using both media. Here's how to go about using them.

How to Purchase Television

Because TV is the most costly medium to advertise in, you want to make every dollar count. That's why Shell and JWT have produced co-op advertising that gives you first-class production values without ignoring your local issues, such as address information and special promotions.

Call your local TV station and speak to their advertising department. They may have a rate card available for you, but most likely they will be willing to negotiate the price of running ads on their station, based on when the commercial runs and how often. Don't be reluctant to bargain with them or to check with more than one station to find the best deal. If you prefer to run commercials on cable TV, call your local cable operator and speak to their advertising department. As a rule, cable costs less than local network affiliates, but the only way to know for sure is to talk to them.

Since most local Shell Retailers can't afford to produce a TV commercial on their own, make use of the co-op commercials available for viewing at Shell Source. We have commercials, or **spots**, of 15 or 30 seconds. In each spot, we've left room for you to put your local

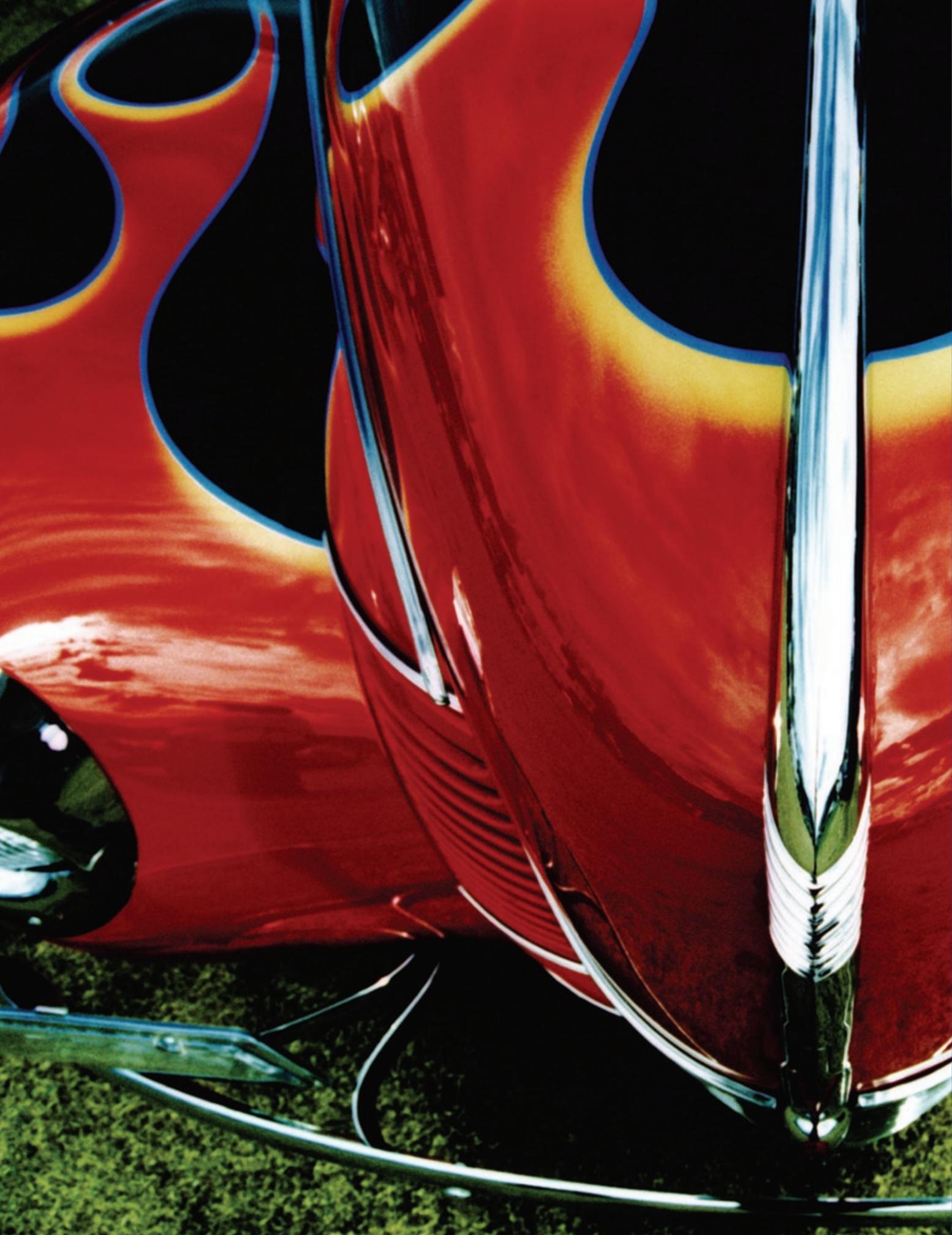
station address. This is called a **tag**. The local TV station announcer can also read this information with the picture, in what's known as a **voice-over**.

How to Purchase Radio

Radio is a very flexible medium to advertise in. Not only is it inexpensive to run spots on radio, they are usually inexpensive to make. Call your local radio station and ask for their production rates, if you want to use their facilities to create your own commercials. The rate cards at most radio stations price air time based on how often your spot runs, and at what time of the day. Be aware that so-called "**drive time**" (usually 6-8 a.m. and 4-6 p.m.) is the most popular time of day, and thus the most expensive time to run a spot.

Shell and JWT offer you two kinds of co-op radio spots. First, there are **announcer-read scripts**, created to be produced at local radio stations. The staff announcer reads the script live on the air, or records it for scheduled airplay. The second kind of commercial is the **produced spot**, which has already been recorded by JWT, using top-flight professional actors and announcers. These spots can be straightforward, funny, or something in between. Scripts for both types can be seen at Shell Source and JWT can provide you a CD of the produced spots upon request. All spots are free for you to use; Shell pays all the talent fees.

Whatever kind of spot you choose to run, there will always be time left for a tag at the end to promote your station name and address.



Custom Advertising

Of course, you are not limited to advertising just through the media already described. JWT can design unique pieces for your business for all types of advertising, as well. Call us and ask questions. Nothing is too elaborate or too simple. We have expertise in creating and producing other materials useful to your business, including:

- Brochures and flyers that discuss promotions specific to your stations, grand openings, unique services, and more
- Presentation materials (handouts, signs, etc.) to give your audience a visual supplement to your session. This does not have to be limited to printed pieces. We can create videos and computer slide shows as well.
- New promotion ideas, including giveaways, traffic report announcements, special in-store celebrity appearances, and sales event themes

We can work with you through all steps of business photography you need, including the shooting, scanning and retouching of photos.

Interested?

Use the following questions to gather the appropriate information and give us a call. Remember, our business is helping your business grow.

Print

- Is the ad color or black & white?
- What are the dimensions or size of the ad?
- Is the ad bleed or non-bleed?
- What type of publication will your ad be in (newspaper or magazine)?
- When and in what publication is your ad running?

Billboards

With billboards, it's best to have a specification sheet from the company you're working with to e-mail or fax to us. It should have the information you need, such as:

- What is the size of the board?
- Where is the board being posted?
- What are the posting and removal dates?

Radio/TV

- Which commercial would you like?
- Where should the commercial(s) be mailed?
- When are the commercials running?

Contact the JWT Co-op Coordinator at (713) 655-3525, or e-mail us at hovadmaterials@jwt.com. We'll be happy to help you get the proper pre-approved materials or develop something uniquely suited to your business.

Frequently Asked Questions



What should I know before I call?

You should know what medium you want to advertise in, what people you are trying to talk to, how much you plan to spend, and the specs for your ad.

What are “specs”?

They are the specifications, or physical aspects, of your ad. If it's print or billboards, we need to know what size it is, whether it's in color or black-and-white, how many you want, and when you need to have the finished work. See “Print Media” for more details.

What if it's TV or radio?

Again, we'll need specs from you. Tell us which medium, what people you are trying to talk to, how much you plan to spend, and how long the commercial should be.

How much time will JWT need to create my print ad?

Plan on one week for a co-op ad that just needs your name and address. Give us at least two weeks if it's an ad we're creating from scratch. More elaborate pieces will take longer. In each case the JWT Co-op Coordinator will keep you advised of the production process and give you a timeline.

How will I get to see the ad before it runs?

JWT will e-mail an electronic file of the ad to you, in the form of a document called a **.pdf**. This is a document type that is commonly used in advertising today, and can be viewed on your computer using software called Adobe Acrobat. If you don't have the latest version of Acrobat installed on your computer, go to www.adobe.com and download it.

Should I use a layout from JWT or create my own?

You can use your own layout if you wish, but be aware that Shell has a strict set of guidelines for print advertising to follow, known as **Brand Standards**. These standards put clear limitations on how print ads can and cannot look. If you ignore these standards or are not familiar with them, your co-op reimbursement may be jeopardized. JWT is completely familiar with Shell Brand Standards and always follows them when creating Shell print advertising.

A promotion is coming up. How can I get the co-op materials for it?

Just call JWT at (713) 655-3525 and speak to the Co-op Coordinator.