

## NeuroStar Co-op Marketing

### What is co-op marketing?

Co-op marketing is an opportunity for your practice and NeuroStar to jointly advertise to prospective patients in your community. The goal is to build awareness of both NeuroStar as a treatment for depression, and of your practice's expertise in treating patients with NeuroStar. You can receive 50% reimbursement for eligible advertising conducted by your practice up to a dollar limit based on your Precision Pulse level achieved every quarter.

### What are the advantages of co-op marketing?

Co-op marketing can make your advertising investment go further. By incorporating the NeuroStar brand in your advertising, you will also leverage the advertising NeuroStar is already doing in your area.

### How do I join the program?

Co-op marketing is a benefit of the Precision Pulse Program. Eligibility for Precision Pulse is determined on a quarterly basis by your previous quarters NeuroStar Treatment Session purchases. At the beginning of every quarter (January, April, July, October) your office will receive an e-mail outlining all benefits of Precision Pulse, including co-op marketing, with links to all information you will need to participate.

### Why do you need my W-9?

Neuronetics is required to send your practice a Federal 1099 form at the end of any calendar year in which you receive more than \$600 co-op marketing reimbursement.

### I already spend money on marketing NeuroStar within my practice, how can I incorporate that into my quarterly co-op dollars?

You can modify your current ads to follow the eligibility requirements found on the Co-op Marketing Enrollment Guidelines, or you can use NeuroStar ad templates found on [myneurostar.com](http://myneurostar.com) to personalize NeuroStar ads to your practice. All ads must be submitted to co-op marketing for approval before they can be run and will be reviewed within 3-5 business days.

### When can I submit my ads?

You can submit your ads at any time, just keep in mind that your ads will be subject to the maximum reimbursement amount based off the Precision Pulse level you are in during the quarter the ads are run. Ads take 3-5 business days to review so submit your ads with enough time ahead of your scheduled ad run date.

### What is the best way to send ads?

There are many ways to send your ads depending on the file size. Regular emails have a size limitation which could make sending a larger file difficult (i.e. Gmail - 25MB, Yahoo - 25MB, Outlook - 20MB, etc.). For larger attachments, you can share with a zip file, Google Drive, Drop Box, OneDrive or other sharing options. Simply enter the email [co-opmarketing@neurostar.com](mailto:co-opmarketing@neurostar.com) and share.

### Are production costs for a promotional video or commercial eligible for co-op reimbursement?

Production costs are only eligible for co-op reimbursement if the video or commercial is produced by a 3rd party. If the video is produced internally, production is considered practice overhead and only advertising costs for that video or commercial would be reimbursable. Keep in mind, videos and commercials can only show NeuroStar and your practice, no additional practice services can be advertised.

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### Can I co-brand referral baskets or swag that I give to other HCPs and get reimbursed?

No, Neuronetics will not reimburse for this.

### Why can't I be reimbursed for marketing email blasts?

To qualify for co-op reimbursement, emails must be directed only to a general audience or Health Care Professionals, not to practice patients or federally covered patients. We are unable to track the target audience for email blasts so we cannot approve this type of advertising at this time.

### How to I get reimbursed after I spend my co-op dollars?

Reimbursement submission takes place within the first 30 days after a quarter ends. Send in the following:

- *Finals copies and/or prints of ad(s)*
- *Paid invoices and/or itemized receipts*
- *Co-op Reimbursement Agreement & Request Form (must be included with every submission)*

We suggest if you run multiple ads, send all necessary documentation in one email so it cuts down on the amount of paperwork you must complete.

### When should I expect my reimbursement check?

Reimbursement checks will be sent within 60 days of the reimbursement submission deadline. For example, if you submit your ads in Q2 - 2021, you will receive your reimbursement check by the end of Q3 - 2021 after co-op marketing receives the necessary documents to process the reimbursement requests by the specified deadline.

### What kinds of ads can be reimbursed?

- Pay-Per-Click Banner Ads
- Social Media Ads
- NeuroStar Branded Webpage or Landing page (*see NeuroStar Webpage Guidelines for full details*)
- Direct Mail to Health Care Professionals
- Magazine Ads
- Newspaper Ads
- Radio Ads
- Billboard Ads
- TV Ads

For the full details on what ads will qualify for pre-approval and reimbursement, review the Co-op Marketing Enrollment Guidelines on [myneurostar.com](http://myneurostar.com).

**FOR QUESTIONS CONTACT:** Kelly Bradley, Associate Marketing Manager - Commercial Programs

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