

Co-op Marketing Enrollment Guidelines



Checklist for Precision Pulse Co-op Program Completion	Timeline	How To Submit
<p>Enrollment</p> <ul style="list-style-type: none"> Eligibility based on Precision Pulse level* compliance with program terms & conditions 		
<p>Pre-Approval</p> <ul style="list-style-type: none"> Submit ad(s) for review prior to use Sign and return completed W9 	Allow 3-5 business days for review	co-opmarketing@neurostar.com
<p>Submission</p> <ul style="list-style-type: none"> Submit completed co-op marketing agreement Submit copies of paid invoices Submit copies of final print or media 	Deadline for submission: 30 days following the quarter end	co-opmarketing@neurostar.com
<p>Reimbursement</p> <ul style="list-style-type: none"> Once all items have been submitted and accepted, Neuronetics will reimburse qualifying expenses within 60 days of the final submission deadline.* <p><i>Example: Q1 - practice qualifies for Precision Pulse tier level Q2 - practice runs ad(s) Q3 - submit ad(s) receipts before July 31, practice will be reimbursed before September 30</i></p>		

CO-OP GUIDELINES

- You may select a pre-approved ad on www.myneurostar.com & customize it with your practice details
- You may create your own ad - NeuroStar brand guidelines are available for your reference**
- Ad(s) may only feature NeuroStar & your practice. No other business or service may be included
- Ad(s) must include the NeuroStar logo and it must be the same size and prominence as the practice logo
- Website URL links to practice webpage or landing page with NeuroStar branding
- Copy and graphic representation must be on-label and adhere to our compliance & regulatory guidelines
- You may not advertise any competing TMS devices or offerings within the ad(s)
- Reimbursement eligibility is determined on a quarterly basis. Only expenses incurred in the quarter for which reimbursement is sought are eligible
- Ad(s) must be pre-approved by Neuronetics by sending to co-opmarketing@neurostar.com
- Only 3rd party out-of-pocket expenses are reimbursable; practice overhead is not eligible for reimbursement
- Practice patients and FHCP patients (i.e. Medicare/Medicaid) may be part of the general audience of the ads, but ads may not be specifically targeted to those patients.

FOR QUESTIONS & SUBMISSIONS CONTACT: Kelly Bradley, Associate Marketing Manager Commercial Programs

Phone: (215) 606-7366 voice/text • **Email:** co-opmarketing@neurostar.com

*Refer to 53-51803-000 for NeuroStar Precision Pulse Program Terms & Conditions available on myneurostar.com and neurostar.com/tc

**Refer to 53-51804-000 for the NeuroStar Co-op Marketing Brand Guidelines available on myneurostar.com

CO-OP ELIGIBILITY

- Customer must be eligible for the Precision Pulse program
- Customer is eligible for 50% ad reimbursement up to the maximum specified in Terms and Conditions* for the applicable Precision Pulse program level

WHAT QUALIFIES FOR REIMBURSEMENT?

- Pay-Per-Click (PPC)/Banner Ads
- Social Media Advertising
- NeuroStar® Branded Webpage/Landing Page
- Direct Mail to Health Care Professionals
- Print Ads
- Radio Ads
- Billboard Ads
- TV Ads

Ad Type	Acceptable Proof of Advertising for Reimbursement
PPC/Banner Ads Social Media Ads	<ul style="list-style-type: none"> • Screenshot of the online “Ads” tab showing displayed ad, click-through results, date range, and PPC costs • Date range must be adjusted for the time period • Screenshot of display ad on advertised site
NeuroStar Branded Webpage/Landing Page	<ul style="list-style-type: none"> • Before and after photo of the website • Invoice specifying Set-up / implementation costs <p><i>NOTE: Neuronetics does not reimburse for general website design fees, only fees for NeuroStar branded webpages or landing pages added onto your existing website.</i></p>
Direct Mail	<ul style="list-style-type: none"> • Photocopy of mailer or “press proof” from printing company • Documentation for associated postage costs and/or mailing list costs
Magazine	<ul style="list-style-type: none"> • Tear sheet from publisher or screenshot from digital issue or photograph of ad • Must receive tear sheet for each unique issue • Proof must clearly show ad, page #, and date of magazine <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>
Newspaper	<ul style="list-style-type: none"> • Tear sheet from newspaper or photograph of ad showing page & date of newspaper • Proof required every time ad runs
Radio	<p>Pre-Recorded Radio Spots</p> <ul style="list-style-type: none"> • Script from radio station or audio file for each unique ad that runs • Each script & audio file should match the Ad-ID/Spot title on the official itemized invoice <p>Live Spots</p> <ul style="list-style-type: none"> • “Talking Points Script” that was provided to the station <p>Streaming Spots</p> <ul style="list-style-type: none"> • Script or audio file for each unique ad that runs
Billboard	<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
TV	<ul style="list-style-type: none"> • Video file for each unique TV ad • Each file should match the Ad-ID/Spot Title on official itemized invoice

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