



A Proud Member of  
**JAMES RIVER**  
**TRADE EXCHANGE**  
[www.jamesrivertrade.com](http://www.jamesrivertrade.com)

## James River Trade Exchange Co-op Application

All co-op must be PRE-APPROVED. Please fill out information below and fax to JRTE at 804 257-5450. You may be eligible for up to 10% trade reimbursement depending on location, length and/or size of JRTE promotion. You must submit copy of ad, radio copy, copy of TV spot or snapshot of web page along with the actual invoice to be eligible for co-op reimbursement.

JRTE Member Name: \_\_\_\_\_

JRTE Member Email: \_\_\_\_\_

Business Name: \_\_\_\_\_

Name of Media Company: \_\_\_\_\_

Type of Media: \_\_\_\_\_

Date(s) of Advertising: \_\_\_\_\_

Estimated Costs: \_\_\_\_\_

### Requirements:

For Radio: *Client must mention that "Company is a proud member of James River Trade Exchange"*

For TV: *Client must have JRTE logo up for at least 2.5 seconds*

For Print: *Client must use the official JRTE Co-op Logo*

For Web: *Client must use the official JRTE Co-op Logo*

For Direct Mail: *Client must use the official JRTE Co-op Logo*

JRTE will send, via email, the official JRTE Co-op logo to you once request is approved. JRTE reserves the right to approve or deny co-op participation and reimbursement.