

Date:

To whom it may concern:

This letter is to authorize \_\_\_\_\_ to research cooperative advertising funds and or ad materials for use by my company.

Please release any cooperative advertising information, including accrual balances, to the media representative who calls you. This information is to be shared in strict confidence between the media and the retailer for purposes of advertising development.

Thank you for your time and assistance.

Authorized by: \_\_\_\_\_

Title: \_\_\_\_\_

Advertiser's Name: \_\_\_\_\_

Advertiser's Address: \_\_\_\_\_

Advertiser's Phone#: \_\_\_\_\_