



Iowa Finance Authority Cooperative Advertising Program

The Iowa Finance Authority invites real estate professionals and its lender partners to take advantage of cooperative advertising dollars to market the FirstHome and FirstHome Plus programs. Co-op dollars are available to subsidize the cost of your own advertising of these programs. Eligible advertising includes radio, television, magazine, newspaper, billboard or direct mail. Other creative ideas are also welcome.

How it works:

- 1) Complete the form below, outlining your advertising/marketing proposal.
- 2) Cooperative funds are available only for advertisements of the FirstHome and/or FirstHome Plus programs and must include the IFA logo. (Broadcast advertising must mention IFA.) Once your request is approved, we will email the logo for use in the ads.
- 3) IFA must see and approve a draft of each advertisement before it appears in print or on the air.
- 4) IFA will reimburse you for up to half of your advertising costs after we receive a tearsheet of the ad, a copy of the original paid bill and an invoice for the reimbursed amount.

Thanks for your support of IFA's homeownership programs!

*******Please complete a new cooperative advertising request each time you run new advertisements or launch a new advertising campaign. IFA will not provide reimbursement for advertisements that were not first a part of this application process.*******

Iowa Finance Authority Cooperative Advertising Request Form

Date:		
Company:		
Address:		
City:	State:	Zip:
Contact name:		Contact title:
Contact phone:		Contact email:
Please explain where you plan to advertise: (Example: name and city of publication, radio station, billboard, etc.) 1) 2) 3) Add more if necessary		
For each media you are using, please explain when you plan to advertise: (Example: Every Wednesday, once a month, etc.)		
What date will the ads begin: / /		What date will the ads end: / /
If you are requesting cooperative advertising funds for any reason other than what is listed above, (direct mail, real estate flyers, etc.) please explain your proposal. 		
What is the total cost of your campaign? \$		
How much are you requesting from IFA, up to 50 percent? \$		

Requests should be sent to the attention of Shawna Lode, Communications Director, IFA, 2015 Grand Ave., Des Moines, Iowa, 50312 or by email to shawna.lode@iowa.gov. If you have questions, please call 515.725.4897.

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