

AppleFund Retailer Program Q & A

The AppleFund Program supports retailer efforts to market and sell Apple products. The following questions and answers (Q&A) address the major changes to the FY'96 AppleFund Program and commonly asked questions.

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Q: What changes have been made to the AppleFund Program for FY'96?

A: Effective October 2, 1995 reseller AppleFund accrual rates for FY'96 have been changed and will vary by product line and not by part number (e.g., all Power Macintosh computers will accrue at 1.5 percent).

Q: What are the FY'96 AppleFund accrual rates?

A: AppleFund Accrual Rates for FY'96:

Products	Accrual Rate
Macintosh Performa	2.0 percent
Apple Printers	2.0 percent
Apple Displays	2.0 percent
Power Macintosh	1.5 percent
Macintosh PowerBook	1.0 percent
Apple Workgroup Servers	0.0 percent
Newton/Newton Software	0.0 percent

Please note these accrual rates are subject to change without notice.

Q: Is an AppleFund Compliance Form required for FY'96?

A: Yes. Each retailer is required to submit an AppleFund Compliance Form, agreeing to adhere to the AppleFund Program guidelines. The compliance form must be received at AppleFund Headquarters by January 15, 1996. If the form is not received by this date, Apple will suspend advance payments. The form is in the binder section "Other Apple Information" or on AppleLink (AppleLink pathway: Apple Sales and Marketing -> Apple Programs -> AppleFund Program -> AppleFund Forms). Questions may be directed to AppleFund Headquarters at 1-800-421-9574.

Q: Will a retailer continue to receive AppleFund Advance Promotional Payments (APP) without submitting a new compliance form?

A: Payments will be honored under the FY'95 compliance form through January 15, 1996. The new compliance form must be received by AppleFund Headquarters by January 15, 1996 for a reseller to continue to receive APP. AppleFund payments will NOT be made without a compliance form on file.

Q: Can the retailer use AppleFund dollars to promote non-Apple hardware products and software?

A: Apple will not reimburse for non-Apple hardware products. Apple will reimburse for Mac OS compatible software advertising if it follows the AppleFund Guidelines and meets the following criteria:

If the ad has multiple vendor products featured, the total amount will be:

- prorated for the Apple portion if the other products are *hardware*
- prorated for the Apple portion if the other products are Mac OS compatible *software* and Apple is *less than* 50%
- 100% if the other products are Mac OS compatible *software* and Apple is *more than* 50%

Please note that Newton and Newton software are excluded from AppleFund reimbursement.

Q: Will Apple audit the use of AppleFund dollars?

A: Yes. Apple reserves the right to review a retailer's books and records or request documentation be sent to Apple as it relates to verification and compliance with this Program. Refer to the AppleFund Terms and Conditions for additional information on the records that should be retained and the impact for non-compliance.

Q: What happens if a retailer does not comply with the AppleFund Program Guidelines?

A: Apple reserves the right to deduct overpayments, demand repayment, suspend the monthly advance payment, change the process to "claim and reimbursement" or take other action, if any retailer fails to meet the program requirements.

Q: What happens if a retailer does not comply with the Apple Logo, Name, and Trademark or Minimum Advertised Price (MAP) Guidelines?

A: Failure to comply will result in deductions from the monthly Advance Promotional Payment (APP). See AppleFund Program Guidelines for details.

Q: What is the Yellow Pages Advertising Program?

A: The AppleFund Program provides a retailer support in marketing and selling Apple products through Yellow Pages advertising. Services provided include: demographic information and 50% savings on all new "Apple Only" display advertisements for directories closing in FY'96 and placed in the U.S.

Q: Who should a retailer contact for questions regarding Yellow Pages advertising?

A: A retailer should contact TMP Worldwide with questions regarding Yellow Pages advertising. The Apple Yellow Pages Hotline at TMP is 1-800-349-4571.

Q: Where are the AppleFund Terms and Conditions located?

A: The [AppleFund Terms and Conditions](#) are included in this site. Please be sure to review these documents.

Q: Are sales and inventory reports still required?

A: Yes. All program participants will be required to submit monthly sales and inventory reports directly to Apple. Refer to the program guidelines for reporting procedure details.

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