



AMD Marketing Operation Guidelines – MFP 2024

HP Internal Version - Condensed

Effective: Feb 28, 2024 - Jan 31, 2025

SUPPORTING DOCUMENTATION REQUIREMENTS

- 3. All documents relating to proof of performance that are submitted to AMD must contain identifiable AMD marketing benefits, defined as one of the following per the AMD Product Logo and Nomenclature Guidelines:**
 - a. AMD logo / branding
 - b. AMD nomenclature
 - c. AMD copy point
- 4. Changes on execution planned date must be approved by AMD prior to execution completion and Claim submission**
- 5. If partner falsifies or fraudulently submits any Claim or Supporting Documentation to AMD, AMD reserves the right to revoke marketing funds previously allocated in an amount equivalent to the entire Claim**

OTHERS

- 1. If an ad includes non-AMD based products, the reimbursement will be calculated pro rata, based on the proportion of the ad displaying AMD-based products**

- 2. The following items are not eligible for reimbursement with AMD Marketing Activities:**
 - a. Personal taxes
 - b. Finance charges
 - c. Travel costs and related lodging, food, and entertainment expenses associated with events incurred by partner / customer personnel, unless specified otherwise in the program document and approved in compliance with the program requirements

- 3. If the POC source requires currency translation, AMD will use either one of the options to calculate the exchange rate:**
 - a. Date of customer invoice to AMD; or
 - b. Marketing activity execution period average rate

OTHERS

4. **AMD cannot engage in business with, or provide marketing funds in any of the following countries:**
 - a. Cuba
 - b. Iran
 - c. North Korea
 - d. Syria
 - e. Russia
 - f. Belarus
 - g. Donetsk, region of Ukraine
 - h. Luhansk, region of Ukraine
 - i. Crimea, region of Ukraine

5. **The following items are not considered as AMD benefit to be eligible for reimbursement with AMD Marketing Activities:**
 - a. Photo of person with AMD benefit showing through phone / laptops
 - b. Photo of AMD employee



ACTIVITY TYPE DEFINITION AND PROOF OF PERFORMANCE (POP)

- Digital
- Social Media
- Print
- Marketing Advocate
- In-Store Merchandising
- Lead Generation
- Giveaways
- Creative Services
- Public Relations
- Product Benchmarking / Testing
- Seed / Demo Units
- Out of Home
- Broadcast
- Event
- Training
- Sponsorship
- Marketing Membership

ACTIVITY TYPE DEFINITION AND POP

Spend Types						
	Digital		Social Media	Print	Marketing Advocate	In-Store Merchandising
ACTIVITY TYPE *	App Ad	Newspaper	Sponsored / Paid Social Media	Newspaper	Retail Promoter	Point of Sale Material
	Text Message	Magazine	Organic Social Media / Livestream / Influencer Post	Magazine	AMD Marketing Advocates	Retail Placement
	In-Game / Pop-Up Ad	Catalog		Catalog		
	Blind Network / Targeted Network Ad	Retail Circular		Retail Circular		
	Contextual Link	Brochure / Datasheet		Direct Mail		
	Web Banner	Product Brief / Whitepaper		Poster / Banner		
	Website			Brochure / Datasheet		
	SEM Word Search			Product Brief / Whitepaper		
	E-Mail Blast / E-Newsletter			Leaflet / Flyer / Insert		

* The Activity Type is described under the associated Spend Type, depending on the expense. For example, if the expense is for printing a leaflet, then it should follow the “Print: Leaflet” requirements; if the expense is for an in-store display, then it should follow the “Point of Sale Material” requirements

ACTIVITY TYPE DEFINITION AND POP

Spend Types						
	Lead Generation	Giveaways	Creative Services	Public Relations	Product Benchmarking / Testing	Seed / Demo Units
ACTIVITY TYPE *	Call Center / Telemarketing	Giveaways	Creative Services	Paid Review / Research / Analyst Relations	Product Benchmarking / Testing	Demo Units
	Lead Purchase			Public Relations / Press Release		Seed Units

* The Activity Type is described under the associated Spend Type, depending on the expense. For example, if the expense is for printing a leaflet, then it should follow the “Print: Leaflet” requirements; if the expense is for an in-store display, then it should follow the “Point of Sale Material” requirements

ACTIVITY TYPE DEFINITION AND POP

Spend Types						
	Out of Home	Broadcast	Event	Training	Sponsorship	Marketing Membership
ACTIVITY TYPE *	Outdoor Canvassing	Infomercial (Home Shopping Network)	Roadshow	In-Person Training / Education	Sponsorship	Marketing Membership
	Billboard / Digital or Transit Signage	Television	Marketing Promotional Opportunity (MPO)	Video Training		
		Radio / Podcast	Tradeshow	Webinar		
			Virtual Event	Online Training		

* The Activity Type is described under the associated Spend Type, depending on the expense. For example, if the expense is for printing a leaflet, then it should follow the “Print: Leaflet” requirements; if the expense is for an in-store display, then it should follow the “Point of Sale Material” requirements

ACTIVITY TYPE DEFINITION AND POP – DIGITAL (1/5)

	App Ad	Text Message	In Game / Pop-Up Ad	Blind Network Ad	Targeted Network Ad
DEFINITION	A digital advertisement on a software application that runs on a smartphone or other portable digital device	An electronic communication sent and received by cellular phone	A type of window that appears on top of (over) the browser window of a website that a user has visited; pop-ups are generally new web browser windows to display advertisements, superimposed on the web page	Ad network that does not let advertisers know where (or on which publishers' websites) their ads are displayed	A form of targeted advertising in which the content of an ad is in direct correlation to the content of the web page the user is viewing
POP	<p><u>Desktop version</u> <u>Option 1</u> 1) Screenshot of ad with URL and date visible 2) Start and end dates of ad OR <u>Option 2</u> 1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer 2) Final Ad creative that was produced or screenshot showing ad</p> <p><u>Mobile version</u> <u>Option 1</u> 1) Screenshot of ad with date visible 2) Start and end dates of ad OR <u>Option 2</u> 1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer 2) Final Ad creative that was produced or screenshot showing ad</p>				

ACTIVITY TYPE DEFINITION AND POP - DIGITAL (2/5)

	Contextual Link	Web Banner	Website
DEFINITION	An affiliate link embedded in relevant Website text content that directs the user to a landing page with additional information	A graphic image used on Websites to advertise a product or service, intended to attract traffic to a Website by linking to the Website of the advertiser	A page on the Internet dedicated to a specific advertised product or brand on the Web
POP	<ol style="list-style-type: none"> 1) Screenshot of online media showing URL and date (date must be visible within screenshot) 2) Duration of ad (start and end dates) 3) A screenshot of corresponding landing pages showing URL (date must be visible within screenshot) 	<p><u>Option 1</u></p> <ol style="list-style-type: none"> 1) Screenshot of ad with URL and date visible 2) Start and end dates of ad <p>OR</p> <p><u>Option 2*</u></p> <ol style="list-style-type: none"> 1) Final creative of ad 2) Ad tracking performance report from system / third party activity executor showing the ad information that can correlate to the final creative, activity start and end dates, and performance metrics provided by partner / customer <p><u>Multiple placements of same ad:</u></p> <p><u>Option 1</u></p> <ol style="list-style-type: none"> 1) One screenshot of ad with URL and date visible 2) Media schedule (name of websites and dates) <p>OR</p> <p><u>Option 2*</u></p> <ol style="list-style-type: none"> 1) Final creative of ad 2) Media schedule (name of websites and dates) 3) Ad tracking performance report from system / third party activity executor showing the ad information that can correlate to the final creative, activity start and end date, and performance metrics provided by partner / customer <p>* If Option 2 is selected, third party invoice is the only acceptable proof of cost for FMV assessment, unless otherwise agreed</p>	<ol style="list-style-type: none"> 1) Screenshot of ad with URL and date visible 2) Start and end dates of ad <p><u>Multiple placements of same ad:</u></p> <ol style="list-style-type: none"> 1) One screenshot of ad with URL and date visible 2) Media schedule (name of websites and dates)

ACTIVITY TYPE DEFINITION AND POP - DIGITAL (3/5)

	SEM Word Search	Email Blast / E - Newsletter
DEFINITION	A form of Internet marketing seeking to promote websites by increasing their visibility in search engine result pages through the use of search engine optimization, paid placement, contextual advertising, and paid inclusion	A regularly distributed electronic publication generally about one main topic that is of interest to its subscribers
POP	<p><u>Option 1</u> 1) Screenshot of the word search and result with URL and date visible 2) Start and end date <u>If no AMD marketing benefit is present in:</u> Screenshot of the landing page with URL and date visible OR <u>Option 2</u> 1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end date provided by partner / customer <u>If no AMD marketing benefit is present:</u> A screenshot of the landing page with URL and date visible (Landing page link must be visible in the ad tracking performance report)</p>	<p><u>Option 1</u> Copy of each non-editable original entire e-communication sent showing date and subject (e.g., a copy of the sent-out email as attachment) For email blast that does not contain ads, additional screenshot that shows ads accessible from the link on the email blast is required with URL and date OR <u>Option 2</u> 1) Screenshot of the entire e-communication with URL / Final creative or template of entire e-communication 2) Ad tracking performance report from system / third party activity executor, showing number of e-communication sent and date provided by partner / customer</p>

ACTIVITY TYPE DEFINITION AND POP - DIGITAL (4/5)

	Newspaper	Magazine	Catalog	Retail Circular
DEFINITION	Ad placed in an online publication (usually issued daily or weekly) containing news, feature articles, advertisements, and correspondence	Ad placed in a periodical publication containing articles and illustrations, typically covering a particular subject	A document that lists products and product descriptions, and can be ordered from	A multi-page advertisement from a specific retail store intended for wide distribution, usually published on a specific cadence (e.g., weekly)
POP	Screenshot of entire page showing ad with URL, publication date and name visible		Screenshot of entire page showing ad with URL, name and catalog / retail circular published date / promotion validity period visible; if name or date is not available on screenshot, then the cover must be provided showing name of the catalog or retail circular and date	

ACTIVITY TYPE DEFINITION AND POP - DIGITAL (5/5)

	Brochure	Datasheet	Product Brief / Whitepaper
DEFINITION	A small e-book or e-magazine containing pictures and information about a product or service	A one or two page document of detailed information about a product, usually containing product specifications	An authoritative report or guide that often addresses issues and how to solve them, frequently used to educate readers and help people make decisions
POP	1) Screenshot of the online media with URL and date published / copy of each original e-communication sent showing date and subject 2) A copy of the online material		

ACTIVITY TYPE DEFINITION AND POP – SOCIAL MEDIA

	Sponsored / Paid Social Media	Organic Social Media / Livestream / Influencer Post
DEFINITION	A form of targeted advertising in which the content of an ad is in direct correlation to the content of the web page the user is viewing	The social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks
POP	<p><u>Desktop version</u> <u>Option 1</u> 1) Screenshot of ad with URL and date visible 2) Start and end dates of ad OR <u>Option 2</u> 1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer 2) Final Ad creative that was produced or screenshot showing ad</p> <p><u>Mobile version</u> <u>Option 1</u> 1) Screenshot of ad with date visible 2) Start and end dates of ad OR <u>Option 2</u> 1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer 2) Final Ad creative that was produced or screenshot showing ad</p>	<p><u>Desktop version</u> <u>Option 1</u> Screenshot of online media showing URL / address bar and date (date must be visible within screenshot) OR <u>Option 2</u> 1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer 2) Final Ad creative that was produced or screenshot showing ad</p> <p><u>Mobile version</u> <u>Option 1</u> Screenshot of online media showing date (date must be visible within screenshot) OR <u>Option 2</u> 1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer 2) Final Ad creative that was produced or screenshot showing ad</p>

ACTIVITY TYPE DEFINITION AND POP - PRINT (1/2)

	Newspaper	Magazine	Catalog	Retail Circular	Direct Mail
DEFINITION	Ad placed in a printed publication (usually issued daily or weekly) consisting of folded, unstapled sheets and containing news, feature articles, advertisements, and correspondence	Ad placed in a periodical publication containing articles and illustrations, typically covering a particular subject	A document that lists products and product descriptions, and can be ordered from	A multi-page advertisement from a specific retail store intended for wide distribution, usually printed on a specific cadence (e.g., weekly)	Unsolicited advertising sent to prospective customers through postal (physical) mail
POP	<p>Image of actual, entire colorized printed page showing ad, with name and date visible on the image; if name or date is not available on image, then the cover must be provided showing name and date</p> <p><u>Multiple magazine / newspaper publications of the same ad:</u></p> <p>1) One image of actual, entire colorized printed page showing ad, with name and date visible on the image; if name or date is not available on the image, then the cover must be provided showing name and date</p> <p>2) Media schedule (should have publication / magazine name and date)</p>		Image of actual, entire colorized printed page showing ad, with name of catalog or retail circular and date visible on the image; if name or date is not available on image, then the cover must be provided showing name of the catalog or retail circular and date		<p>1) Image of actual printed media showing ad</p> <p>2) Number of pieces mailed provided by partner / customer</p> <p>3) Total number of pages provided by partner / customer</p>

ACTIVITY TYPE DEFINITION AND POP - PRINT (2/2)

	Poster / Banner	Brochure	Datasheet	Product Brief / Whitepaper	Leaflet / Flyer / Insert
DEFINITION	A printed picture, notice, or advertisement displayed in a public place	A small folded book or magazine containing pictures and information about a product or service	A one or two-page document of detailed information about a product, usually containing product specifications	An authoritative report or guide that often addresses issues and how to solve them, often used to educate readers and help people make decisions	An advertisement (usually printed on a page) intended for wide distribution
POP	1) Image of actual printed item 2) Details on number of copies / circulation provided by partner / customer				

ACTIVITY TYPE DEFINITION AND POP – MARKETING ADVOCATE

	Retail Promoter	AMD Marketing Advocates
DEFINITION	Personnel in a retail setting dedicated to marketing a product at the location the product is being sold	A person who publicly supports, trains, or recommends AMD products and the brand, and sits at the customer location
POP	<ul style="list-style-type: none"> 1) A photo of one of the promoters in-store (or at location of sale); a group photo of promoters at same in-store location is acceptable 2) Total number of promoters, duration of promotion (start and end dates) at each in-store location (store name and location) provided by partner / customer 	<ul style="list-style-type: none"> 1) Total number of employees hired and position provided by partner / customer 2) Employee's job description provided by partner / customer 3) Confirmation from AMD noting marketing advocate services provided and the specific execution period

ACTIVITY TYPE DEFINITION AND POP - IN-STORE MERCHANDISING

	Point of Sale Material	Retail Placement
DEFINITION	Material or displays to advertise a product where it is being sold	The purchase of specific location in the retail store (e.g., location to place the end-cap) which offers better exposure of the product to end-customers
POP	<p>An in-store photo of each produced item</p> <p><u>If a video is being produced to be played in the store:</u> A copy of the video and a picture of the video being played in the store</p>	<p>1) Photo of actual AMD product in-store</p> <p>2) Number of stores and duration of placement provided by partner / customer</p>

ACTIVITY TYPE DEFINITION AND POP - LEAD GENERATION

	Call Center / Telemarketing	Lead Purchase
DEFINITION	The marketing of goods by means of telephone calls, typically unsolicited, to potential customers	The purchase of the identity of a person or entity potentially interested in purchasing a product or service, representing the first stage of a sales process
POP	<ol style="list-style-type: none"> 1) Published telemarketing script that is focused on AMD 2) Telemarketing response performance report, including performance metrics, number of calls and start and end dates provided by partner / customer 	<ol style="list-style-type: none"> 1) Total number of leads purchased and lead purchase date 2) Explanation of marketing usage for lead purchase information provided by partner / customer (to show AMD benefit) 3) Lead gen response performance report from third party activity executor, including performance metrics provided by partner / customer

ACTIVITY TYPE DEFINITION AND POP - GIVEAWAYS

Giveaways	
DEFINITION	<p>AMD hardware or an AMD branded item* produced for distribution to individuals to increase their interest in a company / product</p> <p>*Branded item must have permanent AMD branding (logo) on the giveaway item. For physical items, AMD logo must be printed onto the item. Temporary branding such as stickers, pins and other attached branding will not be accepted</p>
POP	<p><u>Applicable to voucher or gift code</u></p> <ol style="list-style-type: none"> 1) Distribution list showing voucher name, value and total number of giveaway items provided by partner / customer* 2) A photo of promotion showing AMD benefit 3) Explanation from partner / customer of who the item was distributed to and how the recipients were selected* <p><u>Others</u></p> <ol style="list-style-type: none"> 1) A photo of giveaway to show one item of each final produced item (creative will not be accepted) 2) Explanation from partner / customer of who the item was distributed to and how the recipients were selected* 3) Total number of giveaway items provided by partner / customer <p>* Note: Do not include Personally Identifiable Information (“PII”)</p>

ACTIVITY TYPE DEFINITION AND POP - CREATIVE SERVICES

Creative Services	
DEFINITION	A subsector of the creative industry, offering creativity for hire, such as writing, designing, and production
POP	Entire final creative that was produced

ACTIVITY TYPE DEFINITION AND POP – PUBLIC RELATIONS

	Paid Review / Research / Analyst Relations	Public Relations / Press Release
DEFINITION	An online or printed review of an AMD product in exchange for monetary compensation	An official statement issued to the press giving information on a particular subject (product)
POP	<p><u>Non-editable original copy of published review in the form of:</u></p> <ol style="list-style-type: none"> 1) Online review - Screenshot of online media showing URL / address bar and publish date 2) Printed review - Image of actual printed media with publish date; if date is not available on image, then cover must be provided showing name and date 3) Video review: <ol style="list-style-type: none"> a) Screenshot of online media showing URL / address bar and publish date b) A copy of the video <p><u>If video review is only available on mobile app:</u> A screen recording of the video review on the app</p>	<p>Copy of public relations notification (e.g., email, screenshot of web page, image of public relations related article with date visible, etc.)</p> <p><u>If a product launch event:</u></p> <ol style="list-style-type: none"> 1) Image of the press release 2) One of the following: <ol style="list-style-type: none"> a) Photo(s) of product launch event b) Presentation Materials c) Collateral Materials (e.g., handout or takeaway material)

ACTIVITY TYPE DEFINITION AND POP – PRODUCT BENCHMARKING / TESTING

Product Benchmarking / Testing	
DEFINITION	The process of evaluating a product by comparison with a standard (competitor product), then publishing the findings
POP	Non-editable final report including test results and report date provided by partner / customer

ACTIVITY TYPE DEFINITION AND POP - SEED / DEMO UNITS

	Demo Units	Seed Units
DEFINITION	A physical AMD product or implementation or use of an AMD product in a virtual (cloud) environment that is demonstrated to a potential customer in an attempt to gain their interest in later purchasing additional units of AMD product	A physical AMD product or implementation or use of an AMD product in a virtual (cloud) environment shared with a potential customer in an attempt to gain their interest in later purchasing additional units of AMD product
POP	<p>1) Total number of units and specifications of each unit (model name / model # / processor / graphics / memory, etc.) provided by partner / customer</p> <p>2) Explanation of marketing usage for units (seed / evaluation unit, event, in-store demo, etc.) provided by partner / customer</p> <p>3) For (i) each unit (for submission of five or fewer units), or (ii&iii) at least 10% of the total units or five, whichever is greater (for submissions of more than five units) *, one of the five items below must be provided:</p> <ul style="list-style-type: none"> a) Proof of shipment to unit recipient (e.g., shipping document / delivery note) b) Confirmation from unit recipient confirming number of units received c) Photo of unit in use (event / training / in-store unit only) must show AMD benefit d) Screenshot of article / review with URL (must show AMD benefit) e) Performance report from system including the model unit name, performance metrics, activity start and end date provided by partner / customer <p>*For example:</p> <ul style="list-style-type: none"> i) If total unit is 3, one of the options above must be provided for all 3 units ii) If total unit is 10, one of the options above must be provided for at least 5 units iii) If total unit is 100, one of the options above must be provided for at least 10 units (10%) 	

ACTIVITY TYPE DEFINITION AND POP - OUT OF HOME

	Outdoor Canvassing	Billboard / Digital or Transit Signage
DEFINITION	An individual who works in public places or shopping areas to inform the general public about specific products	A large outdoor board for displaying advertisements
POP	<ul style="list-style-type: none"> 1) Collateral Material handed out 2) Details on location of canvassing, # of people canvassing, and # of hours worked provided by partner / customer 	<ul style="list-style-type: none"> 1) Photo of outdoor media 2) Media schedule (must have location name and date)

ACTIVITY TYPE DEFINITION AND POP - BROADCAST

	Infomercial (Home Shopping Network)	Television	Radio	Podcast
DEFINITION	An infomercial is a form of television commercial that generally includes a phone number or website for viewer to purchase the product	A broadcast via television for public or general consumption	A broadcast via radio	A broadcast via podcast
POP	<p>Digital copy of the broadcast advertisement; AMD logo must be visible on screen and AMD name must be mentioned in the broadcast</p> <p>Multiple broadcasts:</p> <ol style="list-style-type: none"> 1) One copy of the ad 2) Media schedule (must contain air dates and channel / radio station) provided by partner / customer 	<ol style="list-style-type: none"> 1) Digital copy of the broadcast advertisement 2) Media schedule (must contain air dates and channel / radio station / podcast name) 		

ACTIVITY TYPE DEFINITION AND POP - EVENT (1/2)

	Roadshows	Marketing Promotional Opportunity (MPO)	Tradeshow
DEFINITION	The same presentation held in multiple locations; usually informal and held outdoors	An activity or event that is typically hosted at larger industry tradeshows and includes sponsoring and/or hosting activities such as a customer happy hour, a cocktail reception, or a networking reception with drinks and food	An exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products and services, study activities of rivals, and examine recent market trends and opportunities
POP	1) Photo(s) of event underway (must show visitors / guests / promoter) with AMD benefit (e.g., banner / booth / backdrop with AMD logo) 2) List of locations and dates		

ACTIVITY TYPE DEFINITION AND POP - EVENT (2/2)

Virtual Event	
DEFINITION	Virtual events can offer a number of ways for participants to connect and communicate, the most common being a webcast, which would include live presentations or pre-recorded videos with presenters available for questions and answers at the end of the session
POP	<p>ONE piece of proof for EACH GROUP below:</p> <p><u>Group A</u></p> <ol style="list-style-type: none"> 1) Total number of attendees, website / online platform name and date information provided by partner / customer 2) Screenshot of registration website showing URL 3) Invitation or copy of original entire internal email invite showing date and subject information <p><u>Group B</u> (must show AMD benefit)</p> <ol style="list-style-type: none"> 1) Screenshot of online event underway 2) Presentation Materials <p><u>Multiple Events:</u></p> <ol style="list-style-type: none"> 1) One item from Group A above 2) One item from Group B above 3) List of website names and dates

ACTIVITY TYPE DEFINITION AND POP - TRAINING (1/2)

	In-Person Training / Education	Video Training
DEFINITION	The action of teaching a particular skill, type of behavior, or information about a product in physical environment	Recorded video for purpose of providing training that can be repeatedly watched and uploaded at any site
POP	<p>ONE piece of proof for EACH GROUP below:</p> <p>Group A</p> <ol style="list-style-type: none"> 1) Total number of attendees, event location and date information provided by partner / customer 2) Screenshot of registration / event website showing URL 3) Invitation or copy of original entire internal email invite showing date and subject information <p>Group B (must show AMD benefit)</p> <ol style="list-style-type: none"> 1) Photo(s) of training underway (must show attendee / trainer) 2) Presentation Materials 3) Collateral Materials (e.g., handout or takeaway material) <p>Multiple Events:</p> <ol style="list-style-type: none"> 1) One item from Group A above 2) One item from Group B above 3) List of locations and dates 	A digital copy of the training

ACTIVITY TYPE DEFINITION AND POP - TRAINING (2/2)

	Webinar	Online Training
DEFINITION	A service that allows data streams of text-based messages, voice and video chat to be shared simultaneously, across geographically dispersed locations	<ol style="list-style-type: none"> 1) Web-based training allowing for self-directed / self-paced, any-time instruction delivered over the Internet or an intranet 2) Online training is the action of teaching a particular skill, type of behavior, or information about a product over the internet via a computer, smartphone, or other device
POP	<p>ONE piece of proof for EACH GROUP below:</p> <p>Group A</p> <ol style="list-style-type: none"> 1) Total number of attendees, website / online platform name and date information provided by partner / customer 2) Screenshot of registration website showing URL 3) Invitation or copy of original entire internal email invite showing date and subject information <p>Group B (must show AMD benefit)</p> <ol style="list-style-type: none"> 1) Screenshot of online event underway 2) Screenshot showing availability of training programs with URL 3) Presentation Materials <p>Multiple Events:</p> <ol style="list-style-type: none"> 1) One item from Group A above 2) One item from Group B above 3) List of website names and dates 	

ACTIVITY TYPE DEFINITION AND POP - SPONSORSHIP

Sponsorship	
DEFINITION	<p>Support of an activity financially or through the provision of products or services. A sponsor is the individual or group that provides the support, similar to a benefactor</p> <p>Sponsorship activity type should only be used when there is an official document (sponsorship form, sponsorship brochure / prospectus, sponsorship letter and sponsorship agreement) if third party invoice or rate card are not provided</p>
POP	<ol style="list-style-type: none"> 1) Appropriate proof of performance listed in POP Guidelines for activity executed 2) Sponsorship Agreement signed by an authorized AMD employee as per applicable AMD policy 3) Sponsorship Agreement or non AMD specific official document (e.g., sponsorship form, sponsorship brochure / prospectus, sponsorship letter, etc.) showing benefits, date, location and total cost

ACTIVITY TYPE DEFINITION AND POP – MARKETING MEMBERSHIP

Marketing Membership	
DEFINITION	Membership organizations that are engaged in and supports the business interests of their members that are typically paid to access exclusive insights, data, prospects and other events related to marketing
POP	1) Membership agreement signed by authorized AMD employee 2) Membership agreement or non-AMD customized official document (e.g., membership form, membership brochure / prospectus, etc.) showing AMD benefit, date and total membership subscription fee



PROOF OF COST GUIDELINES

PROOF OF COST

1. Documents that are accepted as proof of cost:

- a. Rate card (generally acceptable unless stated otherwise in program document)
 - i. Standard rates charged by the customer / partner for each activity with a measurable unit (for example, cost per page for ads)
 - ii. It is the rate that the customer / partner charges anyone who is doing business with that customer or partner
- b. Third party invoice / official receipt
 - i. Third party invoice is a commercial document billed to customer / partner for Marketing Activities being claimed
 - ii. An official receipt is a written acknowledgment that a specified article or payment has been received
- c. Ad tracking performance report (generally acceptable if agreed by AMD)
 - i. Ad tracking performance report is a document or analysis that provides insights into the effectiveness of advertising campaigns
 - ii. It typically includes activity cost, metrics such as impressions, conversion rates, engagement, cost per click (CPC), cost per mille (CPM), and other key performance indicators (KPIs) for the period executed

THIRD PARTY INVOICES

- 1. A third party invoice or receipt that is submitted to AMD as proof of cost must meet the “Invoice Requirements” set forth in these Guidelines**
- 2. Third party invoice must be provided in non-editable format**
- 3. The bill-to party in a third party invoice must be the partner / customer AMD is reimbursing**
- 4. Any items / charges not related to AMD Marketing Activities must be clearly identified in the Claim submission, and will not be reimbursed**
- 5. Reasonable gratuities are allowable for meal expense only. Gratuities cannot exceed 20% of the total bill**
- 6. If a third party invoice cannot be reconciled with the Marketing Activity being reimbursed, further clarification must be provided to support the requested reimbursement amount**

THIRD PARTY INVOICES - EXAMPLE

Claim reimbursement from payee CDE Company:

ABC COMPANY
123, Sample Street, 90210 Example Town

INVOICE # 12345ABC

To: CDE Company
10, Cloverfield Lane,
New Orleans,
Louisiana, USA

Date: 10/26/2017
PO#3100012345

Items	Description	Q-ty	Unit Price \$	Amount US\$
1	Marketing Activity #1	1	XX,XXX.XX	XX,XXX.XX

Beneficiary: ABC Company

Unique invoice reference

Bill-to payee that is requesting reimbursement from AMD

Description of item(s) being charged

Third party issuer: Bill from

Invoice Date

List of price(s) for each item / activity

Total amount charged

OFFICIAL RECEIPT - EXAMPLE

Claim reimbursement from payee CDE Company:

List of price(s) for each item / activity

Bill-to payee that is requesting reimbursement from AMD

Third party issuer: Bill from

Unique Official Receipt reference

Official Receipt Date

Total amount charged

Description of item(s) being charged


IN SETTLEMENT OF THE FOLLOWING		
Invoice No.	Amount	
Total Sales (VAT Inclusive)	xx,xxx	.xx
Less: VAT	(xx,xxx)	.xx
Total	xx,xxx	.xx
Less: SC/PWD Discount		
Total Due	xx,xxx	.xx
Less: Withholding Tax		
Amount Due	xx,xxx	.xx
VATable Sales		
VAT-Exempt Sales		
VAT Zero Rated Sales		
VAT Amount		
Total Sales	xx,xxx	.xx

FORM OF PAYMENT	
<input checked="" type="checkbox"/> Cash	<input type="checkbox"/> Check <input type="checkbox"/> Card
Check No.	
Bank	

ABC BISTRO
1, Sample Street
90210 Example Town

OFFICIAL RECEIPT

RECEIVED from CDE Company
address at 4, Privet Drive, 90210 Berkshire engaged in the
business style of Marketing and advertising, the sum of
xx,xxx Dollars and xx Cents Only
(xx,xxx.xx) in partial/full payment for Marketing Activity #1 and Marketing Activity #2

Senior Citizen TIN: _____
OSCA/PWD ID No. _____ Signature: _____
By: 
Cashier/Authorized Representative

Date 10/26/2017

No: **123456ABC**

Printers Accreditation No.: 041MP2014000

THIS OFFICIAL RECEIPT SHALL BE VALID FOR FIVE (5) YEARS FROM THE DATE OF ATP

AD TRACKING PERFORMANCE REPORT

- 1. Ad tracking performance report submitted to AMD must be generated from system or provided from third party activity executor**
- 2. Ad tracking performance report must be comprehensive and contain description, date(s), performance metrics and cost that correlate to the Marketing Activities executed**
- 3. If ad tracking performance report is exported from system, screenshot of source of ad tracking performance report showing start and end date, campaign name, and cost that can be correlated to the exported report must be additionally provided**

AD TRACKING PERFORMANCE REPORT- EXAMPLE

Ad tracking performance report generated from the system:

Activity cost

Description of activity executed

Start and end date

Performance metrics

Campaign: SP_AMD OEM_Laptop & Gaming_Branded & Generic_Manual 2a2e99

Status: Ended | Type: Sponsored Products - Manual targeting | Country: United States | Schedule: Apr 28, 2023 - Jun 30, 2023 | Budget: \$600.00 - Daily

Summary Metrics:

- Spend: USD \$xx,xxx.xx
- Sales: \$ xx,xxx.xx
- ROAS: X.XX AVERAGE
- Impressions: x,xxx,xxx TOTAL
- CTR: X.XX % AVERAGE

Chart Data (Example):

Date	Sales	ROAS
6/1/2023	0	0
6/2/2023	4.5k	3.0
6/3/2023	2.5k	2.0
6/4/2023	3.0k	2.5
6/5/2023	1.5k	1.5
6/6/2023	4.0k	3.0
6/7/2023	0	0
6/8/2023	1.5k	2.0
6/9/2023	1.0k	1.5
6/10/2023	1.5k	2.0
6/11/2023	3.5k	2.5
6/12/2023	2.0k	1.5
6/13/2023	2.0k	1.5
6/14/2023	1.0k	1.0
6/15/2023	3.0k	2.0
6/16/2023	5.0k	3.5
6/17/2023	3.0k	2.0
6/18/2023	3.0k	2.0
6/19/2023	5.0k	3.5
6/20/2023	2.0k	1.5
6/21/2023	4.0k	3.0
6/22/2023	1.5k	1.0
6/23/2023	2.5k	2.0
6/24/2023	1.5k	1.0
6/25/2023	1.5k	1.0
6/26/2023	2.0k	1.5
6/27/2023	2.0k	1.5
6/28/2023	0	0
6/29/2023	1.0k	1.0
6/30/2023	0	0

Table: Ad Groups

Active	Ad group	Status	Total targets	Products	Spend	Orders	Sales	ROAS
Total: 4								
<input type="checkbox"/>	AMD Marketing Activity #1	Ended Details	XX	X	\$ x,xxx.xx	xxx	\$ xx,xxx.xx	x.xx
<input type="checkbox"/>	AMD Marketing Activity #2	Ended Details	XX	X	\$ x,xxx.xx	xxx	\$ xx,xxx.xx	x.xx
<input type="checkbox"/>	AMD Marketing Activity #3	Ended Details	XX	X	\$ x,xxx.xx	xxx	\$ xx,xxx.xx	x.xx
<input type="checkbox"/>	AMD Marketing Activity #4	Ended Details	XX	X	\$ x,xxx.xx	xxx	\$ xx,xxx.xx	x.xx



FREQUENTLY ASKED QUESTIONS (FAQ)

FAQ

Q – Where should I refer if I have AMD branding related questions?

A – Please refer to the AMD Brand Guidelines (<https://library.amd.com/guidelines/guide/8ef0efa9-9c0e-4a68-ae4b-41e3340fda32>) or contact Brand.Team@amd.com for further guidance