



# 2025 MFP Guidelines Update

December 2024

# AGENDA

---

## CHANGES

---

Spend Type Naming	<a href="#"><u>Slide 4</u></a>
Activity Type Naming	<a href="#"><u>Slide 5</u></a>
Activity Definition	<a href="#"><u>Slide 9</u></a>
Proof of Performance Documentation	<a href="#"><u>Slide 17</u></a>

---

# CHANGES

To the Guidelines



# CHANGES TO 2025 POP GUIDELINES

## Spend Type Naming

2024 Guideline	2025 Guideline
1.0 Digital	1.0 Online Display Campaign
	2.0 Online Search Campaign
	3.0 Online Publication Campaign
	4.0 Email Marketing Campaign
2.0 Social Media	5.0 Online Social Campaign
3.0 Print	6.0 Print Publication Campaign
4.0 Marketing Advocate	7.0 AMD Advocate Programs
5.0 In-Store Merchandising	8.0 In-Store Campaign
6.0 Lead Generation	9.0 Purchase of Leads
	10.0 Lead Generation Campaign
7.0 Giveaways	11.0 Purchase of Branded Materials
8.0 Creative Services	12.0 Creative Services
9.0 Public Relations	13.0 Public Relations Campaign
10.0 Product Benchmarking / Testing	
11.0 Seed/Demo Units	14.0 Purchase of Hardware / Virtual Unit
	15.0 Product Testing / Proof of Concept Program
12.0 Out of Home	16.0 Outdoor Media Campaign
13.0 Broadcast	17.0 Broadcast Media Campaign
14.0 Event	18.0 Event: In-Person
	19.0 Event: Virtual
15.0 Training	20.0 Training: In-Person
	21.0 Training: Virtual
16.0 Sponsorship	22.0 Sponsorship Agreement
17.0 Marketing Membership	23.0 Marketing Membership



# CHANGES TO 2025 POP GUIDELINES

## Activity Type Naming

2024 Guideline		2025 Guideline	
Spend Type	Activity Type	Spend Type	Activity Type
Digital	App Ad	Online Display Campaign	In-App Ad
	In-Game / Pop-Up Ad		<del>In-Game</del> / Pop-up Ad
	Blind Network / Targeted Network Ad		Targeted / Blind Network Banner Ad
	Text Message		Text Message
	Web Banner		Web Banner
	Website		Online Product Placement
			Website / Landing Page
	SEM Word Search	Online Search Campaign	On-Site Search
			Off-Site Search
	E-Mail Blast / E-Newsletter	Email Marketing Campaign	Dedicated email newsletter
			Section or ad within email newsletter
	Newspaper	Online Publication Campaign	E-Newspaper / Magazine
	Magazine		
	Catalog		E-Catalog / Retail Circular
	Retail Circular		
	Brochure / Datasheet		E-Leaflet / Brochure / Datasheet / Whitepaper
	Product Brief / Whitepaper		
	Contextual Link		Contextual Link



# CHANGES TO 2025 POP GUIDELINES

## Activity Type Naming

2024 Guideline		2025 Guideline	
Spend Type	Activity Type	Spend Type	Activity Type
Social Media	Sponsored / Paid Social Media	Online Social Campaign	Paid Social Post
	Organic Social Media / Livestream / Influencer Post		Organic Social Post
			Livestream / Influencer Post
Print	Newspaper	Print Publication Campaign	Ad in Newspaper / Magazine
	Magazine		
	Catalog		Catalog / Retail Circular / Flyer / Insert
	Retail Circular		
	Direct Mail		Direct Mail
	Leaflet / Flyer / Insert	Purchase of Branded Materials	Poster / Banner
	Poster / Banner		
	Brochure / Datasheet		Brochure / Datasheet / Whitepaper
	Product Brief / Whitepaper		
Giveaways	Giveaways		Branded Giveaways
Marketing Advocate	AMD Marketing Advocates	AMD Advocate Programs	AMD Marketing Advocate
	Retail Promoter		AMD Trainers / Promoters
	-		AMD Sales Advocate
In-Store Merchandising	Point of Sale Material	In-Store Campaign	Placement of Point of Sale Materials
	Retail Placement		Instore Product Placement



# CHANGES TO 2025 POP GUIDELINES

## Activity Type Naming

2024 Guideline		2025 Guideline	
Spend Type	Activity Type	Spend Type	Activity Type
Lead Generation	Call Center / Telemarketing	Lead Generation Campaign	Lead Gen - Telemarketing
	-		Lead Gen - Direct Mail / Email Blast
	Lead Purchase	Purchase of Leads	Lead Purchase
Creative Services	Creative Services	Creative Services	Creative Services
	-		Copywriting
	-		Translation / Localization
Public Relations	Paid Review / Research / Analyst Relations	Public Relations Campaign	Paid Review / <del>Article/Research</del> / Analyst Relations
	Public Relations / Press Release		<del>Public Relations</del> / Press Release
Product Benchmarking / Testing	Product Benchmarking / Testing		Product Benchmarking / Testing
Seed / Demo Units	Demo Units	Purchase of Hardware / Virtual Unit	Demo Units
	Seed Units		Seed Units
-	-		Virtual Units
-	-	Product Testing / Proof of Concept Program	Seed / Demo Unit Testing Program
-	-		Virtual Demo Unit Testing Program



# CHANGES TO 2025 POP GUIDELINES

## Activity Type Naming

2024 Guideline		2025 Guideline	
Spend Type	Activity Type	Spend Type	Activity Type
Out of Home	Outdoor Canvassing	Outdoor Media Campaign	<del>Outdoor Canvassing</del>
	Billboard / Digital or Transit Signage		Billboard or Digital Signage
Broadcast	Infomercial (Home Shopping Network)	Broadcast Media Campaign	Infomercial (Home Shopping Network)
	Television		Television Spot / Video Stream
	Radio / Podcast		Radio Spot / Podcast
Event	Roadshow	Event: In-Person	Roadshow / Round Table Participation
	Marketing Promotional Opportunity (MPO)		Marketing Promotional Opportunity <del>(MPO)</del>
	Tradeshow		Industry Tradeshow Participation
	Virtual Event	Event: Virtual	Virtual Event Participation
Training	In-Person Training / Education	Training: In-Person	In-Person Training <del>/Education</del>
	Video Training	Training: Virtual	Pre-recorded Online Training
	Online Training		Live Webinar / Virtual Training
	Webinar		
Sponsorship	Sponsorship	Sponsorship Agreement	Sponsorship
Marketing Membership	Marketing Membership	Marketing Membership	Membership





# CHANGES TO 2025 POP GUIDELINES

## Activity Definition

Activity Types	2024 Guideline	2025 Guideline
In-App Ad	A digital advertisement on a software application that runs on a smartphone or other portable digital device	Online advertising content (banner or video / audio ad) visible within a mobile app
Pop-up Ad	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	Online advertising content (banner or video / audio ad) visible as a pop-up from a web page
Targeted / Blind Network Banner Ad	Targeted Network Ad: 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 Blind Network Ad: Ad network that does not let advertisers know where (or on which publishers' websites) their ads are displayed	Targeted Network: Online advertising banner served on variety of websites, typically targeting visitors through set of demographic and other criteria Blind Network: Ad network that does not let advertisers know where (or on which publishers' websites) their ads are displayed
Website / Landing Page	A page on the Internet dedicated to a specific advertised product or brand on the Web	Web page dedicated to the product or technology, accessible directly or through a leading banner
Web Banner	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	Online advertising banner located on website. Banner is displayed to all visitors, without targeting
Online Product Placement	-	Product listing placed on etailer / retailer / disty / OEM website in a specific (fixed) position to increase the number of impressions for the listing and not triggered by specific search criteria
Text Message	An electronic communication sent and received by cellular phone	An electronic communication sent and received by cellular phone
On-Site Search	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	Online advertising content available on partner / customer / etailer website triggered through a specific word search, sometimes combined with demographic or other criteria
Off-Site Search		Online advertising content available on third-party websites (e.g., Google) triggered through a specific word search, sometimes combined with demographic or other criteria



# CHANGES TO 2025 POP GUIDELINES

## Activity Definition

Activity Types	2024 Guideline	2025 Guideline
Dedicated email newsletter	A regularly distributed electronic publication generally about one main topic that is of interest to its subscribers	Email communication sent to a defined large number of recipients fully focused on AMD product or technology
Section or ad within email newsletter		Email communication sent to a defined large number of recipients featuring AMD product or technology but also including content from other brands
E-Newspaper / Magazine	Newspaper: Ad placed in an online publication (usually issued daily or weekly)containing news, feature articles, advertisements, and correspondence  Magazine: Ad placed in a periodical publication containing articles and illustrations, typically covering a particular subject	Advertising in an online version of a periodic magazine or newspaper available to view online, in dedicated app or as downloadable content
E-Catalog / Retail Circular	Catalog: A document that lists products and product descriptions, and can be ordered from  Retail Circular: A multi-page advertisement from a specific retail store intended for wide distribution, usually published on a specific cadence (e.g., weekly)	Advertising in an online version of a single-page or multi-page advertising materials from a specific retail / etail / disty outlet available to view online, in dedicated app or as downloadable content
E-Leaflet / Brochure / Datasheet / Whitepaper	Brochure: A small e-book or e-magazine containing pictures and information about a product or service  Datasheet: A one or two page document of detailed information about a product, usually containing product specifications  Product Brief / Whitepaper: An authoritative report or guide that often addresses issues and how to solve them, frequently used to educate readers and help people make decisions	Publication available online for download or viewing online featuring information about AMD products, services or product specifications
Paid Social Post	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	Amplification of the organic or influencer post, through targeted paid social media advertising campaigns or targeted paid post / advertising on social media
Organic Social Post	The social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks	Post on any social media platform, posted on the partner's / retailer / etailer / OEM's own social account
Livestream / Influencer Post		Post on any social media platform, involving the third-party that acts as influencer / brand ambassador for AMD-related products or technology



# CHANGES TO 2025 POP GUIDELINES

## Activity Definition

Activity Types	2024 Guideline	2025 Guideline
Ad in Newspaper / Magazine	Newspaper: Ad placed in a printed publication (usually issued daily or weekly) consisting of folded, unstapled sheets and containing news, feature articles, advertisements, and correspondence  Magazine: Ad placed in a periodical publication containing articles and illustrations, typically covering a particular subject	Advertising in print version of a periodic magazine or a newspaper. Advertising content can be full-page, part-page or multi page
Catalog / Retail Circular / Flyer / Insert	Catalog: A document that lists products and product descriptions, and can be ordered from  Retail Circular: A multi-page advertisement from a specific retail store intended for wide distribution, usually printed on a specific cadence (e.g., weekly)	Advertising in print version of a single-page or multi-page advertising materials from a specific retail / disty outlet
Poster / Banner	A printed picture, notice, or advertisement displayed in a public place	Production, distribution and fulfillment related to large-format printed materials for use at events, meetings, trainings etc.
Brochure / Datasheet / Whitepaper	Brochure: A small folded book or magazine containing pictures and information about a product or service  Datasheet: A one or two-page document of detailed information about a product, usually containing product specifications  Product Brief / Whitepaper: An authoritative report or guide that often addresses issues and how to solve them, often used to educate readers and help people make decisions	Production, distribution and fulfillment related to any form of printed materials featuring information about AMD products, services or product specifications intended to be distributed at events, meetings, trainings etc.



# CHANGES TO 2025 POP GUIDELINES

## Activity Definition

Activity Types	2024 Guideline	2025 Guideline
Branded Giveaways	AMD hardware or an AMD branded item* produced for distribution to individuals to increase their interest in a company / product  *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	Production, distribution and fulfillment related to any form of branded physical promotional items intended to be distributed at events, meetings, trainings etc. Giveaways must have permanent AMD branding; stickers, pins etc. will only be accepted for perishable items
AMD Marketing Advocate	A person who publicly supports, trains, or recommends AMD products and the brand, and sits at the customer location	An individual working at third-party (e.g., agency, distributor, OEM, channel partner etc.) promoting AMD products or contributing to AMD's software ecosystem. These are primarily through marketing related tools or technical training/support. The advocate must not be actively involved in the process of selling and must show a benefit to AMD other than sale of products
AMD Trainers / Promoters	Personnel in a retail setting dedicated to marketing a product at the location the product is being sold	An individual working at a third-party (e.g., agency, distributor, OEM, channel partner etc.) promoting AMD products primarily through tools related to a transfer of knowledge
AMD Sales Advocate	-	An individual working at a third-party (e.g., agency, distributor, OEM, channel partner etc.) promoting AMD products primarily through sales-related tools (e.g., building pipeline). Sales advocate must not be actively involved in the process of selling and must show a benefit to AMD other than the sale of products
Placement of Point of Sale Materials	Material or displays to advertise a product where it is being sold	Placement of specific advertising materials (posters, banners, leaflets, stickers, digital signage, risers etc.) within the store premises, in store window or in immediate vicinity of the store
Instore Product Placement	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	Placement of AMD-based product in a specific location / setup with an aim of gaining additional exposure from the shop floor traffic (e.g., end-cap placement)



# CHANGES TO 2025 POP GUIDELINES

## Activity Definition

Activity Types	2024 Guideline	2025 Guideline
Lead Gen - Telemarketing	The marketing of goods by means of telephone calls, typically unsolicited, to potential customers	Creating leads or marketing of products / services via telephone calls to a specific, targeted database of potential customers
Lead Gen - Direct Mail / Email Blast	-	Creating leads or marketing of products / services via mail or email communication to a specific, targeted database of potential customers
Lead Purchase	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	Purchasing database of targeted contacts and / or access to the database of contacts to be used for lead generation campaigns through targeted mailings or telemarketing activities
Creative Services	A subsector of the creative industry, offering creativity for hire, such as writing, designing, and production	Fees related to creating or modifying of the creative assets for use at events or campaigns. These fees should not include any production costs of physical materials
Copywriting		Fees related to creating a new creative copy for use in other marketing assets or for public relations purposes
Translation / Localization		Fees related to translation, proofreading or adoption of creative assets or creative copy to local or regional needs
Paid Review / Article / Analyst Relations	An online or printed review of an AMD product in exchange for monetary compensation	Document or publication commissioned by AMD or Partner, and focused on a specific product or technology, often including benchmarks and competitive comparisons
Press Release	An official statement issued to the press giving information on a particular subject (product)	Public communication typically used to announce new product, technology or event to be issued to a distribution list primarily for journalists / editors
Product Benchmarking / Testing	The process of evaluating a product by comparison with a standard (competitor product), then publishing the findings	Use of AMD physical or virtual products to assess their performance or features in comparison to a previous-generation or competitive product



# CHANGES TO 2025 POP GUIDELINES

## Activity Definition

Activity Types	2024 Guideline	2025 Guideline
Demo Units	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	Purchase of computer hardware for use at events or as part of the demo pool. Demo units are typically returned to the central pool after each use
Seed Units	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	Purchase of computer hardware for testing with customers or partners with an intent to gain future purchase interest from the customer
Virtual Units	-	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
Seed / Demo Unit Testing Program	-	Coordination and fulfillment services related to operating a seed / demo testing program by a qualified 3rd party. This cost could include purchase of hardware or lease of equipment
Virtual Demo Unit Testing Program	-	Use of AMD product in a virtual (cloud) environment or purchase of cloud testing account from cloud provider which use AMD product in a virtual environment for customer testing or benchmarking purposes. This cost does not include purchase of hardware
Billboard or Digital Signage	A large outdoor board for displaying advertisement	Large-format advertising placed in the public space, either as static or rotating billboard or in digital form as on-screen signage
Infomercial (Home Shopping Network)	An infomercial is a form of television commercial that generally includes a phone number or website for viewer to purchase the product	Advertising on specific shopping-focused television channels or streaming video platforms dedicated to home shopping
Television Spot / Video Stream	A broadcast via television for public or general consumption	Advertising on any video-and-audio medium: traditional television or video streaming platforms



# CHANGES TO 2025 POP GUIDELINES

## Activity Definition

Activity Types	2024 Guideline	2025 Guideline
Radio Spot / Podcast	Radio: A broadcast via radio  Podcast: A broadcast via podcast	Advertising on any audio-only medium: traditional radio, radio stream or podcast
Roadshow / Round Table Participation	The same presentation held in multiple locations; usually informal and held outdoors	Participation in a single event or series of events organized by AMD, Participating Partner, or an industry organization. (e.g., Floor Days / Table Top events / Sales Days etc.)
Marketing Promotional Opportunity	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	Specific marketing opportunity at a larger tradeshow or event. Example of such opportunity might include sponsorship of after-hours event, lunch / dinner sponsorship or hospitality opportunity
Industry Tradeshow Participation	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	Participation in industry tradeshow as a sole exhibitor or co-exhibitor. Industry tradeshow includes many exhibitors and is typically organized by a third-party vendor or organization
Virtual Event Participation	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	Participation in a single or series of virtual events organized by Participating Partner, or an industry organization. Participation typically includes a live stream or pre-recorded presentation, logo presence etc.
In-Person Training	The action of teaching a particular skill, type of behavior, or information about a product in physical environment	In-person meeting with a group of invited individuals with the primary objective of the knowledge transfer related to AMD products or technology  If in-person training includes a live stream component, In-person training should be selected as activity type
Live Webinar / Virtual Training	A service that allows data streams of text-based messages, voice and video chat to be shared simultaneously, across geographically dispersed locations	Virtual / Online live meeting with a group of invited individuals with the primary objective of the knowledge transfer related to AMD products or technology



# CHANGES TO 2025 POP GUIDELINES

## Activity Definition

Activity Types	2024 Guideline	2025 Guideline
Pre-recorded Online Training	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	Pre-recorded learning session available on-demand to invited individuals with the primary objective of the knowledge transfer related to AMD products or technology
Sponsorship	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  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	Contractual obligation to commit funds to a third-party in exchange of assets and services promoting AMD. Sponsorships will typically include sports and e-sports teams, venues, influencers, etc.
Membership	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	Contractual obligation to commit funds to a third-party in exchange of AMD becoming a member in an industry organization, policy group or association to access exclusive insights, data, prospects and other events related to marketing





# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Online Display Campaign	In-App Ad	<b><u>Desktop version</u></b> <b><u>Option 1</u></b> 1) Screenshot of ad with URL and date visible 2) Start and end dates of ad OR <b><u>Option 2</u></b> 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  <b><u>Mobile version</u></b> <b><u>Option 1</u></b> 1) Screenshot of ad with date visible 2) Start and end dates of ad OR <b><u>Option 2</u></b> 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>1. Screenshot of activity taken during execution period showing AMD brand execution with URL and date visible within screenshot. URL is not required if screenshot is taken through app</p> <p>2. Start and end date of the activity execution</p> <p>3. (In case of multiple executions of same ad) Media schedule (names of websites and dates)</p> <p>-OR-</p> <p>1. Creative asset used for execution showing AMD benefit</p> <p>2. Activity performance report from the system or from third-party agency showing information that can correlate to the execution, with start and end date and performance metrics provided</p> <p>3. (In case of multiple executions of same ad) Media schedule (names of websites and dates)</p> <p>Note: Specifically for Web Banner, if creative asset and performance report is selected, third-party invoice is the only acceptable proof of cost for FMV assessment, unless otherwise agreed</p>
	Pop-up Ad		
	Targeted / Blind Network Banner Ad		
	Text Message		
	Website / Landing Page	1) Screenshot of ad with URL and date visible 2) Start and end dates of ad  <b><u>Multiple placements of same ad:</u></b> 1) One screenshot of ad with URL and date visible 2) Media schedule (name of websites and dates)	



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Online Display Campaign	Web Banner	<p><u>Option 1</u></p> <p>1) Screenshot of ad with URL and date visible</p> <p>2) Start and end dates of ad</p> <p>OR</p> <p><u>Option 2 *</u></p> <p>1) Final creative of ad</p> <p>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> <p><b><u>Multiple placements of same ad:</u></b></p> <p><u>Option 1</u></p> <p>1) One screenshot of ad with URL and date visible</p> <p>2) Media schedule (name of websites and dates)</p> <p>OR</p> <p><u>Option 2 *</u></p> <p>1) Final creative of ad</p> <p>2) Media schedule (name of websites and dates)</p> <p>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 dates, and performance metrics provided by partner / customer</p> <p>* If Option 2 is selected, third party invoice is the only acceptable proof of cost for FMV assessment, unless otherwise agreed</p>	<p>1. Screenshot of activity taken during execution period showing AMD brand execution with URL and date visible within screenshot. URL is not required if screenshot is taken through app</p> <p>2. Start and end date of the activity execution</p> <p>3. (In case of multiple executions of same ad) Media schedule (names of websites and dates)</p> <p>-OR-</p> <p>1. Creative asset used for execution showing AMD benefit</p> <p>2. Activity performance report from the system or from third-party agency showing information that can correlate to the execution, with start and end date and performance metrics provided</p> <p>3. (In case of multiple executions of same ad) Media schedule (names of websites and dates)</p> <p>Note: Specifically for Web Banner, if creative asset and performance report is selected, third-party invoice is the only acceptable proof of cost for FMV assessment, unless otherwise agreed</p>
	Online Product Placement	-	



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Online Search Campaign	On-Site Search	<u>Option 1</u> 1) Screenshot of the word search and result with URL and date visible 2) Start and end date <b>If no AMD marketing benefit is present:</b> 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 <b>If no AMD marketing benefit is present:</b> A screenshot of the landing page with URL and date visible (Landing page link must be visible in the ad tracking performance report)	1. Screenshot of the search keyword and search result taken during execution period showing AMD brand execution with URL and date visible within screenshot. URL is not required if screenshot is taken through app 2. Start and end date of the activity execution 3. (If no AMD brand present on search results) Screenshot of landing page with URL and date visible  -OR-  1. Activity performance report from the system or from third-party agency showing information that can correlate to the execution, with start and end date and performance metrics provided 2. (If no AMD brand present on report) Screenshot of the landing page with URL and date visible (Landing page link must be visible in the activity performance report)
	Off-Site Search	-	
Email Marketing Campaign	Dedicated email newsletter	<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	1. Copy of non-editable, original entire email showing date and subject (e.g., copy of sent out email saved as file) 2. (If email does not contain ads) Additional screenshot that shows ads accessible from the link on the email blast is required with URL and date (This is not applicable for dedicated email newsletter)  -OR-  1. Screenshot of the entire newsletter taken online including URL and date within the screenshot or final creative template of entire newsletter 2. Activity performance report from the system or from third-party agency showing information that can correlate to the execution, showing number of recipient and date
	Section or ad within email newsletter	-	



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Online Publication Campaign	E-Newspaper / Magazine	Screenshot of entire page showing ad with URL, publication date and name visible	<div>1. Screenshot of an entire page showing ad with URL, publication date and publication name visible</div> <div>2. (If publication date or publication name not visible) Screenshot of the cover page showing name of the publication and publication date or validity</div> <div>3. (In case of downloadable material) A full copy of the downloadable material</div> <div>4. (In case of multiple executions of same ad) Media schedule (publication website name and date)</div>
	E-Catalog / Retail Circular	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	
	E-Leaflet / Brochure / Datasheet / Whitepaper	<div>1) Screenshot of the online media with URL and date published/ copy of each original e-communication sent showing date and subject</div> <div>2) A copy of the online material</div>	



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Online Social Campaign	Paid Social Post	<p><b><u>Desktop version</u></b></p> <p><b><u>Option 1</u></b></p> <p>1) Screenshot of ad with URL and date visible</p> <p>2) Start and end dates of ad</p> <p>OR</p> <p><b><u>Option 2</u></b></p> <p>1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer</p> <p>2) Final Ad creative that was produced or screenshot showing ad</p> <p><b><u>Mobile version</u></b></p> <p><b><u>Option 1</u></b></p> <p>1) Screenshot of ad with date visible</p> <p>2) Start and end dates of ad</p> <p>OR</p> <p><b><u>Option 2</u></b></p> <p>1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer</p> <p>2) Final Ad creative that was produced or screenshot showing ad</p>	<p>1. Screenshot of activity taken during execution period showing AMD brand execution with URL and date visible within screenshot. URL is not required if screenshot is taken through app</p> <p>2. Start and end date of the activity execution</p> <p>3. (In case of multiple executions of same ad) Media schedule (website name and date)</p> <p>-OR-</p> <p>1. Creative asset used for execution showing AMD benefit</p> <p>2. Activity performance report from the system or from third-party agency showing information that can correlate to the execution, with start and end date and performance metrics provided</p> <p>3. (In case of multiple executions of same ad) Media schedule (website name and date)</p>
	Organic Social Post	<p><b><u>Desktop version</u></b></p> <p><b><u>Option 1</u></b></p> <p>Screenshot of online media showing URL / address bar and date (date must be visible within screenshot)</p> <p>OR</p> <p><b><u>Option 2</u></b></p> <p>1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer</p> <p>2) Final Ad creative that was produced or screenshot showing ad</p> <p><b><u>Mobile version</u></b></p> <p><b><u>Option 1</u></b></p> <p>Screenshot of online media showing date (date must be visible within screenshot)</p> <p>OR</p> <p><b><u>Option 2</u></b></p> <p>1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer</p> <p>2) Final Ad creative that was produced or screenshot showing ad</p>	
	Livestream / Influencer Post	<p><b><u>Desktop version</u></b></p> <p><b><u>Option 1</u></b></p> <p>Screenshot of online media showing URL / address bar and date (date must be visible within screenshot)</p> <p>OR</p> <p><b><u>Option 2</u></b></p> <p>1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer</p> <p>2) Final Ad creative that was produced or screenshot showing ad</p> <p><b><u>Mobile version</u></b></p> <p><b><u>Option 1</u></b></p> <p>Screenshot of online media showing date (date must be visible within screenshot)</p> <p>OR</p> <p><b><u>Option 2</u></b></p> <p>1) Ad tracking performance report from system / third party activity executor, including performance metrics with start and end dates provided by partner / customer</p> <p>2) Final Ad creative that was produced or screenshot showing ad</p>	



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Print Publication Campaign	Ad in Newspaper / Magazine	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 <b>Multiple magazine / newspaper publications of the same ad:</b> 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 2) Media schedule (should have publication / magazine name and date)	1. Scan / Photo or physical copy of entire page showing ad with publication date and publication name visible 2. (If publication date or publication name not visible) Scan / photo or physical copy of the cover page showing name of the publication and publication date or validity 3. (In case of multiple executions of same ad) Media schedule (publication name and date)
	Catalog / Retail Circular / Flyer / Insert	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	
Purchase of Branded Materials	Poster / Banner	1) Image of actual printed item 2) Details on number of copies / circulation provided by partner / customer	1. A photo of produced material to show one item of each final produced item (creative will not be accepted) 2. Explanation of who the item was distributed to and how the recipients were selected * 3. Total number of produced material  <u>Applicable to voucher or gift code</u> 1. Distribution list showing voucher name, value and total number of giveaway items 2. A photo of promotion showing AMD benefit 3. Explanation of who the item was distributed to and how the recipients were selected *  * Note: a. Do not include Personally Identifiable Information ("PII") b. Only required for Branded Giveaways activity
	Brochure / Datasheet / Whitepaper		
	Branded Giveaways	<b>Applicable to voucher or gift code</b> 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 * <b>Others</b> 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  * Note: Do not include Personally Identifiable Information ("PII")	



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
AMD Advocate Programs	AMD Marketing Advocate	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	1. Total number of advocates hired and position(s) held 2. Advocate job description 3. Confirmation from AMD business owner that advocate services have been provided and confirming the execution period
	AMD Trainers / Promoters	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	
	AMD Sales Advocate	-	
In-Store Campaign	Placement of Point of Sale Materials	An in-store photo of each produced item <b>If a video is being produced to be played in the store:</b> A copy of the video and a picture of the video being played in the store	1. Photo of product or material in-store (or at location of sale) In case of multiple products or materials, each product / material to be photographed separately showing AMD benefit 2. Number of stores* 3. Start and end date of placement 4. (If POS material is in digital format) A copy of video / presentation played in-store  *Note: Only required for Instore Product Placement activity
	Instore Product Placement	1) Photo of actual AMD product in-store 2) Number of stores and duration of placement provided by partner / customer	
Lead Generation Campaign	Lead Gen - Telemarketing	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	1. Complete copy of the communication or telemarketing script focused on AMD 2. Response performance report including metrics with (a) number of targeted customers (b) number of qualified leads (c) start and end date of the activity
	Lead Gen - Direct Mail / Email Blast	-	



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Purchase of Leads	Lead Purchase	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	1. Total number of leads purchased 2. Date of the purchase 3. Explanation of marketing use of the purchased leads  Note: Third-party invoice is the only acceptable proof of cost for FMV assessment
Creative Services	Creative Services	Entire final creative that was produced	Entire final creative asset or creative copy that was produced
	Copywriting	-	
	Translation / Localization	-	





# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Public Relations Campaign	Paid Review / Article / Analyst Relations	Non-editable original copy of published review in the form of: 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 - a) Screenshot of online media showing URL / address bar and publish date b) A copy of the video <b><u>If video review is only available on mobile app:</u></b> A screen recording of the video review on the app	1. Copy of the document produced in a non-editable format with execution date 2. (In case of a published document): Screenshot or photo of the published review showing URL and publish date 3. (In case of video review): A copy of the video
	Press Release	Copy of public relation notification (e.g., email, screenshot of web page, image of public relations related article with date visible, etc.) <b>If a product launch event:</b> 1. Image of the press release 2. One of the following: a) Photo(s) of product launch event b) Presentation Materials c) Collateral Materials (e.g., handout or takeaway material)	
	Product Benchmarking / Testing	Non-editable final report including test results and report date provided by partner / customer	



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Purchase of Hardware / Virtual Unit	Demo Units	1) Total number of units and specifications of each unit (model name / model #/ processor/ graphics/ memory, etc.) provided by partner / customer 2) Explanation of marketing usage for units (seed / evaluation unit, event, in-store demo, etc.) provided by partner / customer 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: 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  * For example: 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%)	1. Total number of units purchased 2. Detailed specification of each unit (model number, technical specification) 3. Explanation of marketing use for the units 4. 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 four items below must be provided: 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)  * For example: 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%)
	Seed Units		
	Virtual Units		



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Product Testing / Proof of Concept Program	Seed / Demo Unit Testing Program	-	1. Total number of products used for testing and number of tests conducted 2. Start and end date of the testing program 3. Explanation of marketing benefit of the testing program -OR- Testing report / lease report  Note: Third-party invoice is the only acceptable proof of cost for FMV assessment if the explanation of marketing benefit of the testing program is provided as proof of performance under requirement #3
	Virtual Demo Unit Testing Program	-	
Outdoor Media Campaign	Billboard or Digital Signage	1) Photo of outdoor media 2) Media schedule (must have location name and date)	1. Photo of the material being advertised 2. Media schedule (Details of location(s) and dates / times of outdoor campaign)
Broadcast Media Campaign	Infomercial (Home Shopping Network)	Digital copy of the broadcast advertisement AMD logo must be visible on screen & AMD name must be mentioned in the broadcast <b>Multiple broadcasts:</b> 1) One copy of the ad 2) Media schedule (must contain air dates and channel / radio station) provided by partner / customer	1. Digital copy of the advertisement broadcasted including AMD marketing benefit. For television / video stream / infomercial: AMD benefit must be mentioned in video and or on-screen. For radio: AMD benefit must be mentioned in the broadcast 2. Media schedule with name(s) of media and date(s) / time(s) of broadcast
	Television Spot / Video Stream	1) Digital copy of the broadcast advertisement 2) Media schedule (must contain air dates and channel / radio station / podcast name)	
	Radio Spot / Podcast		



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Event: In-Person	Roadshow / Round Table Participation	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	1. Photo(s) of event underway (must clearly show that event is in progress by including visitors, speakers or promoters) showing AMD marketing benefit (e.g., banner / booth / backdrop with AMD logo) 2. List of location(s) and date(s)
	Marketing Promotional Opportunity		
	Industry Tradeshow Participation		
Event: Virtual	Virtual Event Participation	ONE piece of proof for EACH GROUP below: <u>Group A</u> 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 <u>Group B (must show AMD benefit)</u> 1) Screenshot of online event underway 2) Presentation Materials <b>Multiple events:</b> 1) One item from Group A above 2) One item from Group B above 3) List of website names and dates	1. Date(s) of the event(s) and name / URL of the online platform 2. Screenshot(s) of event underway showing AMD marketing benefit -OR- Copy of presentation materials used



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Training: In-Person	In-Person Training	ONE piece of proof for EACH GROUP below: <u>Group A</u> 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 <u>Group B (must show AMD benefit)</u> 1) Photo(s) of training underway (must show attendee / trainer) 2) Presentation Materials 3) Collateral Materials (e.g., handout or takeaway material) <b>Multiple events:</b> 1) One item from Group A above 2) One item from Group B above 3) List of locations and dates	1. Total number of attendees 2. Photo(s) of event underway (must clearly show that event is in progress by including visitors, speakers or promoters) showing AMD marketing benefit -OR- Copy of presentation materials used 3. List of location(s) and date(s)
	Live Webinar / Virtual Training	ONE piece of proof for EACH GROUP below: <u>Group A</u> 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 <u>Group B (must show AMD benefit)</u> 1) Screenshot of online event underway 2) Screenshot showing availability of training programs with URL 3) Presentation Materials <b>Multiple events:</b> 1) One item from Group A above 2) One item from Group B above 3) List of website names and dates	
Training: Virtual	Pre-recorded Online Training	-	



# CHANGES TO 2025 POP GUIDELINES

## Proof of Performance Documentation

Spend Type	Activity Types	2024 Guideline	2025 Guideline
Sponsorship Agreement	Sponsorship	<p>1) Appropriate proof of performance listed in POP Guidelines for activity executed</p> <p>2) Sponsorship Agreement signed by authorized AMD employee as per applicable AMD policy</p> <p>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</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>	<p>1. Agreement signed by an authorized AMD employee as per applicable AMD policy</p> <p>2. Non-AMD specific official document (e.g., sponsorship form, sponsorship brochure / prospectus, sponsorship letter, etc.) showing benefits, date, location and total cost</p> <p>3. Appropriate proof of performance listed in POP Guidelines for activity executed</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>
Marketing Membership	Membership	<p>1) Membership agreement signed by authorized AMD employee</p> <p>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</p>	<p>1. Membership agreement signed by authorized AMD employee</p> <p>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</p>



