

Endorsement Fee Program (For U.S Only)

Note: Makin's Clay® (the clay product) or **Makin's Professional™** or **Makin's®** tools and accessories must be mentioned and listed in the appropriate materials area. And the correct names of **Makin's Clay®** or **Makin's Professional™** or **Makin's®** are the brand names and are imported by Walnut Hollow for craft market and Chenille Kraft for educational market in North America.

All articles submitted should mention the appropriate registration and trademarks of the items used. For more information, please visit www.makinsclay.com

*All guidelines and requirements **MUST** be followed.

<u>Description</u>	<u>Fee (US\$)</u>
<p>A) Project Sheet – Published in National Magazine*:</p> <p>Use of Makin's Clay® or Makin's® or Makin's Professional™ tools & accessories to complete a project. Submit copy of the magazine or tear sheets.</p> <p>* Please refer to TRADEMARK GUIDELINES section on Makin's Clay® website.</p>	100
<p>B) Feature Story with Project Sheet in National Magazine*:</p> <p>Use of Makin's Clay® or Makin's® or Makin's Professional™ tools & accessories as a major feature of the story. Submit copy of the magazine or tear sheets.</p> <p>* Please refer to TRADEMARK GUIDELINES section on Makin's Clay® website.</p>	200
<p>C) Project Sheet for Handout or for Website**:</p> <p>Use of Makin's Clay® or Makin's® or Makin's Professional™ tools & accessories as a major feature of the project. Submit clear instructions and photos.</p> <p>** Please refer to WRITING TIPS section on Makin's Clay® website.</p>	100

<p>D) Project Book:</p> <p>Use of Makin's Clay® or Makin's® or Makin's Professional™ tools & accessories as a major feature of the book. Submit copy of the book or tear sheets.</p>	<p>50 per project</p>
<p>E) TV Appearances:</p> <ol style="list-style-type: none"> 1. Use of Makin's Clay® or Makin's® or Makin's Professional™ tools & accessories to complete a project. 2. Show clear instruction to audience and display an assortment of Makin's Clay® or Makin's® or Makin's Professional™ tools & accessories which will be provided by Makin's®. 3. Segment to air 2-4 minutes. Key Bullet Points to mention during segment: <ol style="list-style-type: none"> a. Makin's Clay® - The No Bake Clay® : Air-dries in 24 hours, Non-Toxic, Pliable ready to use. b. Makin's® or Makin's Professional™ tools & accessories available: Clay, Push Molds, Texture Sheets, Cutters, Tools etc. c. Multiple uses: Home Décor, Scrapbooking, Paper Crafts, Jewelry, Kids. 	<p>250 per show</p>

Dec 02, 05

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