



# Mazda Digital Certified Program Billing & Co-Op Process

## Parts Statement Billing

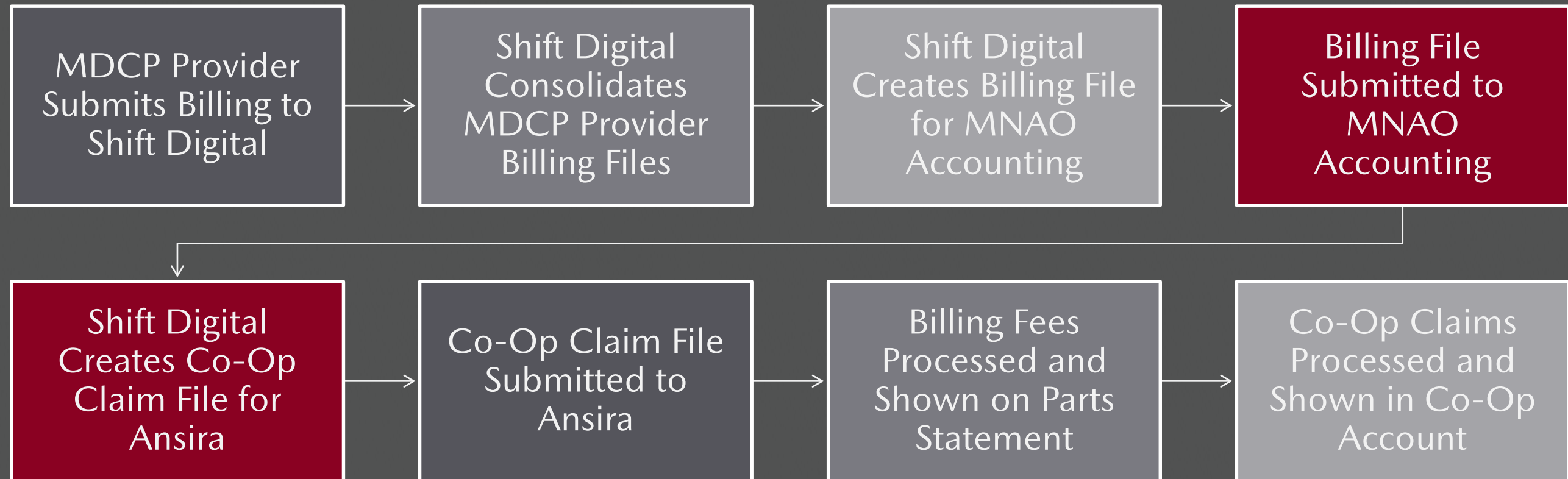
- All Mazda Digital Certified Program billing is submitted to the Dealer Parts Statement.
- Program services are billed in the month, for the month (except for providers billing in arrears – most Digital Advertising providers).
- The billing deadline is the 10<sup>th</sup> of every month – i.e. service cancellations, package/budget changes, add-on services, new enrollments, etc. if made after the 10<sup>th</sup> should be prorated to the following month.
- The MDCP Dealer Support Team can assist with any program-related billing question. Dealers can contact the MDCP Dealer Support team at 1-844-683-3151 or [info@mazdadigitalcertified.com](mailto:info@mazdadigitalcertified.com).

Please note, the MDCP Dealer Support Team does not have access to the Dealer Parts Statements or the Invoice Numbers. Should you have questions, please email a copy of your Parts Statement to the MDCP Dealer Support Team or be ready to reference the line item description and fee when calling.

## Co-Op Submissions

- All dealers enrolled and using MDCP program offerings will have their in-program services submitted to Ansira for co-op reimbursement. Shift Digital submits all co-op claims to Ansira through an automated monthly file. The claims included in the file are pulled directly from the billing files all MDCP Providers submit.
- Shift Digital and all dealer fees submitted through MDCP are exempt from the co-op submission deadline of the 20th because of the automated processing system.
- MDCP Providers do not submit claims directly through the MCAP co-op portal (unless they are submitting claims for services not covered within the program – e.g. traditional media).
- MDCP Providers should, however, be approved for access to the MCAP co-op portal so they can submit content to Ansira for compliance pre-approval.

# Billing & Co-Op Process



# Arrears / Delayed Billing & Co-Op

- The following MDCP Providers bill in arrears for their respective services:


Provider	Service
Sincro	Website
Dealer eProcess	Digital Advertising, P&S Digital Advertising
PureCars	Digital Advertising, P&S Digital Advertising
Dealer Inspire	Digital Advertising, P&S Digital Advertising
L2T Media	Digital Advertising, P&S Digital Advertising
UnityWorks	Digital Advertising
DealerOn	Call Tracking
DealerFire	Call Tracking

- Billing fees and co-op claims for dealers with these providers will always be one month behind.

# Parts Statement Charges

- All in-program charges will appear in this format:

Indicator	Meaning
MDCP	Mazda Digital Certified Program
Service Billed	Web, WebAddOn, SEO, SEM, Soc, Video, Dis, Chat, CallTrk, AdPkg, AdPkFee, HUP
Business Unit	N   U   C   F New   Used   CPO   Fixed Ops
Provider Name	SNC – Sincro DDC – Dealer.com DEP – Dealer eProcess DI – Dealer Inspire DON – DealerOn DSDf – DealerFire L2T – L2T Media NSV – Netsertive PC - PureCars UW – UnityWorks
Billing Month/Year	Oct17
Mazda Dealer Support Phone	844-683-3151



Mazda Motor of America  
200 Spectrum Center Drive  
Irvine, CA, 92618, US

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████████████████████ SERG

**Invoice**

<b>Date</b>	<b>Page</b>
10/26/2017	1 of 1
<b>Customer Number</b>	<b>Invoice Number</b>
████████████████████	3000170613

**Remit to:**  
Mazda North American Operations  
Department # 190501  
Post Office Box # 67000  
Detroit, MI 48267-1905

Payment Terms - Last day of next month

Quantity	Description		Amount (USD)
	MDCP SEO N DDC Oct17 Mazda VIP 844-683-3151	23837 Oct 2017	499.00
	Mazda Dig Cert Oct17		
Invoice Total			499.00

Quantity	Description		Amount (USD)
	MDCP DigAd N DDC Sep17 Mazda VIP 844-683-3151	23837 Sep 2017	16,870.72
	Mazda Dig Cert Sep17		
Invoice Total			16,870.72

Quantity	Description		Amount (USD)
	MDCP Web N DDC Oct17 Mazda VIP 844-683-3151	23837 Oct 2017	1,199.00
	Mazda Dig Cert Oct17		
Invoice Total			1,199.00

- Note: if a Parts Statement charge does not have “MDCP” at the start of it, it IS NOT a charge through the program.

# Billing & Co-Op Descriptions

Charge	Description	Co-Op Media Type	Co-Op Fund
AdPkg	Advertising Package	Internet Advertising	CFM
AdPkFee	Advertising Package – Management fee	Mazda Digital Certified	MHC
Dis	Display Advertising	Internet Advertising	CFM
DisFee	Display Advertising – Management Fee	Mazda Digital Certified	MHC
Vid	Video Advertising	Video Ads/Pre-Roll	CFM
VidFee	Video Advertising – Management Fee	Mazda Digital Certified	MHC
Soc	Social Advertising	Paid Social	CFM
SocFee	Social Advertising – Management Fee	Mazda Digital Certified	MHC
SEM	Paid Search	SEM	CFM
SEMFee	Paid Search – Management Fee	Mazda Digital Certified	MHC
SEO	Search Engine Optimization	SEO	CFM
Web	Website Package	Mazda Digital Certified	MHC
WebAdd	Website Package Add On	Mazda Digital Certified	MHC
WebSP	Website (Spanish) Add On	Mazda Digital Certified	MHC
Chat	Chat/Text Tool Add On	Mazda Digital Certified	MHC
Trade	Trade-In Tool Add On	Mazda Digital Certified	MHC
CallTr	Call Tracking Add On	Mazda Digital Certified	MHC
ServSch	Service Scheduler Tool Add On	Mazda Digital Certified	MHC

- The table to the left details the charges and claims dealers will see for services billed through MDCP on their Parts Statements and Co-Op Account.

- Detailed billing/co-op submissions is dependent on provider billing structures:

Some providers bill services in a single line item, rather than itemizing it by media type. As a result, co-op is not claimed against the specific media type. Instead, it is claimed against INTERNET AD (for digital advertising claims) or MAZDADIG (for management fees and website claims).

# Billing & Co-Op Processing Timeline | 2021

\*All dates are estimates and subject to change

			Shift File Sent to Ansira	Shift Files Sent to MNAO		MNAO File sent to Ansira	Shift File sent to Ansira	Ansira File sent to MNAO	Ansira Posts Available Funds	MNAO Approves Payment
Year	Wholesale Month	Month end date	Shift Enrollment File	MCDP Invoice	MCDP AR File (Dealer Parts Statement Charge)	Accrual File	Shift Claim File	Bill (Pay) File *file sent at 5am	MazdaCOOP.com Funds Post	Dealers Get paid
2021	January	1/31/2021	December 21, 2020	January 25, 2021	January 25, 2021	February 1, 2021	February 1, 2021	February 5, 2021	February 5, 2021	February 11th
	February	2/28/2021	January 21, 2021	February 25, 2021	February 25, 2021	March 1, 2021	March 1, 2021	March 5, 2021	March 5, 2021	March 11th
	March	3/31/2021	February 19, 2021	March 26, 2021	March 26, 2021	April 2, 2021	April 2, 2021	April 5, 2021	April 5, 2021	April 10th
	April	4/30/2021	March 19, 2021	April 26, 2021	April 26, 2021	May 3, 2021	May 3, 2021	May 7, 2021	May 5, 2021	May 12th
	May	5/31/2021	April 19, 2021	May 24, 2021	May 24, 2021	June 3, 2021	June 3, 2021	June 7, 2021	June 7, 2021	June 11th
	June	7/1/2021	May 21, 2021	June 25, 2021	June 25, 2021	July 1, 2021	July 1, 2021	July 5, 2021	July 5, 2021	July 12th
	July	7/31/2021	June 21, 2021	July 26, 2021	July 26, 2021	August 2, 2021	August 2, 2021	August 6, 2021	August 5, 2021	August 12th
	August	8/30/2021	July 19, 2021	August 26, 2021	August 26, 2021	September 2, 2021	September 2, 2021	September 6, 2021	September 5, 2021	September 10th
	September	9/30/2021	August 21, 2021	September 27, 2021	September 27, 2021	October 1, 2021	October 1, 2021	October 4, 2021	October 5, 2021	October 11th
	October	10/31/2021	September 20, 2021	October 25, 2021	October 25, 2021	November 1, 2021	November 1, 2021	November 5, 2021	November 5, 2021	November 11th
	November	11/29/2021	October 21, 2021	November 26, 2021	November 26, 2021	December 2, 2021	December 2, 2021	December 6, 2021	December 5, 2021	December 10th
	December	12/31/2021	November 21, 2021	December 23, 2021	December 23, 2021	January 3, 2021	January 3, 2021	January 6, 2021	January 5, 2021	January 10th



## Questions

- For questions about your MDCP billing or co-op submissions, please contact the Mazda Digital Support Team:

Phone: 1-844-683-3151

Email: [info@mazdadigitalcertified.com](mailto:info@mazdadigitalcertified.com)

- For questions regarding the Mazda Co-Op and Advertising Program (MCAP) and Guidelines, please contact your Regional Field Team (District Manager or Regional Marketing Manager).