

How the Media Rebate Program Works

Q: Who is eligible to participate in this program?

A: Any person who has been issued a current Class I or Class X permit from the Oklahoma LP Gas Administration.

Q: What portion of my advertising costs can I recover through this program?

A: Currently, you can recover 50% of those costs when using approved advertising. (All advertising MUST be approved by the Commission.)

Q: What is "approved advertising?"

A: Advertising produced or approved by the Commission, including, but not limited to print advertisements, billboards, written radio copy, or fully produced radio or television commercials.

Q: What guidelines are used when the Commission approves original advertising?

- A:**
1. The advertising must primarily promote propane or the use of propane
 2. The advertising must not mention a specific brand name.
 3. The advertising must not be anti-competitive.
 4. No more than 50% of the advertising can be specific to the propane company.

Q: Is there a limit on how much media rebate money I can recover each year?

A: Yes. Your annual budget is based on the number of bobtail trucks you have registered with the Oklahoma LP Gas Administration. Each bobtail qualifies you for \$500. This means a company with three bobtails could recover as much as \$1,500 each year. However, the Commission has limited the amount of rebate to any one propane dealer to no more than \$2,500.

Q: If I don't use the media rebate program this year, do I have more money available next year?

A: Sorry. If you don't use it, you lose the media rebate money allocated for each year.

Q: How do I apply for a media rebate?

A: Attach a completed Media Rebate Application to any paid advertising invoice and mail it to the Commission office. Be sure to include a copy of the advertising.

Q: How long does the program last?

A: The program is ongoing. Each July 1, any accrued rebate balance is cleared from your annual budget (\$500 per bobtail) so the full amount will again be available.

Q: Last year I advertised in my local paper. Does this qualify for media rebate?

A: Sorry, it's probably too late. You have 60 days from the date of the paid invoice for

an eligible media purchase to submit a media rebate application.

Q: If I have any questions about the media rebate program, whom should I contact?

A: Call the Oklahoma LP Gas Research, Marketing and Safety Commission at (405) 879-9828. [Or send us an email.](#)