

WEA Records Retention Schedule

NATIONAL ADVERTISING

Abbreviations; CY=Current Year; E=Electronic; P=Paper					
Group + Code	Records Series Name	Description	Retention Period	Legal Reference	Media
ADV-01	Advertising Proof of Performance	Documentation that explains and supports the completion of contracted promotional activities on specific dates by a customer, including tear sheets, customer invoice, etc. Paper files are scanned and sent along with other electronic data to Audit Dept and/or A/P for payment. These files are maintained and used to validate performance when audited.	7 years	26 CFR 1.6001-1(a); 26 USC 6501 = 6 years	E
ADV-02	Advertising Tracking Systems	Tracks history of promotions, standard and cooperative advertising, etc., conducted on new physical and catalog releases (CD, DVD, Vinyl). Includes information on Label, item to be promoted, sales person, dates of release and scheduled promotion time, media format, vendor terms, cost of items and other budget information and approvals/authorizations. WMG information found on b2b website. Independent label information found on ADA database.	7 years	26 CFR 1.6001-1(a); 26 USC 6501 = 6 years	E
ADV-03	Check Requisition Log - Advertising	Tracking sheet used to monitor check requests for payments to customers not handled through the standard co-op credit or rebate process where customer credits are issued. Includes vendor name, invoice number, amount, check number and date and when mailed to the customer, either by A/P directly or by the National Advertising group.	7 years	26 CFR 1.6001-1(a); 26 USC 6501 = 6 years	E
ADV-04	Customer Advertising Policy Manual	Directions to customers on how to handle the advertising/promotion of WMG products, to document and prove performance based on contractual obligations and file for and receive payment.	Superseded +7 years	26 CFR 1.6001-1(a); 26 USC 6501 = 6 years	E
ADV-05	Rebate Log and Memos - Advertising	Tracking sheet and copies of rebate memos used to monitor payments that bypass the Co-op Advertising System Authorizations (ARAs) as credits are based on sales per unit and not traditional consumer advertising for completion on advertising and promotion related activities.	7 years	26 CFR 1.6001-1(a); 26 USC 6501 = 6 years	E