



## CO-OP Advertising Rules and Guidelines

The co-op advertising program is designed to encourage regional advertising at the dealer level while maintaining a consistent marketing strategy. It is designed to assist dealers with the costs of advertising and promotion of the Degelman Industries LP. (Degelman) logo and product line.

Advertising material, which will be updated regularly, is provided at [www.degelman.com](http://www.degelman.com). We recommend that all advertising created by dealers get pre-approval by calling the Degelman Marketing Department or by sending the ad proof to [communications@degelman.com](mailto:communications@degelman.com).

### ANNUAL ALLOWANCE

1. Total co-op allowance is up to \$15,000 per year of qualified Degelman advertising.
2. The annual allowance and/or claim period runs from January 1st to December 31st.
3. All guidelines, outlined in the following pages, must be followed. Review the guidelines on the following pages before submitting an ad for reimbursement.
4. Customized ads or marketing initiatives not covered in the co-op guidelines must be pre-approved by the Degelman Marketing Department prior to submission. Failure to do so may result in denial of your claim.
5. Advertising that prominently features the Degelman logo and product line and meets all co-op advertising guidelines is eligible for reimbursement of 50% of the net cost of the ad.

### CONTACT

Ph: 306-543-4447

Email: [communications@degelman.com](mailto:communications@degelman.com)

#### Mail to:

Degelman Industries Ltd.

Attn: Marketing Department

Box 830, 272 Industrial Dr

Regina, SK S4P 3B1

### FURTHER INFO

Step 1 – visit [www.degelman.com](http://www.degelman.com)

Step 2 – click the “Media” link

Step 3 – select type of advertising for download on the main menu bar at the top of the website.

## THINGS TO AVOID

The following is a list of items to watch for that may result in claim denial:

### 1. Ads with “non-current Degelman” logos

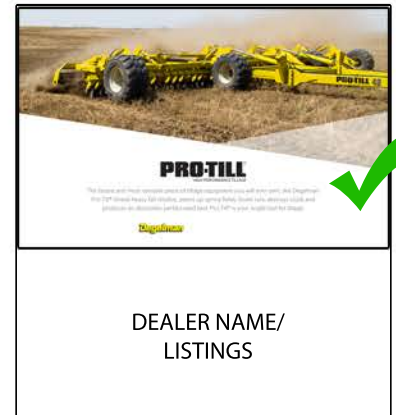
The current Degelman logo is the only logo that should be used. Download current logos in .JPG or .EPS format from the Degelman website at <https://www.degelman.com/media.php>



Examples of proper logo usage are in the Degelman samples of advertising section, which can be found in this document, and also be downloaded on the website.

### 2. Ads with non-current Degelman products and photos

Only promote current Degelman product using high resolution, print ready photos. All current product photos are available for download in .JPG on the Degelman website.



### 3. Ads that only feature the Degelman logo as a part of the dealership banner

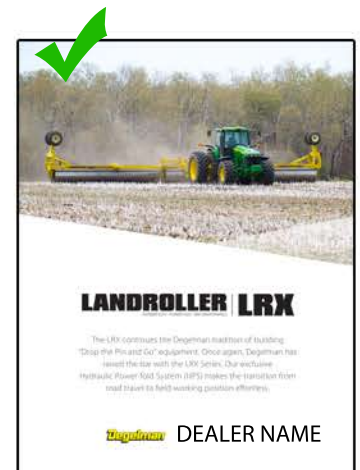
Eligible ads must feature the current Degelman logo and product (as shown on the right). The lower portion of the ad is where the equipment listing and dealer info can appear.

### 4. Advertising that includes discounts or prices other than the suggested retail price are not eligible for co-op credit.

### 5. No competing products, other than used equipment offerings as part of a larger ad, may appear in the same advertisement.

### 6. Ads created by the dealer that were not pre-approved

The dealer should contact the Degelman Marketing Department to get ads approved prior to publishing. Pre-approved ads are available for download on the Degelman advertising website in a variety of sizes (as shown on the right). If there is a product that you would like to advertise that is not currently available, please contact the Degelman Marketing Department.



## **MATERIAL GUIDELINES**

1. Must be an authorized Degelman dealer to be eligible for the co-op advertising program.
2. Reimbursement applies to advertising and/or promotional purposes through the following reasonable and practical marketing tactics, but is not limited to: print ads, radio, internet/websites, space in retailer brochures or catalogues, direct mail pieces, point-of-purchase store displays, or other, as pre-approved by the Degelman Marketing Department.
3. Co-op claims must be submitted within 60 days of the date of advertising.
4. You will be notified by the Degelman Marketing Department if your claim is incomplete or supporting documentation is needed. The claim will be held for 30 days while you gather and submit the required information or materials.
5. Full-page ads that include a used equipment listing are eligible for 50% credit if the Degelman ad portion and dealer banner portion combine to cover 50% of the page.
6. The ad must include a quality image of a Degelman product and the current Degelman logo (only the current Degelman logo and products will be approved). All current product photos and logos are available for download on the Degelman advertising website at [www.degelman.com/media](http://www.degelman.com/media).
7. The co-op advertising program applies to new Degelman products only.
8. Advertising created by dealers is not eligible for co-op credit without pre-approval.
9. Classified ads do not qualify for co-op.
10. Any claims of product performance must be consistent with information described in sales literature, or warranties and product information.
11. The entire advertisement must conform to all federal and local advertising laws.
12. Prior approval from the Degelman Marketing Department is required for other forms of advertising and promotion such as trade shows, billboards, flyers, open house events, sponsorship and direct mail. Supporting documentations such as contract and photos will be required. Please note expenses related to accommodations, travel, mileage and logistics are not eligible.

Note: Degelman Industries Ltd. reserves the right to decline co-op reimbursement for any dealer advertising that does not meet the guidelines. In matter of interpretation and application of co-op rules, the decision of Degelman is final.

# PRE-APPROVAL/ SUBMITTING CLAIMS

## PRE-APPROVAL

1. Only media purchases in daily, weekly, or monthly publications and local radio stations consistent with the Degelman marketing ads are pre-approved.
2. Prior approval is required for other forms of advertising and promotion such as billboards, flyers, open house events, sponsorship and direct mail. Supporting documentations such as a contract and photos will be required.

## HOW TO SUBMIT FOR PRE-APPROVAL

Email: No form is required. Simply email [communications@degelman.com](mailto:communications@degelman.com) with the final copy of your ad, radio script, billboards, etc.

## SUBMITTING CLAIMS

Claims for co-op advertising must be submitted within 60 days of the date of advertising and should include:

1. Credit request form (download a copy from [www.degelman.com/media](http://www.degelman.com/media)). Form is shown on the right.
2. Advertising materials, such as:

Print: original "tear sheet" of the full page on which the ad appeared (photocopies not accepted) including date.

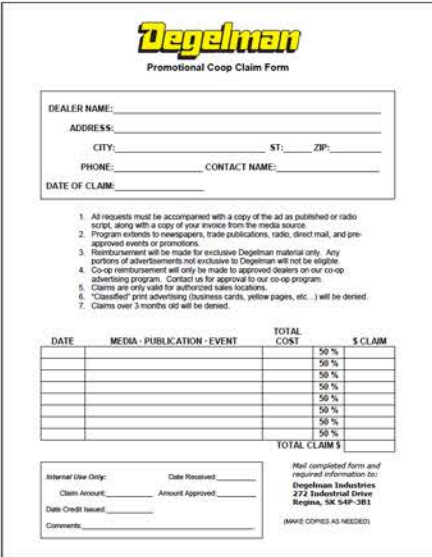
Radio: transcript and schedule of broadcast times. Notarized electronic tear sheet (radio script/TV script including broadcast dates and times. Radio station will provide this for you on request.

3. A copy of the paid invoice.

Mail your completed request form and supporting documentation to:

Degelman Industries Ltd.  
Attn: Marketing Department  
PO Box 830, 272 Industrial Dr  
Regina, SK S4P 3B1

Or email your claim to [communications@degelman.com](mailto:communications@degelman.com)



The form is titled "Degelman Promotional Coop Claim Form". It includes a header with the Degelman logo. Below the header is a section for "DEALER NAME:" followed by fields for "ADDRESS:", "CITY:", "ST:", "ZIP:", "PHONE:", "CONTACT NAME:", and "DATE OF CLAIM:". A list of seven conditions for reimbursement is provided, covering requirements for invoices, program exclusions, co-op program approval, authorized sales locations, and claim validity periods. A table with columns for "DATE", "MEDIA - PUBLICATION - EVENT", "TOTAL COST", and "\$ CLAIM" is included, with a "TOTAL CLAIM \$" row at the bottom. At the bottom left, there are fields for "Internal Use Only:" (Date Received, Claim Amount, Date Credit Issued, Comments) and "Date Received:", "Amount Approved:", and "Date Credit Issued:". At the bottom right, there is a section for "Mail completed form and required information to:" with the address "Degelman Industries, 272 Industrial Drive, Regina, SK S4P 3B1" and a note "MAKE COPIES AS NEEDED".

## SAMPLES OF ADVERTISING

### SAMPLES OF A CREDITABLE AD

#### Full Page 4C Ad

- 50% of the ad is dedicated to the current Degelman equipment
- Correct logo usage
- Body copy is consistent with information described in Degelman sales literature
- Page is eligible for 50% credit, which includes dealer used inventory ads in the lower half of the page.

Eligible for co-op: 50%

#### Half Page 4C Ad

- 100% of the ad is dedicated to current Degelman equipment
- Correct logo usage
- Ad has been downloaded from the Degelman website

Eligible for co-op: 50%

### SAMPLE OF A NON-CREDITABLE AD

#### Quarter Page 4C Ad

- Only the Degelman Logo is being shown with the Dealer Name
- One image of used Degelman Equipment included in body.

Eligible for co-op: 0%

| DEALER NAME <b>Degelman</b>   |  |
|---|--|
| <p>2015 Salford 2200 31' 5' Spacing 3 Bar Harrow w/Rolling Baskets \$72,000</p> | <p>2017 Salford 2150 50' HD Counter 3 Bar Harrow w/Rolling Baskets \$132,000</p> |
| <p>NEW 2018 HAYBUSTER H1030 11ft Tub Hay Grinder \$64,000</p>                   | <p>2018 DEGELMAN PRO-TILL 33 Rubber Roller, Notched Blades \$110,000</p>         |
| <p>2017 Salford 2160 60' 3 Bar Harrow w/Rolling Baskets . . . . \$152,000</p>   | <p>2008 JOHN DEERE 1770NT CCS 24F30' PP 2020, LF, Retage \$75,000</p>            |

## FREQUENTLY ASKED QUESTIONS

1. Can I advertise used equipment in my co-op ad?

Yes, Degelman will allow up to ½ of the ad space to be devoted to selling used equipment of any brand. The other ½ of the ad must be for current Degelman equipment and dealer banner. Full-page ads that include a used equipment listing are eligible for 50% credit.

2. Can I include non-Degelman products in my advertising?

No, competing products, other than used offerings as part of a larger ad, may appear in the same advertisement.

3. Does my co-op allowance cover tradeshow expenses?

Prior approval from Degelman Marketing Department is required for other forms of advertising and promotion such as trade shows, billboards, flyers, open house, events, sponsorship and direct mail. Supporting documentations such as contract and photos will be required. Expenses related to accommodations, travel, mileage and logistics are not eligible.

4. Does my co-op allowance cover apparel or giveaway items?

Promotional items are not included in the co-op program but special allowance may be made if Degelman is the primary brand. Contact the Degelman Marketing Department for approval.

5. What kind of media(s) am I allowed to use?

Co-op funds can be used to reimburse for advertising and/or promotional purposes through the following reasonable and practical marketing tactics, but are not limited to: print ads, radio, internet/websites, space in retailer brochures or catalogs, direct mail pieces, point-of-purchase store displays, or other, as pre-approved by the Degelman Marketing Department.

6. Why must I submit claims within 60 days?

If you are running ads that don't follow the material guidelines, it is best that you know right away. The sooner you know there is a problem, the sooner you can revise the ad so there are no rejections all at once.

Notify your local media if you require the invoices sooner, so they don't interfere with your reimbursement.

7. How do I find out how much co-op allowance I have remaining?

You may contact the Degelman Marketing Department or by emailing [communications@degelman.com](mailto:communications@degelman.com).



Promotional Coop Claim Form

DEALER NAME: \_\_\_\_\_
ADDRESS: \_\_\_\_\_
CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_
PHONE: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_
DATE OF CLAIM: \_\_\_\_\_

- 1. All requests must be accompanied with a copy of the ad as published or radio script, along with a copy of your invoice from the media source.
2. Program extends to newspapers, trade publications, radio, direct mail, and pre-approved events or promotions.
3. Reimbursement will be made for exclusive Degelman material only. Any portions of advertisements not exclusive to Degelman will not be eligible.
4. Co-op reimbursement will only be made to approved dealers on our co-op advertising program. Contact us for approval to our co-op program.
5. Claims are only valid for authorized sales locations.
6. "Classified" print advertising (business cards, yellow pages, etc...) will be denied.
7. Claims over 3 months old will be denied.

Table with 5 columns: DATE, MEDIA · PUBLICATION · EVENT, TOTAL COST, 50 %, \$ CLAIM. Includes a TOTAL CLAIM \$ row at the bottom.

Internal Use Only: Date Received: \_\_\_\_\_
Claim Amount: \_\_\_\_\_ Amount Approved: \_\_\_\_\_
Date Credit Issued: \_\_\_\_\_
Comments: \_\_\_\_\_

Mail completed form and required information to:

Degelman Industries 272 Industrial Drive Regina, SK S4P-3B1

Or email to communications@degelman.com

(MAKE COPIES AS NEEDED)