



CO-OP ADVERTISING GUIDELINES

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All advertising must have prior approval before being used to qualify for advertising allowance. To qualify for co-op reimbursement, the Minnkota Windows name or logo must be featured prominently and use at least as many times as the Dealer's name.

Competitors may not be shown or mentioned in the same ad.

Advertising allowance is provided for radio air time, print ads, Internet ads, physical goods and billboard space rental only.

ADVERTISING ALLOWANCE

Your co-op advertising allowance will be **2 percent of your prior year's cash receipts** with Minnkota Windows. Minnkota Windows will reimburse 50% of approved advertising amount up to the amount of your advertising allowance. Considerations are made for new dealers and special circumstances, please contact your Dealer representative in these cases.

REIMBURSEMENT

Proper documentation to receive your reimbursement

Proof of newspaper advertising:

- Send entire page in which your ad(s) appear (newspaper name and date must appear).
- Send invoice which includes charges for claimed advertising highlighted in the ad(s).

Proof of radio advertising:

- Send original statement from radio station with notarized verification of performance. It must include a copy of the ad script run during the claimed schedule.

Proof of physical goods:

- Send any physical product(s)/goods (clothing, hats, pens, tape measures, etc.), or send a copy of the proof from the vendor/supplier of the product(s) to Minnkota Windows.
- -or- have the territory manager of Minnkota Windows verify that the products(s) will be eligible for credit.

Proof of billboard advertising:

- Send original statement from the billboard company with notarized verification of performance. It must include a photograph of the actual billboard run during the claimed schedule.

Reimbursements can be made throughout the year. However, **all documentation must be received by December 1 to qualify for reimbursement.** Any/all requests may be subject to approval upon verification of ads by management. We will not reimburse any advertising submitted after this date. Reimbursement request should be sent to: Minnkota Windows, Attn: Co-op Advertising, 4425 W. Main Ave., Fargo, ND 58103

Some approved examples of co-op advertising (all MUST include Minnkota Windows and no competitors to be considered):

INTERNET (must provide link or proof of ad)

- Banner display ads
- Audio/video streaming commercials
- Google AdWords
- Web site development

TELEVISION (must provide script or video)

- Commercials
- Show sponsorships
- Program sponsorships

RADIO (must provide script or .mp3 of ad)

- Weather sponsorships
- Program sponsorships
- Sports sponsorships
- Commercials
- Internet streaming ads
- Live broadcast events

PRINT (must provide copy of ads or physical publication)

- Display ads
- Direct Mail
- Newspaper
- Magazine

OTHER (must provide picture or proof)

- Vehicle decals/wraps
- Trailer decals/wraps
- Trade show booth
- Trade show supplies
- Billboards
- Business signs
- Golf Tournament Hole Sponsor

CLOTHING (must provide garment or picture)

- Hats
- Stocking Caps
- Jackets
- T-Shirts
- Sweatshirts
- Polo Shirts

OFFICE SUPPLIES (provide item)

- Scratch pads
- Pens/Pencils
- Calculators
- Carpenter Pencils
- Yardsticks
- Clocks
- Portfolios
- Day Planners

OTHER ITEMS (provide picture or item)

- Travel mugs
- Coffee Cups
- Water bottles
- Measuring tapes
- Golf Balls/Tees
- Portable disk drives
- Tote bags
- Lunch bags
- Lanyards
- Keychains
- Flashlights
- Utility Knives