

EXCLUSIVE DEALER CO-OP MARKETING PROGRAM

Art's Way is dedicated to helping you grow your successful business. Marketing is key to that success. As an Art's Way dealer partner, you have access to the Art's Way Dealer Co-op Marketing Program. This shared-cost program gives you access to approved co-op mediums including digital, print and radio advertising. You also can take advantage of signage, collateral, special events and other marketing tools.

CO-OP ADVERTISING ALLOWANCE

Art's Way will reimburse you at 50% of your marketing cost to a maximum of 1% of your payments to on Art's Way whole goods during the previous fiscal year, provided the guidelines below are followed. All co-op dollars must be used in the fiscal year ending November 30 (no carryover allowed).

Please contact your representative to check your co-op advertising balance.

QUALIFYING MARKETING TACTICS

The following are approved for use in this program:

- a) Advertising — including digital display, social media, search text ads, radio, newspaper, tabloid, magazine, catalog, etc.
- b) Signage
- c) Posters
- d) Direct mail
- e) Literature
- f) Events and trade shows (only floor space is eligible for co-op, NO other show expenses are allowed)

Other expenditures require prior approval from Art's Way.

ADVERTISING APPROVED MECHANICS

- All ads must feature a clear illustration of the product, a company logo and an accurate description of the product.
- Art's Way will not provide co-op credit for any portion of any advertisement that includes competitive products.
- Art's Way will not provide co-op credit for advertising that is misleading, untruthful or unlawful — or that violates acceptable advertising standards.
- Art's Way will not provide co-op credit for advertising that includes pricing other than list price.

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PROOF OF MARKETING

All proof of marketing must be submitted within sixty (60) days of advertising date, production or event. Proof of marketing may include, but is not limited to:

- **Digital advertising:** Copy of invoice and screenshot of ads.
- **Print advertising:** Copy of invoice and full-page tear sheet or original publication.
- **Radio advertising:** Copy of invoice, script and notarized affidavit of performance from the radio station.
- **Signage or print collateral:** Copy of invoice or receipt and photo of product.
- **Event or tradeshow:** Copy of invoice or receipt and photos of event.

SUBMISSION PROCESS

Complete the Art's Way co-op marketing program reimbursement form, enclose the required documentation and send to:

Art's Way
Attn: Co-op Marketing Program
5556 Hwy. 9
Armstrong, IA 50514

Or email to:

marketing@artsway.com

Immediately following approval of the co-op marketing claim, your dealership will be issued a credit. No deductions or credits will be issued or allowed prior to approval.