

DEALER MARKETING PROGRAM



artsway.com

For Art's Way dealers only

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Art said it best: "If the equipment works half as hard as our customers, the job will get done twice as good as it needs to."

Art's Way: How Work Gets Done.



DEALER PROMISE

Our dealers are our most important partners. They are the windows through which our customers see Art's Way. When our dealer partners are successful, we're successful. Art's Way is committed to building a strong partnership that fosters success and growth for both Art's Way and our dealer partners.

Our promise:

To innovate, manufacture, deliver and stand behind the highest quality products and parts.

To promote a memorable Art's Way brand that attracts customers and makes selling easier.

To equip our dealer partners with tools and training that prepares them to successfully sell and support Art's Way products.

To work together to communicate the value of Art's Way products for the financial benefit of both Art's Way and our dealer partners.

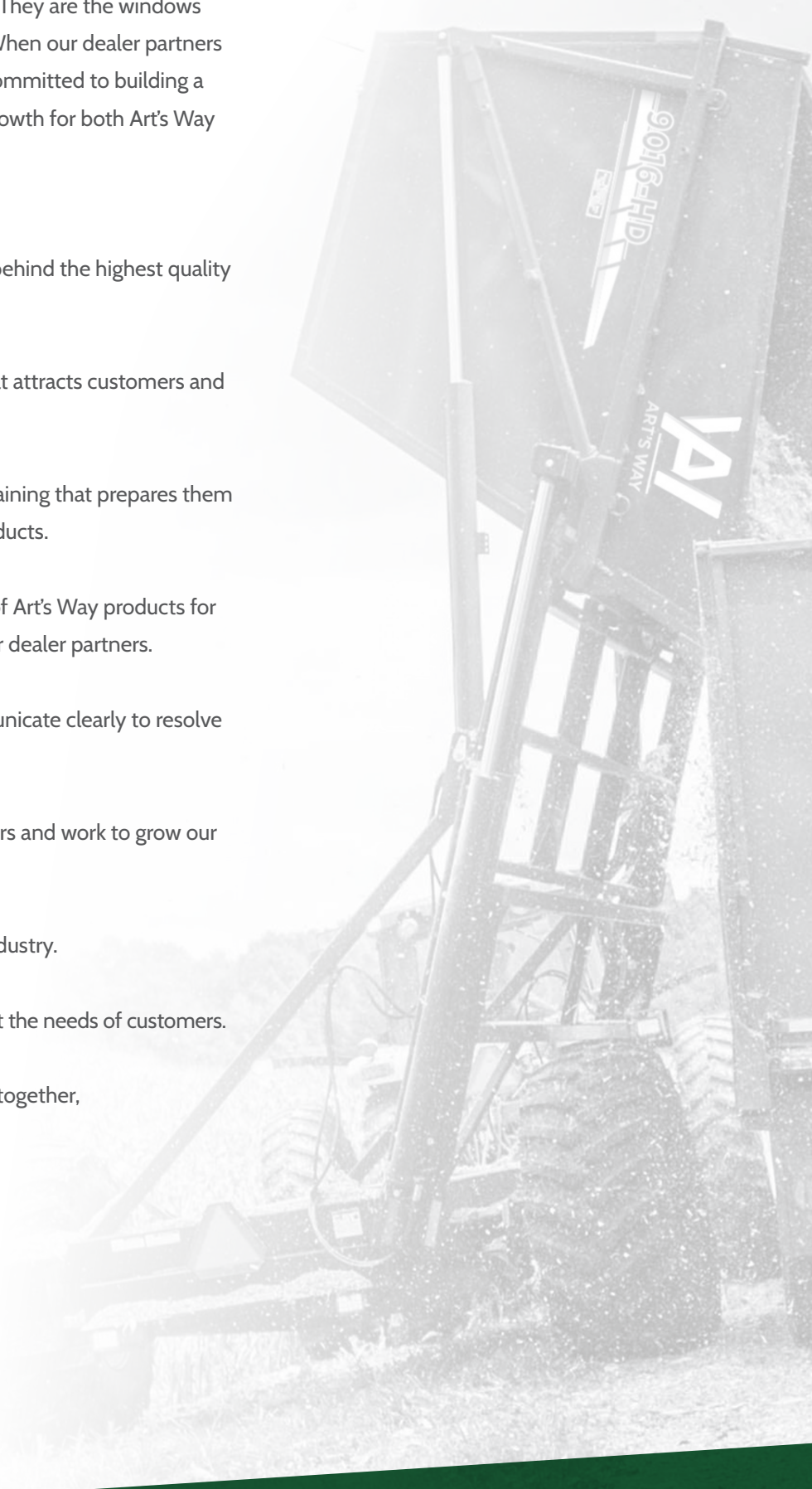
To listen intently, respond quickly and communicate clearly to resolve any challenges.

To continually improve with our dealer partners and work to grow our businesses together.

To strive to be the best OEM partner in the industry.

To collaborate with our dealer partners to meet the needs of customers.

Because when Art's Way and its dealers work together,
that's how work gets done.

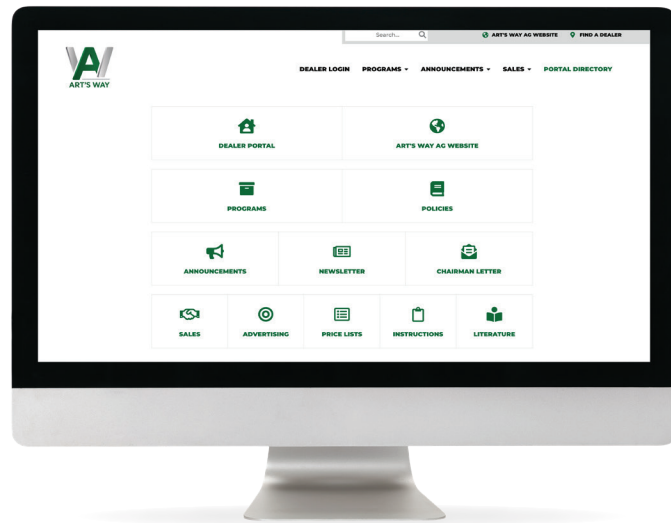


ART'S WAY DEALER PORTAL

You have exclusive 24/7 access to Art's Way information and marketing materials for your dealership.

Simply log into the dealer portal to:

- ▶ Find marketing resources
- ▶ Access product resources
- ▶ Review programs and policies
- ▶ Look up part pricing and availability
- ▶ Enter part orders
- ▶ Track shipments
- ▶ View invoice copies



ACCESSING THE DEALER PORTAL

Go to portal.artsway-mfg.com. To set up an account, click [Register here](#) at the bottom of the login window. A form will pop up asking for your name, contact information and a password. Your password must be at least 10 characters, contain 1 capital letter, 1 number and 1 special character.

Once you've submitted your registration form, you'll receive an email saying your submission is under review. You'll receive a second email letting you know that your account has been approved and you can log in.

You may set up as many user accounts as your dealership needs. In fact, we recommend all users at your dealership have their own accounts rather than sharing one account among many team members.

For technical assistance, please contact the customer service center at (712) 208-8467.

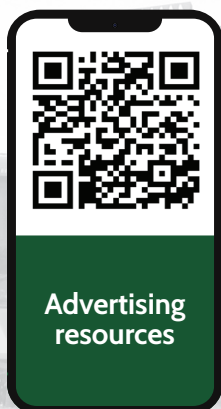
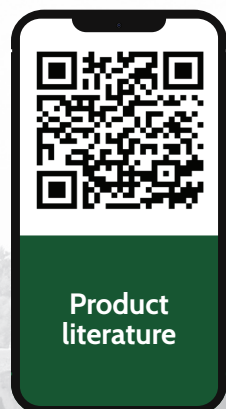


ART'S WAY DEALER PORTAL

MARKETING RESOURCES

The dealer portal contains a number of marketing resources for your use. Within the portal, click **Sales** in the upper right and then scroll down to locate **product literature**. You'll also find **advertising resources**, which include:

- ▶ Information about the co-op marketing program
- ▶ Templates for:
 - o Print ads
 - o Posters
 - o Direct mail
- ▶ Videos
- ▶ Radio ads
- ▶ Desktop backgrounds
- ▶ Logos
- ▶ Photos

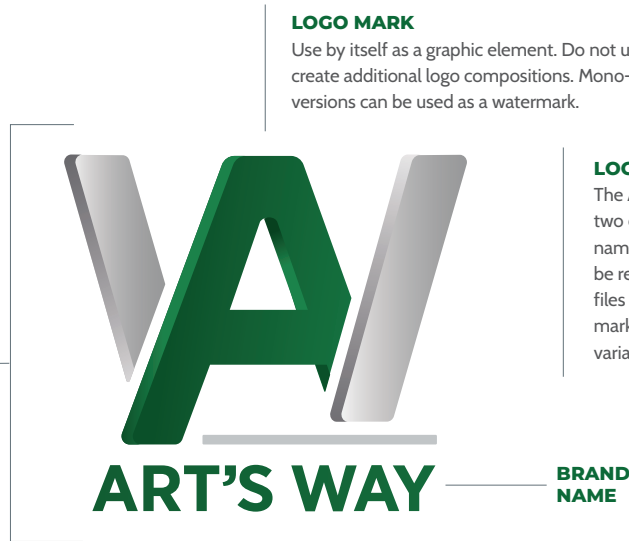


BRAND STANDARDS & STYLE GUIDE

Art's Way is proud of what our logo stands for: a hardworking company with a solid history. That's why we encourage you to use the Art's Way logo in all of your marketing, sales and promotional items. We've outlined our brand standards for you. Please follow them as you communicate the Art's Way message.

PRIMARY LOGO

The Art's Way logo represents the highest level of the visual brand, acting as a signature and symbol, and representing the essence of the brand.



PROTECTION ZONE

When using the Art's Way logo, always maintain the appropriate amount of clear space so it can sit uncluttered by other graphic elements. Protection zones must be respected in all applications and include elements such as: document copy, other logos and page edges.

The diagrams illustrate how to calculate the appropriate protection zone for each logo.

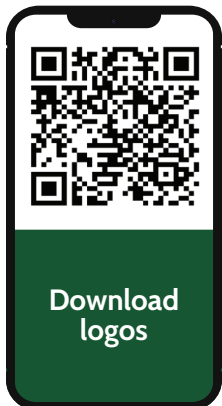


MINIMUM SIZE

The logo should never be used so small that legibility is compromised. The standard logo should never be reproduced smaller than 0.5 in (0.8 cm) wide.

CLEAR SPACE

When using the Art's Way logo or symbol, provide adequate clear space to ensure it is free of elements that might cause visual clutter. To determine the minimum clear space, use the "X" height indicated here and the "X" height around the symbol. Do not reduce the logo or symbol below the minimum sizes shown.



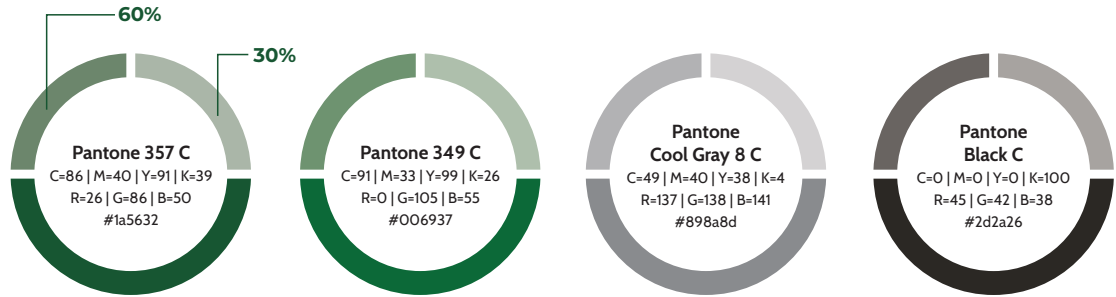
BRAND STANDARDS & STYLE GUIDE

PRIMARY

The Art's Way color palette provides a consistent set of defined colors to be used across the company. All colors can be used in gradients to achieve the desired shade.

These colors, when used consistently, build brand identity and equity. It is not acceptable to substitute other colors.

PRIMARY COLOR PALETTE



COLOR MODELS

CMYK, RGB, HEX and Pantone (PMS) versions of all logos are available.

CMYK

Use on all printed items unless Pantone is requested. All in-house printing and most professional printing will use CMYK.

RGB

Use on all digital, web and video documents. This includes email, on-screen presentations, websites and anything not meant for physical printing.

HEX

Use on digital and web applications that allow for the six-digit shorthand (a combination of letters and numbers) that represents the RGB color. This is mainly used for web design.

Pantone (PMS)

Use only on color-crucial printed items where Pantone printing is possible. Printers will generally request Pantone colors when necessary.

Typography contributes significantly to creating a brand style that is unique to Art's Way. Using typography correctly ensures consistency and readability in all of our communication methods.

HEADLINES AND SUBHEADS

MONTSERRAT

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY

CABIN

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PHOTOS

Photo assets are available for your use including COB (cut out back) product images and product working images.

COB IMAGES

The screenshot shows a Google Drive interface. At the top, there's a search bar and navigation icons. Below that, a breadcrumb trail reads 'Shared with me > Dealer Tools > Product CutOut Images'. The main area displays a grid of image thumbnails for various pieces of equipment, including a TOP-SPREAD, a Defoliator, a Beet Harvester, a Grinder Mixer, a High Dump Cart, and Land Planes. A sidebar on the left shows navigation options like 'New', 'Priority', 'My Drive', and 'Storage'. A right-hand sidebar shows details for the 'Product CutOut Images' folder, including 'Who has access' and 'System properties'.



864 TOP-SPREAD CutOut.png



1222HS Defoliator CutOut.png



6812 Beet Harvester CutOut.png



7165 Grinder Mixer CutOut.png



9016HD High Dump Cart CutOut 2.png



V300 Land Plane CutOut.png



X700 Manure Spreader CutOut.png



X900 Manure Spreader CutOut.png



PHOTOS

PRODUCT WORKING IMAGES



122HS Defoliator Working Image.jpg



2100 Forage Box Working Image.jpg



6812 Beet Harvester Working Image 2.jpg



6812 Beet Harvester Working Image 3.jpg



6812 Beet Harvester Working Image 4.jpg



6812 Beet Harvester Working Image.jpg



7165 Grinder Mixer Working Image.jpg



9016HD High Dump Cart Working Image 2.jpg



9016HD High Dump Cart Working Image 3.jpg



LS1600R Grader Working Image.jpg



X500 Manure Spreader Working Image.jpg



X900 Manure Spreader Working Image.jpg

MASTER MESSAGING MATRIX

The Art's Way Master Messaging Matrix is a quick reference for marketing and communicating to customers.

ART'S WAY MASTER MESSAGING MATRIX

Brand positioning statement

Art's Way works to build a legacy by manufacturing dependable, specialized equipment so independent-minded operators can do the hard work that leads to a sustainable, self-sufficient and profitable operation for generations to come.

Key audiences

Sugar beet growers

- Art's Way harvesting equipment is designed specifically for farmers who grow sugar beets.

Diversified forage/livestock operations

- Art's Way equipment is designed for diversified crop/livestock operations that want more control and a more independent, integrated approach to their operations.

Farm equipment dealers

- Art's Way sells equipment and parts, and provides service through dealers. Because the products are niche, our communication needs to keep Art's Way products top of mind and help educate those selling the products.

Media/influencers

- Media and industry influencers are an important communication channel to help tell the Art's Way story and achieve higher brand recognition with the entire product line.

Brand personality



Dependable/reliable

Art's Way has been producing equipment that farmers have depended on since 1956. We take pride in our reputation for well-built, reliable equipment.



Knowledgeable/focused

By focusing on specialized niche markets, we are able to commit all of our resources to building the best equipment and providing the highest level of expertise and support to our customers.



Responsive/collaborative

We are close to our customers, allowing us to listen to their changing needs and work nimbly so we can quickly respond to changes in the markets we serve.

Product category talking points

Forage and hemp equipment

- Efficiency and ease of use
- Complete lineup for different operations
- Convenient all in-cab operation

Manure spreaders

- Most efficient spread pattern
- Industry standard for innovation
- Single-button spread control

Feed processing equipment

- Maximum livestock feed quality
- Industry-standard performance for decades
- Complete lineup to match different operations

Sugar beet harvesting equipment

- Less downtime during short harvest windows
- Optimized cleaning for maximum yield
- Reliable operation in the mud — "send the digger" reputation

Earth-moving equipment

- Dependable, heavy-duty construction for tough soil conditions
- Maximum consistency and sustainability
- Practical and simple operation

Bale processors

- Simple, one-person operation from loading to spreading
- Square or round bale processing
- Operation in tight spaces

Primary tillage equipment

- Time-tested durability and performance
- Complete soil overturn for organic weed control or field rejuvenation
- Rugged frame for use with high-horsepower equipment

Value drivers and differentiators

Sustainability	Independence	Practical innovation	Value-added ROI	Partnership
Art's Way products help operators convert forage and grain to feed, improve soil and terrain to maximize efficient water and nutrient use, control erosion and enhance land conservation, recycle livestock waste into efficient crop fertilizer, and efficiently harvest sugar beets. All of these activities help promote a high level of sustainability for independent operations and demonstrate Art's Way's commitment to practical, sustainable agriculture.	Art's Way farm equipment is designed for operators who seek a level of independence so they can achieve more control over their own operations by taking the work into their own hands.	Art's Way equipment provides practical, durable, simple-to-use equipment that is easy to maintain and service.	Art's Way equipment is designed to create ROI opportunities by enabling operators to add value within their operations through a relatively incremental equipment investment compared to higher-dollar, higher-profile equipment purchases.	Art's Way strives to establish strong, long-term partnerships with dealers to provide localized sales, support, service, tools and expertise to Art's Way customers.

SOCIAL MEDIA

Social media platforms can be powerful tools for you to market your business and advertise — for free! Here are some simple tips to help you make the most of your social channels:

FIND YOUR PLATFORM.

Many businesses use multiple social media platforms to connect with their audiences. But managing many accounts can be time consuming, so if you have to choose one, we recommend Facebook. Facebook is the most popular platform worldwide, with 2.93 billion monthly active users. Of those users, 67% are active every day.

POST CONSISTENTLY.

You will build a loyal audience and spread your message faster by posting valuable content regularly. Customers who see our posts on Facebook often contact us for more information.

BE RESPONSIVE.

It's important to respond to page comments and personal messages. If you don't respond to customer questions online, they might assume your dealership won't respond to their needs and may hesitate to show up in person.

FOLLOW ART'S WAY SOCIAL CHANNELS.

We encourage you to follow Art's Way-managed channels and share recent posts with your followers.

 **@ArtsWayMfg**

 **@artswaymfg**

 **@artswaymfg**

 **@Art's Way Manufacturing Co., Inc.**

 **Art's Way Manufacturing Co., Inc.**

SOCIAL MEDIA

CONTENT IDEAS

- ▶ **Highlight the people behind your business.** While your customers care about the equipment you sell, they also care about the people who are selling it. Use your social media to help users get to know your team. Try to mix their professional accomplishments with some appropriate personal information.
 - **Example:** Meet John Smith, parts manager at Our Company. He's worked with Art's Way equipment for 10 years. In that time, John has worked with hundreds of customers to find the right fit for their operations. We're glad he's on our team!

- ▶ **Highlight how Art's Way equipment benefits consumers.** Product features are important to consumers, but people want to know how those features make their work more efficient. Make sure to post content that explores those benefits to help your audience understand the difference Art's Way equipment could make for them.
 - **Example:** An even manure spread is key for your crop nutrition. X Series manure spreaders from Art's Way make consistent application simpler with a vertical beater placement and guillotine slop gate controls. Learn more: <https://artsway.com/equipment/spreaders/artsway-better-built-manure-spreaders/>

- ▶ **Explore relevant holidays and seasonal posts.** There are endless social media holidays to celebrate, from National Compliment Day to Hug Your Cat Day. When selecting which holidays to recognize, make sure the holiday is relevant and interesting to your audience. Just because the holiday exists, doesn't mean you should post about it!

Additionally, try to incorporate seasonally relevant posts to show your audience you're tuned into the things happening in their lives. Planting, fertilizing and harvesting are good places to start.
 - **Example:** Happy Dairy Month! We're proud to support dairy farmers who create essential products for families across the nation.
 - This post should include a photo of Art's Way equipment supporting a dairy farmer, whether a roller mill or bale processor.

- ▶ **Share customer stories.** If you hear success stories from customers, make time to learn more and ask whether you can share on social media. Hearing positive opinions from other customers will reinforce the benefits of Art's Way equipment.

- ▶ **Highlight community activities.** If your company sponsors community events or volunteers together, make sure to share with your audience — without coming off as bragging. You'll show users you're part of the community and care about the same things as they do.

NEW DEALER CHECKLIST

Getting started as a new Art's Way dealer is easy. One of the first things you'll want to do is have appropriate team members review what's available to you in our Dealer Marketing Program and determine which offerings will be most valuable to your business.

■ Review co-op marketing program

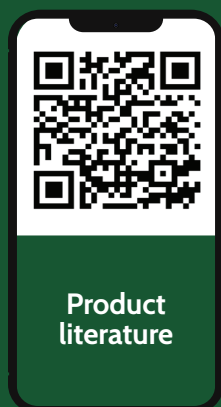
Art's Way offers our dealers a 50/50 co-op marketing program to help you market at the local level. As a new dealer, you start with \$1,000 co-op marketing dollars per year. Read the co-op marketing policies and procedures on page 15 and designate the team member at your dealership who will be responsible for turning in marketing co-op to Art's Way each month. Remit your first reimbursement by mail or email.

■ Order signage

It's important that your customers and potential customers know you carry Art's Way equipment, so we encourage you to order Art's Way signage to display at your dealership. Art's Way covers the cost of internal and external dealer signage. **Contact the Art's Way marketing department at marketing@artsway.com to order your signage.**

■ Order Art's Way literature

Art's Way dealers can order product literature at no cost. Visit the link below to view and order available literature.



EVENT CHECKLIST

Planning a successful and organized event requires a lot of work! Make sure you have adequate manpower to handle all of the tasks needed to get the work done, and allow plenty of time to execute the plan properly.

Event checklist:

- **Determine event specials.** Which wholegoods, parts, services, etc. will be featured?
- **Set the date for your event.** Pick a day, time and location. Be sure everyone at your dealership is available to help.
- **Organize your invitation list.** You can use your existing customer list, a prospect list, a list obtained from a third-party or a list provided by Art's Way.
- **Order event invitations.**
- **Follow up with invitees.** Designate one of your team members to follow up with the people you've invited.
- **Keep track of RSVPs.** Consider that 10% of people who RSVP will not attend the event.
- **Plan for food, refreshments and any prizes or handouts you'll need.**
 - o Items to consider for food service:
 - Contact a commodity cook-out group, like local beef producers
 - Condiments
 - Ice
 - Popcorn
 - Ice cream/frozen treats/snow cones
 - Grills
 - Charcoal
 - Coolers
 - Lighter fluid
 - Napkins
 - Silverware
 - o Items to consider for giveaways:
 - Caps
 - T-Shirts
- **Purchase advertising media and schedule.** Consider placing announcement ads in local newspapers and running radio commercials.
- **Make a media announcement.** Send a news release to local newspapers and regional farm papers.
- **Print flyers.** Post at sale/auction sites and in major retail outlets.
- **Announce on your website and social media pages.**
- **Contact your Art's Way representative early if you'd like them to attend.** Ask if any Art's Way factory personnel are available to attend.
- **Clean up your shop and equipment yard to ensure safety and security.** Mow, rake and trim the equipment display area. Clean up and organize service shop area and sales and parts areas. Clearly mark parking areas for attendees.
- **Set up Art's Way posters, counter displays and/or self-standing displays featuring specials.**
- **Consider other details.** You may want to set up a registration desk with an assigned attendant. Have name tags on hand. Collect attendee information and file for follow-up and future events.

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.

EXCLUSIVE DEALER CO-OP MARKETING PROGRAM

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.

FULL-PAGE PRINT ADS

Ads are available in color. Download these ads from the dealer site and simply send the file to your publication for personalization of dealer information and logo insertion.

Current ads available for customization include:

HARVEST SEASON IS WHEN WE
"WORK OUR BEETS OFF."

Order your equipment through-

VAI
ART'S WAY
Visit artsway.com for more information.

Art's Way 1

WHEN IT COMES TO OUR PEOPLE, CUSTOMERS AND EQUIPMENT
"HARD WORK COMES STANDARD."

VAI
ART'S WAY

Order your equipment through-

Visit artsway.com for more information.

Art's Way 2

VAI
ART'S WAY

"GRINDING TOWARDS A PAYDAY!"

Order your equipment through-

Visit artsway.com for more information.

Grinder Mixer

VAI
ART'S WAY

FROM THE CAB YOU CAN
"TAKE FULL CONTROL OF THE BOX."

2100 Forage Box

Order yours through-

Visit artsway.com for more information.

2100 Forage Box

WE'RE AROUND MUCK ALL DAY BUT,
"WE DON'T MUCK AROUND."

VAI
ART'S WAY
Order your equipment through-

Visit artsway.com for more information.

X Series Manure Spreader

MAKE NO MISTAKE, IT'S BUILT TO
"TAKE A MAJOR DUMP."

VAI
ART'S WAY
Order your equipment through-

Visit artsway.com for more information.

9016-HD High Dump

HARVEST SEASON IS WHEN WE
"WORK OUR BEETS OFF."

Order your equipment through-

VAI
ART'S WAY
Visit artsway.com for more information.

Sugar Beet

THE SMART WAY TO
"SPREAD FAR AND WIDE."

Art said it best: "Why work outside when you can spread while sitting in your best?"
Art's Way's New Work Cells Drive.

VAI
ART'S WAY

Order your equipment through-

Visit artsway.com for more information.

Bale Processor

EQUIPMENT THAT LOVES
"DIRT WORK."

SCAN ME

VAI
ART'S WAY
artsway.com

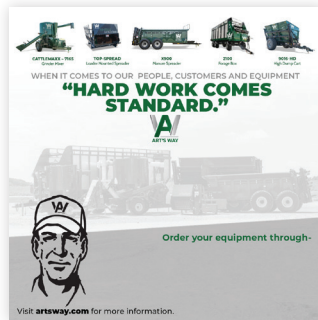
Whether you need to level and firm up your field, prep a construction site or make a new driveway, Art's Way Dirt Work Equipment is there to get the job done. Get the most rugged, smart and durable on the market built your tractor to make the best work of the preparation.

Dirt Work

SQUARE PRINT ADS

Ads are available in color. Download these ads from the dealer site and simply send the file to your publication for personalization of dealer information and logo insertion.

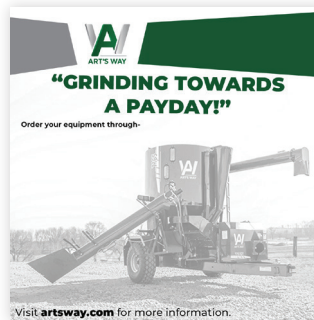
Current ads available for customization include:



Art's Way 1



Art's Way 2



Grinder Mixer



2100 Forage Box



X Series Manure Spreader



9016-HD High Dump



Sugar Beet



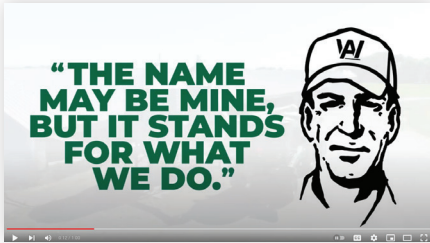
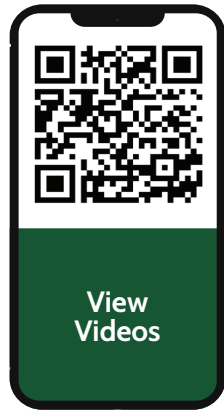
Bale Processor



Dirt Work

VIDEOS

The Art's Way YouTube channel has a growing collection of educational and promotional videos demonstrating the features and benefits of the current Art's Way equipment lineup.



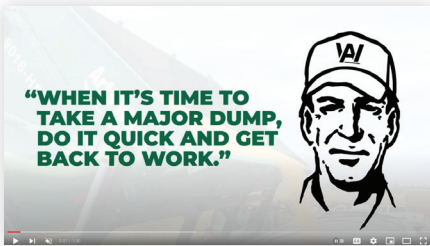
Art's Way



X Series



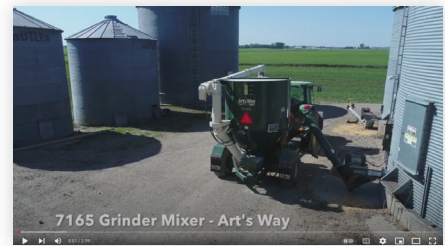
2100 Forage Box



9016-HD High Dump



TOP-SPREAD



7165 Grinder

POSTERS

Add these posters to your poster stand or hang them directly on your dealership walls.

Current posters available:



2120 Forage Box

DEALER SIGNAGE

Art's Way covers the cost of internal and external dealer signage.

Contact the marketing department at marketing@artsway.com to start your project today!

DIRECT MAILERS

Direct mailers can be downloaded, printed and sent to your prospective customer list.

Current direct mailers available for customization include:



2100 Forage Box

RADIO ADS

Ads are available in 30-second files. Download these ads from the dealer portal and simply send the file to your radio station.

Current radio ads available:

- ▶ 2100 Forage Box
- ▶ Art's Way
- ▶ X Series Manure Spreader
- ▶ Bale Processor
- ▶ Grinder Mixer

DESKTOP BACKGROUND

Download these desktop backgrounds from the dealer portal for use.

Current backgrounds available include:



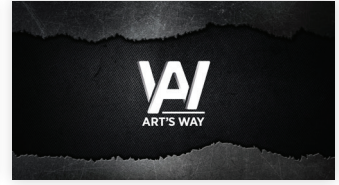
Grinder Mixer



Forage Box



Manure Spreader



Art's Way 1



Art's Way 2



Art's Way 3



Art's Way 4

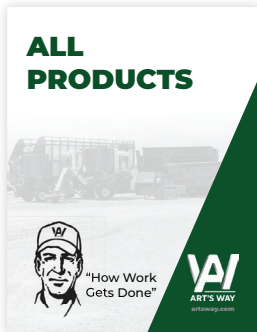


Art's Way 5

LITERATURE AND PRODUCT GUIDES

Literature and product guides are available to dealers. Order new literature or product guides by contacting your representative.

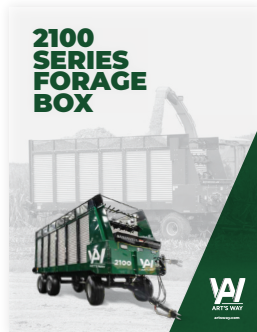
Current literature and product guides available include:



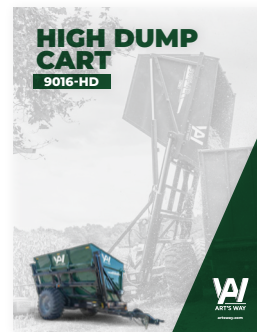
All Products Book



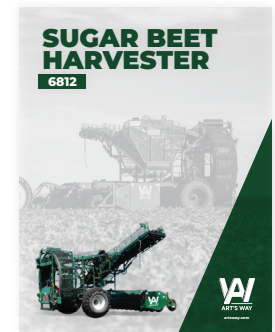
Manure Spreaders



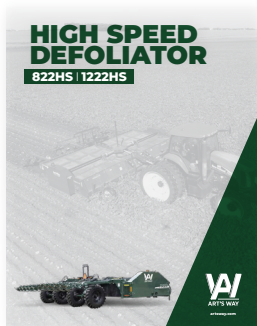
2100 Series Forage Boxes



High Dump Carts



Beet Equipment – Harvester



Beet Equipment – Defoliator

CO-OP MARKETING PROGRAM REIMBURSEMENT FORM

Dealer Name: _____ Dealer Number: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Marketing Tactic

- | | |
|---|---|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Digital display | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Direct mail |
| <input type="checkbox"/> Search text ads | <input type="checkbox"/> Literature |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Events and trade shows |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Other |
| <input type="checkbox"/> Tabloid | |
| <input type="checkbox"/> Magazine | |
| <input type="checkbox"/> Catalog | |

Participation:

1. Total cost: \$ _____

2. Amount of Participation Requested: \$ _____

NOTE: Please be sure to attach proof of marketing as noted in the co-op marketing program overview.

Requested By: _____ Date: _____

Approved By: _____ Date: _____

Additional Information: _____

artsway.com
(712) 208-8467
5556 Hwy. 9
Armstrong, IA 50514

CO-OP MARKETING PROGRAM TRACKING FORM

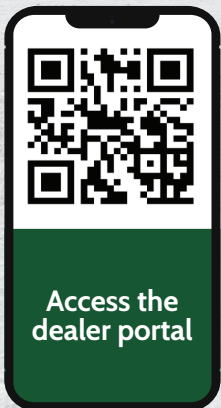
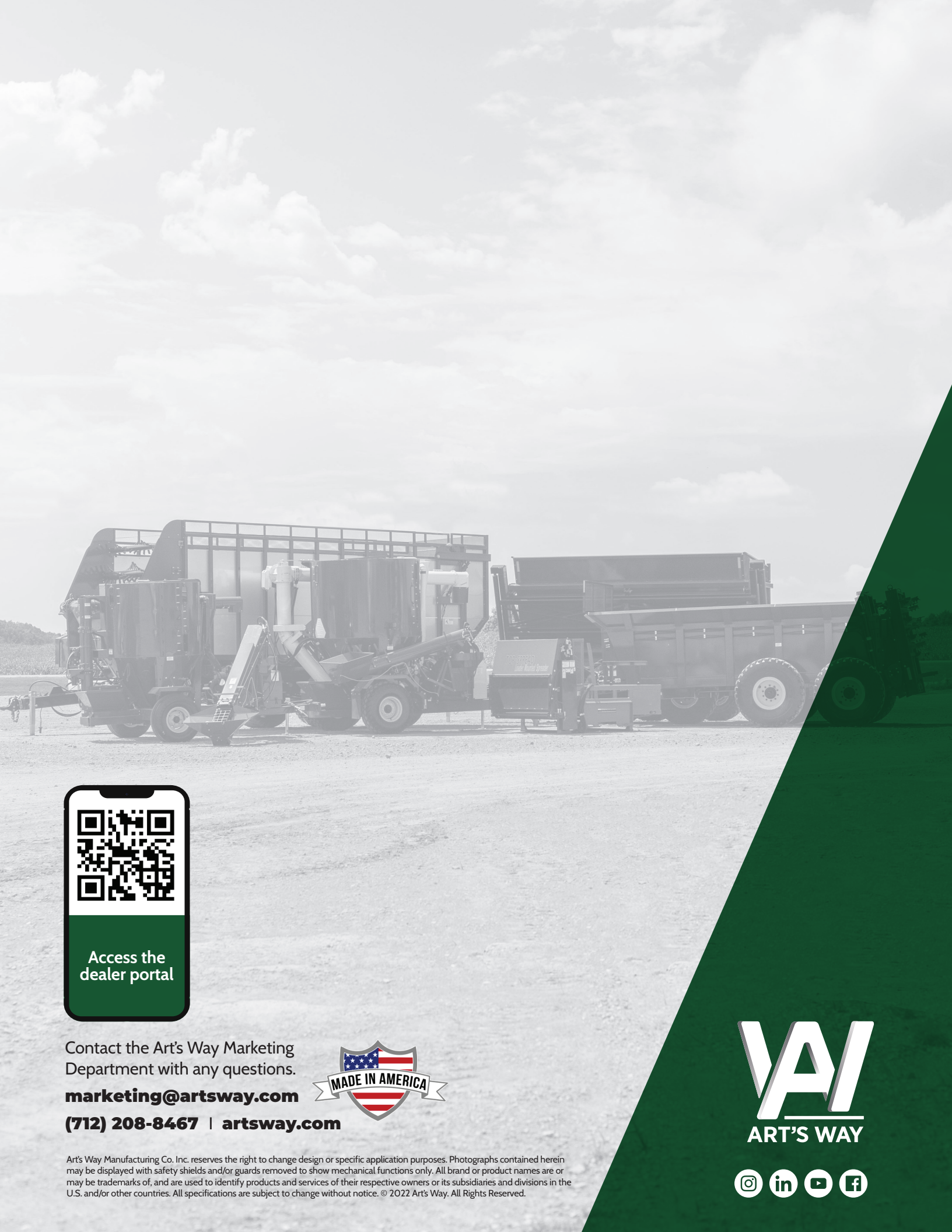
The following form is for your use only. Please track each time you turn in an marketing expenditure so you know your co-op marketing balance.

Dealer Name: _____

Beginning Amount: _____

NAME OF MEDIA OUTLET OR MARKETING TACTIC	DATE(S) RUN	TOTAL COST	LESS 50% ART'S WAY DOLLARS	ART'S WAY DOLLARS REMAINING

artsway.com
(712) 208-8467
5556 Hwy. 9
Armstrong, IA 50514



Access the
dealer portal

Contact the Art's Way Marketing
Department with any questions.

marketing@artsway.com

(712) 208-8467 | artsway.com



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