



CO-OP

ADVERTISING

PROGRAM



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Co-op Advertising Program

ADVERTISING ALLOWANCE

- The Haybuster division of DuraTech Industries will share the cost 50/50 for local advertising or promotion devoted to new Haybuster equipment and “like” used equipment taken in trade for new Haybuster equipment.
- Each dealer location will be given an annual cooperative advertising budget of \$1,000.00 USD to advertise New/Used Equipment. The annual cooperative advertising budget time period follows the calendar year (January 1 through December 31.) Unused portions of the dealer’s advertising budget will not be carried over into the next budget time period.
- Dealers have the option of utilizing all of their New/Used Equipment Budget for new equipment advertising, but only 50% of the New/Used Budget can be utilized in support of used equipment.
- Advertising should be restricted to media within a dealer’s area of responsibility.
- Requests for reimbursement and all required documentation must be submitted directly to Haybuster, a division of DuraTech Industries-Attention: Co-op Advertising. Required documentation must be submitted within 90 days of the initial space or air date for print/broadcast advertising, mailing dates for direct mail, and initial promotion dates for billboards and shows/fairs/exhibits.
- Reimbursement shall be made in the form of a credit issued to the submitting dealer’s open account. No checks shall be issued to the dealer for co-op advertising reimbursement.
- Only Haybuster dealers may request co-op advertising reimbursement. Claims received directly from the media will be returned.
- Dealers may use up to 50% of their annual co-op reimbursements to purchase Authorized Haybuster Dealership signage for their dealership. Signage must come from approved Haybuster sources.



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NOT ELIGIBLE FOR CO-OP REIMBURSEMENT

- New equipment advertising which includes references to price is **not eligible** for co-op advertising reimbursement.
- Co-op advertising reimbursement is limited to the net cost of the space or time purchased. Advertising agency fees, creative charges, color charges, special positioning and production costs are **not eligible**.
- Print, broadcast advertising and direct mail that includes competitive logos, trademarks or brand names are **not eligible**. (The only exception is for used equipment advertising.)
- Advertising or practices, which violate government laws and guidelines, are **not eligible**.
- Advertising that has no direct commercial value, such as public service and complimentary ads are **not eligible**.

Other items that are not eligible for co-op reimbursement:

Calendars, charity, electronic message boards, entertainment, imprinted items or promotions, specialties, internet pages, local sports or collegiate programs, on-hold messaging, open house event expenses, or yellow pages advertising.

ADVERTISING MEDIA TYPES

Print Media (Newspapers & Magazines): Dealers may choose to use company-prepared ad slicks or develop their own advertising materials. Acceptable media includes newspapers and magazines having a published rate card; ads that run in the classified section of papers; general interest papers whose rates and circulation are published and subject to verification. However, in order to qualify for co-op reimbursement, the criteria listed below must be met.

Qualifying Criteria:

- The Haybuster logo and individual machine logos must be properly displayed in all print advertising.



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Ad Size:

- Format size can be reduced or increased in size, but logo placement should remain the same.
- Configuration may be vertical or horizontal, but logo placement should remain the same.
- Body copy of the Haybuster-provided ads may be altered to meet a dealer's specific market needs, as long as the integrity proportionality of the logos is maintained.

Broadcast Media (Radio): Dealers may choose to use Haybuster-prepared radio commercials or may develop their own. However, in order to qualify for co-op reimbursement, the criteria listed below must be met.

Qualifying Criteria:

- Radio commercials are eligible only if they mention Haybuster as the manufacturer, identify the dealer as the Haybuster retail outlet, and exclusively advertise Haybuster Agricultural Equipment.

Billboards: Billboards can be an excellent way of attracting attention to your place of business.

Qualifying Criteria:

- Leased or rented space that is devoted exclusively to Haybuster equipment and has the Haybuster logo prominently displayed.

Direct Mail: Direct mail provides a means to communicate directly with a select group of customers and/or prospects on a targeted, rather than a mass basis. Dealers may develop their own direct mail pieces. However, in order to qualify for co-op reimbursement, the criteria listed below must be met.

Qualifying Criteria:

- Haybuster will reimburse dealers for 50% of the cost of printing and postage only. Creative costs, handling, labeling, sorting and other such activities are not eligible for reimbursement.
- Direct mail includes flyers, postcards, and newspaper supplements featuring Haybuster products. It also includes announcements for special events as open houses or field days.
- The Haybuster logo must be prominently displayed in all direct mail pieces.
- Direct mail including reference to logos/trademarks of other manufacturers are not eligible for co-op reimbursement (the only exception is for used equipment advertising.)



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Shows/Fairs/Exhibits: Show and exhibits provide excellent visibility and hands-on equipment opportunities. However, in order to qualify for co-op reimbursement, the criteria listed below must be met.

Qualifying Criteria:

- The co-op program provides reimbursement of exhibit space in which Haybuster equipment is exclusively displayed.

Not Eligible:

- Setup and tear-down costs, transportation, electricity, telephones, etc. related to the exhibit are not eligible.

Authorized Dealership Signage: Dealerships will gain additional exposure and sales when their dealership is recognized as an Authorized Haybuster Dealership with outdoor/indoor signage.

Qualifying Criteria:

- Dealers may choose to use up to 50% of their annual co-op reimbursements to purchase signage for their dealership.
- Signs must be purchased through a Haybuster approved vendor.
- To receive co-op reimbursement, the dealership will submit a picture of the sign showing their facility, a copy of the paid invoice along with the co-op ad claim form.

REQUIRED DOCUMENTATION FOR REIMBURSEMENT

Print Media (Newspapers & Magazines):

1. Co-op advertising claim form.
2. An original tear sheet.
3. The original or copy of the invoice reflecting all discounts and indication name and address of the publication.
4. Ad run date and size.

Broadcast Media (Radio):

1. Co-op advertising claim form.
2. A complete script imprinted with the ANA/RAB or ANA/TVB (RMB in Canada verification reflecting the air times and the net cost (including the signature of a station representative.)
3. An invoice reflecting all discounts and noting the date that each spot ran.



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Billboards:

1. Co-op advertising claim form.
2. A photograph of the billboard.
3. An invoice paid in full for the outdoor posting of the billboard showing both the time period for leasing of space and the number/location of each billboard.

Direct Mail:

1. Co-op advertising claim form.
2. A complete sample of the promotional material that was mailed.
3. A dated copy of the printing invoice.
4. A dated postal receipt showing the mailed quantity.
5. If the dealer uses a postage meter, documentation must include a certified/notarized letter indicating quantity mailed and postage cost.

Shows/Fairs/Exhibits:

1. Co-op advertising claim form.
2. A photograph of the booth or exhibit clearly showing that the Haybuster equipment models were displayed exclusively
3. A copy of the invoice, paid in full by the dealer, reflecting the rental space cost.

Authorized Dealership Signage:

1. Co-op advertising claim form.
2. A picture of the signage on or near the facility.
3. A copy of the paid invoice.