



2022 CO-OP ADVERTISING PROCEDURES

- We are asking that all coop claims be submitted for approval **PRIOR** to purchase by the dealer. This will ensure the accuracy of the content and provide Kohltech budgeting foresight.
- Co-op funds allocated are based on your purchases from the previous calendar year.
Feel free to call or email to discuss the amount in your co-op account.
- **Advertising & Promotional Allowance:** Kohltech will pay up to 50% of the net cost of local advertising. Maximum co-op allowance will not exceed the following, whichever comes first: 1.5% of the previous year's sales OR \$6,000 per dealer per year.
- Kohltech will pay up to 50% of the advertising/promotional item. For maximum credit, Kohltech must be the only product advertised and the proper logo must be used (see top of page for sample, contact Jeff Barsalou for brand material). If multiple products are featured in the same ad, then the amount credited will be based on the space in the ad that Kohltech occupies.
- All co-op advertising materials must be prepared using current Kohltech ad mats, unless otherwise approved by the marketing department. When in doubt, please take a moment to discuss the ad layout, radio script or promotional item idea with me to ensure that you will be meeting all criteria and will be eligible for maximum credit. Brand Guidelines are available on the <http://www.kohltech.com> website under Resources.
- When submitting a claim, please email a copy of the paid invoice from the advertising medium or promotional item and a completed Co-Op Credit Sheet. Be sure to also include radio scripts, original newspaper tearsheets, pictures of the promotional item or photocopy, etc.
- All claims are to be submitted no later the 60 days from the publication date for print & radio ads and 60 days from the invoice date for promo items. More timely submissions will lead to quicker credits and less confusion in our Accounting Department.
- Kohltech will issue credits no later than 30 days after the co-op claim submission.
- Co-op funds expire at the end of each year and cannot be carried over.
- Production, film work, printing, mailing, and shipping are not eligible for co-op funds.

If you have questions or concerns about the program, please contact myself or your sales representative.

Thank-you,

AJ Hire

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