



Unverferth Co-op Marketing Reference Guide

Effective: January 1, 2018

For advertising slicks,
photos and logos, please visit
coop.unverferth.com

419.532.3121 • Fax 419.532.2468 • unverferth.com

601 South Broad St. • P.O. Box 357 • Kalida, OH 45853

Co-op Marketing for Unverferth Products

Unverferth Manufacturing is pleased to provide a co-op marketing program for our dealers to assist in your product sales efforts. You can advertise (either print or radio) any new and current Brent, Killbros, Parker, Top Air or Unverferth whole good your dealership currently represents and your account can be credited for up to 60% of the total cost for space/time. All whole good dealers are eligible for \$2,000 per calendar year. For dealers whose previous yearly volume was greater than \$400,000, multiply your net sales by ½% (.005) to determine total eligibility for co-op reimbursement, up to \$5,000. Following are the specifics.

Qualifications

PRINT AND RADIO

- Advertisements in the dealership's trade area will qualify.
- Ad slicks are available where your dealership's logo can be simply added to the bottom of the approved copy. Ads can be obtained in camera-ready format (PDF) at coop.unverferth.com. Additionally, photos and logos from these ad materials may be used to fit into your own layout.
- Picture of new product and appropriate brand logo (Brent, Killbros, Parker, Top Air, or Unverferth) must be used to qualify for co-op.
- Print advertisements which exclusively feature Unverferth product(s) and are used exactly as provided with your dealership's imprint (may be reduced/enlarged to fit publication space) are eligible for a **60%** co-op amount.
- Where multiple, non-competing product lines are promoted in print, a border must be used around the Unverferth product(s) with the brand logo, to appropriately pro-rate the space used. These ads are eligible for a credit of **40%**.
- Radio commercials should focus exclusively on Unverferth products and the brand name (Brent, Killbros, Parker, Top Air, or Unverferth) should be mentioned twice in a 30-second spot and three times in a 60-second spot. Copy from approved print ads may be modified by the radio station to suit your needs. These will be eligible for **50%** co-op reimbursement.
- Ads with competing products will disqualify ad from co-op consideration.
- If pricing is discussed, use only a suggested list price, rental or lease amount. Use of ambiguous wording such as "lowest prices, best deals, X% discount", etc. will disqualify ad from co-op reimbursement.

TRADE SHOWS - We encourage you to display Unverferth products at your local ag-oriented events. For these types of shows, please contact your territory manager for pre-approval for up to 50% of the exhibit space used for Unverferth branded products.

SOCIAL MEDIA, DIRECT MAIL AND OTHER - If there are other programs with the goal of promoting product sales, please contact either Jerry Ecklund or Andy Unverferth at 800-264-4580, ext. 1233 or 1238. Or, email jerrye@unverferth.com or andyu@unverferth.com.

Submitting a Co-op Claim

If your marketing meets the above criteria, submit the pro-rated cost for the appropriate space/time used for Unverferth products for processing. A merchandise credit will be issued for the appropriate amount. Creative and layout costs are the dealership's responsibility.

- Multiple invoices may be sent together for reimbursement. A form is available at the end of this booklet or online at coop.unverferth.com for your convenience.
- Claims must be made within 60 days after the advertising is invoiced.
- For print media, attach copies of paid invoices and original tear sheets with each co-op request.
- For radio commercials, attach copies of paid invoices and a copy of the script and affidavit of performance for each co-op request.
- Reimbursement will be made at the dealer's contracted space/time rate for paid, qualified media.
- Unverferth Mfg. Co., Inc. reserves the right to alter or suspend this co-op program at any time.

This following examples are designed to help you get the greatest value from your Unverferth Mfg. co-op marketing program to help promote and ultimately sell the products your dealership represents. On this page and the pages to follow you will see samples of ways to use your co-op advertising. Below is a sample of a ready-made ad slick that is available along with many others for your use. With the ready-made ad slicks you can earn a 60% co-op credit. On page four is a sample of an ad that a dealer might make on their own. This type of ad could earn up to a 40% credit for the space used advertising Unverferth Manufacturing products.

Co-op Amount - 60% for the space used to advertise the Unverferth Drill Fill.

This sample illustrates the use of our ready-made ad slicks. With the ready made ad-slick you will spend less time putting ads together, just drop in your logo and contact information and earn a 60% credit.

- Ready-to-use ad slicks can be downloaded from our web site at coop.unverferth.com, and sent directly to your advertising medium.

PLEASANT DREAMS!

Constantly climbing stairs is a distant memory with an Unverferth CCS drill or planter fill for JD CCS planting systems. They're available with a compact folding auger or super-gentle conveyor that quickly move bulk or bag seed at speeds up to 10 bushels per minute.

Sleep well this planting season with an Unverferth CCS drill or planter fill.

UM unverferth
unverferth.com

Dealership's Logo

***]nnovative design • Quality manufacturing**

This is the most efficient way to promote your dealership and the Unverferth products you represent, earning the most of your co-op dollars.

Co-op Amount - 40% of the space amount used to advertise the Unverferth Grain Cart.

This ad is an example of a dealer-produced ad that would qualify for 40% co-op credit.

The advertisement is enclosed in a double-line border. At the top, it says "In Stock NOW...". Below this, there are two product listings. The left listing features a photograph of a grain cart, the Unverferth logo, and the text "Unverferth Grain Cart List Price Starting At \$18,465.00". Below the price, it lists "Available Options" as "Tracks", "Scale", and "Monitors". The right listing features a placeholder box, the text "Fall Tillage Product", and "Used Sewqt Tillage Tool List Price Starting At \$28,465.00". Below this, it lists "Available Options" as "Asdfg", "Lkjh", and "Qwerty". At the bottom of the ad, it says "Tri-County Implement 800-555-FARM Farm Town, USA 12345".

Callouts from red ovals point to the following elements:

- Picture of product**: Points to the grain cart photo.
- Brand logo**: Points to the Unverferth logo.
- Border**: Points to the double-line border of the ad.
- Correct use of "List Price"**: Points to the price "\$18,465.00".
- Advertised with a non-competing product**: Points to the "Fall Tillage Product" listing.

- A current photo of the product being advertised.
- When mentioning price, please use the "Current List Price".
- The Unverferth Mfg. product being advertised is enclosed within its own border.
- The appropriate brand logo is placed in the ad along with the picture of the product being advertised.
- Other non-competing brands can be advertised within the same ad, outside of the bordered Unverferth product(s).

Co-op Amount - 0% of the space amount used to advertise the Unverferth Grain Cart.

This ad demonstrates incorrect ways to run an ad for co-op eligibility.

Needs picture of product

Needs brand logo

Competing brand in same ad

Needs border

Infers other than list price

In Stock NOW...

Unverferth Grain Carts!

Many to choose from

Lowest Prices Around Nobody will beat Our deals

XYZ Grain Carts Receive 10% OFF LIST PRICE TODAY Nobody will beat Our deals

Picture of XYZ Grain Cart

Tri-County Implement
800-555-FARM
Farm Town, USA 12345

If you have any questions concerning co-op, please contact Jerry Ecklund at jerrye@unverferth.com or phone 419-532-3130, ext. 1233



Co-op Marketing Reimbursement Form

P.O. Box 357 • Kalida, OH 45853

- Please **TYPE** or **PRINT CLEARLY**
- Please **photocopy** as needed

OFFICE USE ONLY

Ref. #
Date Received:
Approved Amount:
Approved By:

Customer Number: 99-999	Date Completed: 12-20-2014	Telephone: 555-123-4567
Customer Name: Tri-County Implement		Fax: 555-891-0111
Address: Farm Town USA 12345	NOTE: Please include ALL Original Tear-Sheets, Scripts and Invoices when submitting this form for credit. All and any co-op credit requests not submitted with proper documentation, tear-sheets and invoices will be returned. A merchandise only credit will be issued.	
Contact Person: John Doe		

Ad Title / Product	Date Ran	Name of Publication / Broadcast Station	Amount of Space / Time used for Alliance Product(s)	Total Cost for Alliance Products	Co-op Percent Requested	Co-op \$ Amount Requested	Co-op Amount Awarded	Code
							Office use Only	Office use Only
Unverferth Cart	12-1-14	Farmer Gazette	100%	\$103.00	60%	\$61.80		
Zone Builder	12-11-14	Farming News	100%	\$98.03	60%	\$58.81		
Rolling Harrow 220	12-11-14	Farming News	30%	\$43.08	40%	\$17.23		
Unverferth Cart	12-11-14	Farmer Gazette	100%	\$135.09	40%	\$54.04		
TOTALS						\$379.20	\$199.88	

When submitting for co-op reimbursement, please mail completed form and all documentation to: Unverferth Mfg. • P.O. Box 357 Kalida, Ohio 45853

Form Prepared By:

Signature:



P.O. Box 357 • Kalida, OH 45853

Co-op Marketing Reimbursement Form

- Please TYPE or PRINT CLEARLY
- Please photocopy as needed

OFFICE USE ONLY
Ref. #
Date Received:
Approved Amount:
Approved By:

Customer Number:	Date Completed:	Telephone:
Customer Name:		Fax:
Address:	NOTE: Please include ALL Original Tear-Sheets, Scripts and Invoices when submitting this form for credit. All and any co-op credit requests not submitted with proper documentation, tear-sheets and invoices will be returned. A merchandise only credit will be issued.	
Contact Person:		

Ad Title / Product	Date Ran	Name of Publication / Broadcast Station	Amount of Space / Time used for Unverferth Product(s)	Total Cost for Unverferth Products	Co-op Percent Requested	Co-op \$ Amount Requested	Co-op Amount Awarded	Code
								<u>Office use Only</u>
TOTALS								

When submitting for co-op reimbursement, please mail completed form and all documentation to: Unverferth Mfg. • P.O. Box 357, Kalida, Ohio 45853

Form Prepared By: _____ Signature: _____

NOTES
