



COOP ADVERTISING POLICY AND PROCEDURES

Coop advertising Allowance

Art's-Way Manufacturing Co., Inc. will reimburse you at 50% of your advertising cost for products to a maximum of 1% of your payments to Art's-Way Manufacturing Co., Inc. on each product brand during the previous fiscal year, provided these guidelines are followed:

Qualifying Media

The following media are approved to use in this program

- a) Newspaper
- b) Circulars, flyer, tabloid insertions
- c) Radio
- d) 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 Manufacturing Co., Inc.

Approved Mechanics

All ads must feature a clear illustration of the product, a company logo, and an accurate description of the product.

All co-op dollars must be used in calendar year. (No carry-over allowed)

Art's-Way Manufacturing will not co-op any portion of any advertisement that includes competitive products.

Art's-Way Manufacturing will not provide funding for advertising that is misleading, untruthful, unlawful. Or that violates acceptable advertising standards.

Art's-Way Manufacturing will not provide co-op credit for advertising which includes pricing other than list price.

No faxed requests will be allowed.

Proof of Advertising

All proof of advertising must be submitted within sixty (60) days of advertising date.

Newspapers: submit a photocopy of the original invoice you received from the newspaper and a full page tear sheet showing the ad.

Flyers, circulars, tabloid insertions, etc.: You must submit a copy of the printers invoice, an insertion or mailing invoice and an original sample of the complete publication.

Radio Advertising: A notarized affidavit of performance from the radio station is required along with a copy of the script, and a station invoice.

Payments

Complete the Art's-Way request for reimbursement form, enclose the required documentation, and send to:

Co-op Advertising
Art's-Way Manufacturing Co., Inc.
PO Box 288
Armstrong, IA 50514-0288

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