

## CO-OP ADVERTISING

Through targeted marketing funds, Republic and your equipment manufacturers will partner with you to help promote your business and its affiliation with the equipment brand. The use of these market funds are intended to enhance our mutual sales and profit opportunity through incremental business. Please see your TM to learn more about the funds that can be made available to you.



All co-op claims must be submitted to Republic ONLINE via our Co-op portal at [www.republicco.com/co-op](http://www.republicco.com/co-op)

### Co-op Allowance & Reimbursement



**Liberties Plus - 2023 allowance = 1% of 2023 purchases from Republic. Reimbursement 50% of cost.**



**CCE - 2023 allowance = 1.5% of 2023 purchases from Republic. Reimbursement 60% of cost.**

### NEW IN 2023

Your 2023 starting balance will be front-loaded based on your 2022, 12-month purchase commitment or previous purchase history.

### How to submit co-op

- 1. Make sure your activity is approved before purchasing.**

Please refer to the guidelines on the following page to ensure your advertising or sales promotion activity will be eligible for factory co-op reimbursement.

  - ▶ All YORK-prepared advertising, as in the current YORK Marketing Navigator (MAC), are automatically eligible for co-op support. This includes newspaper ads, magazine ads, radio and television spot announcements, billboard posters, direct mail materials and other YORK-produced items.
  - ▶ Locally-prepared advertising, promotion materials or local alterations to YORK-prepared materials must be pre-approved through Republic and Channel Fusion, YORK's co-op administration partner.
  - ▶ **Submit all pre-approval requests to Republic at [markit@republicco.com](mailto:markit@republicco.com)**
- 2. Run the advertising or sales promotion activity, and pay the vendor the full amount of the invoice.**
- 3. Within 45 days of the invoice date, submit invoice and required documentation to Republic via the online co-op portal at [www.republicco.com/co-op](http://www.republicco.com/co-op)**
  - ▶ Regardless of the type of advertising or other co-op funding requests, all claims must be submitted to Republic no later than 60 days after the date of the media or material invoice to be eligible for co-op funds.
- 4. Receive reimbursement from Republic in the form of account credit.**

# CO-OP ADVERTISING

MEDIA/MATERIALS	CLAIM REQUIREMENTS
<p><b>DIGITAL ADVERTISING</b> SEO or SEM advertising only through web.com or other JCI approved vendors are eligible for reimbursement. Internet display ads and video pre-roll ads are also eligible with pre-approval from Republic or Channel Fusion.</p>	<p>Digital Advertising: 1. Invoice 2. Screenshot of the ad 3. Script of video if applicable</p> <p>SEO/SEM 1. Copy of paid invoice 2. Contract indicating total cost, time period, and campaign specifics</p>
<p><b>NEWSPAPERS / CONSUMER PRINT</b> Space costs only in accredited weekly, daily or Sunday ABC newspapers. Only the fractional portion of the ad displaying copy, product identification, or the brand logo will be considered when computing acceptable co-op allowances.</p>	<p>1. Entire page (tear sheet) for each advertisement claimed, showing publication name and date 2. Copy of the paid invoice from the publication</p> <p><i>*Production costs on Contractor-prepared advertisements are not eligible for co-op funds. Invoices must be at the lowest possible local rate. Co-op funding will be calculated on the basis of the net earned rate from the newspaper, including any discount or rebate.</i></p>
<p><b>RADIO AND TELEVISION</b> Spot announcements costs for 10, 15, 20, 30 and 60 second advertisements.</p>	<p>1. Copy of paid invoice from station showing the length of each commercial, its cost, and the total cost at your lowest contract rate less all discounts 2. Notarized affidavit from the Station 3. Notarized script of the advertisement</p> <p>(In many cases notarized scripts and affidavits are included on the Station invoice given to you.)</p>
<p><b>APPAREL, UNIFORMS, PROMOTIONAL PRODUCTS</b> Authorized uniforms, apparel, and branded products sold through YORK approved vendors. Must meet brand guidelines if from alternate vendor.</p>	<p>1. Copy of the paid invoice 2. Image/proof of YORK branding</p> <p>A maximum of 10% of available co-op funds may be used on apparel and/or promotional products</p>
<p><b>BILLBOARD AND TRANSIT ADVERTISING</b> Space costs.</p>	<p>1. Copy of leasing agreement 2. Copy of paid invoice indicating the date the board was posted 3. Photograph of billboard</p>
<p><b>EXHIBITS, DISPLAYS, FAIRS</b> Cost of exhibit space. When more than YORK products are displayed, that portion of the display occupied by YORK products will be eligible for co-op funds.</p>	<p>1. Copy of the paid invoice for space from the show operator 2. Color photograph of entire display area</p>
<p><b>LOCAL DIRECT MAIL</b> Cost of postcards, mailing and mailing lists</p>	<p>1. Copy of mailer 2. Printer's paid invoice 3. Postal receipts for the quantity mailed</p> <p><i>For other methods of distribution, such as use of a mailing service, a paid invoice stating the cost and quantity distributed is required.</i></p>
<p><b>IDENTIFICATION SIGNS</b> YORK approved vendor produced identification sign.</p>	<p>1. Copy of the paid invoice.</p>
<p><b>VEHICLE IDENTIFICATION, AD SPECIALTIES</b> YORK approved vendor produced items. Must meet brand guidelines if from alternate vendor.</p>	<p>1. Copy of the paid invoice 2. Image showing YORK branding</p>
<p><b>SALES PROMOTIONAL ITEMS</b> Literature, computer software, videos and sales presentation material.</p>	<p>1. Copy of the paid invoice 2. Image/proof of YORK branding</p>
<p><b>SOFTWARE</b> Software from Wrightsoft or other YORK designated software provider outlined on Solution Navigator</p>	<p>1. Copy of the paid invoice.</p>

## Co-Op Guidelines

The following guidelines should be used in planning advertising or sales promotion activities to be eligible for factory co-op reimbursement.

- ▶ All York-prepared advertising, as in the current York Marketing Navigator (MAC), are automatically eligible for co-op support. This includes newspaper ads, magazine ads, radio and television spot announcements, billboard posters, direct mail materials and other York-produced items.
- ▶ Locally-prepared advertising, promotion materials or local alterations to York-prepared materials must be pre-approved through Republic and Channel Fusion, York's co-op administration partner. (submit all pre-approval requests to Republic at [markit@republicco.com](mailto:markit@republicco.com))
- ▶ York brand logos in the approved forms must be prominently and exclusively displayed (except where otherwise indicated) in all print advertising. Logos are available from the Marketing Navigator.
- ▶ Generally, no other manufacturer identification or product(s) may be mentioned or displayed in the advertisement to be eligible for co-op funds.
- ▶ York brand logos and products that are displayed in conjunction with other non-competing manufacturers in special promotions MAY BE ELIGIBLE for reimbursement on a proportionate basis. In such cases, ADVANCE APPROVAL from Channel Fusion must be obtained.
- ▶ Regardless of the type of advertising or other co-op funding requests, all claims must be submitted to Republic no later than **45 days after the date of the media or material invoice** to be eligible for co-op funds.
- ▶ Republic and York reserve the right to obtain verification of media charges, etc. from media and suppliers. Contractors are expected to cooperate with all such requests. If the amount of the claim approved should be disputed, the decision of York management will be final.

In general, activities other than those listed below will not be eligible for YORK co-op funds. Any exceptions must be submitted in advance to Republic or Channel Fusion.

### Some examples of media and materials that are not co-opable:

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| <ul style="list-style-type: none"> <li>▶ Local advertising agency fees</li> <li>▶ Advertising that displays competitive products or brands in ads or on promotional materials</li> <li>▶ Liberties/Liberties Plus/CCE registration and program fees</li> <li>▶ Congratulatory advertisements or donations such as advertisements in bulletins, year books, athletic or theatrical programs, sports team sponsorships, etc.</li> <li>▶ Customer gifts, meals, etc.</li> <li>▶ Political publications</li> <li>▶ Locally produced building signs</li> <li>▶ Truck painting and/or repairs</li> <li>▶ Personal hotel accommodations</li> <li>▶ Transportation costs</li> </ul> | <ul style="list-style-type: none"> <li>▶ Travel expenses</li> <li>▶ Computer hardware</li> <li>▶ Computer software</li> <li>▶ Shipping, electrical, and labor charges for displays and exhibits, including telephone charges from exhibit</li> <li>▶ Shipping charges for any item</li> <li>▶ Federal, state, city or use taxes</li> <li>▶ Office supplies such as price lists, speed memos, purchase orders, service orders, labels and stationery (letterheads, envelopes, scratch pads, calling cards), etc.</li> <li>▶ Activity prohibited by local regulation or laws</li> </ul> |
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## *Advertising Ethics*

Republic and York reserve the right to refuse any material used in advertisements, broadcasts or telecasts which, in their opinion, does not comply with the Bureau of Better Business Standards requirements. Please comply with the following rules:

1. Do not misrepresent any price of any product.
2. Do not misrepresent the mechanical features or benefits of any products.
3. Do not misrepresent any warranty existing on any unit.
4. Do not discuss any competitive products.
5. Do not use language in advertising that may tend to offend, mislead, confuse or deceive the customer.

# 2023 GUIDELINES

## Online/Mobile/Digital NEW IN 2023

- YORK logo clearly and prominently shown on banner ads
- Copy-only based ads must include the use of the YORK brand name
- If online advertising directs to a website, that website should include the use of the YORK logo as referenced in the above section

## Website

- YORK is clearly and prominently featured on home page
- List and show YORK products
- Logos appearing in photos on page including on **trucks and uniforms are not considered sufficient**
- If competitive brands are represented, **YORK brand must have equal or greater prominence to qualify for co-op**

## Radio

- All radio spots must audibly mention YORK
- Pre-approval of script required**

## Print & General Logo

- Prominently display YORK logo. Logo must be a **minimum 50%** the size of the contractor's logo and **no less than one inch in width**
  - Logos appearing in photos are not considered sufficient
- Advertising not specifically covered by this policy should have prior approval from Sales & Marketing Programs team

## Social Media NEW IN 2023

- Organic and paid posts must mention YORK name
- Videos and imagery must show YORK logo

## TV/Video

- YORK needs to be represented both visually and audibly
- YORK logo should be clearly and prominently shown
- Include at least one audible mention
- Pre-approval of storyboard and/or video file is required

## Billboards

- YORK logo clearly and prominently shown
- YORK logo must not appear with competitive brand logos
- Logo must be at a **minimum 50%** to the size of the contractor's logo

## Signage/Apparel/Promo Gifts

- YORK logo clearly and prominently shown
- YORK logo must not appear with competitive brand logos
- Logo must be at a **minimum 50%** to the size of the contractor's logo

Submit a CO-OP  
Claim here!

