

## 2025 Co-op Advertising Procedures

These procedures are designed to ensure that you will receive the maximum of 50% credit for the net cost of your Co-op material.

Please pay attention to the information below to ensure your claim gets approved.



- Co-op funds allocated are based on your purchases from the previous calendar year. Feel free to call or email your Territory Manager to discuss your Co-op Allowance total.
- All co-op claims must be submitted for approval PRIOR to purchase. This will ensure the accuracy of the content and design, and compliance with your Co-op Allowance.
- Kohltech will pay up to 50% of the net cost of co-branded material, when your logo and Kohltech's is used.



- If multiple products or companies are featured in the same ad (with the exemption of other window or door companies), the amount credited will be based on the space in the ad that Kohltech occupies.
  - Kohltech and You - 50%
  - Kohltech, You and other brand - 33%
  - Kohltech, you and two other brands - 25%, etc.



- All co-op advertising materials must be approved by Kohltech, or can be designed by the Kohltech Marketing Department.
- If unsure, please discuss the ad layout, radio script, or promotional item idea with the Marketing Department to ensure that you will meet all criteria and will be eligible for maximum credit. Brand Guidelines are available on the <http://www.kohltech.com> website under Resources and available upon request from the marketing department.
- When submitting a claim, please email a copy of the paid invoice from the advertising medium or promotional item and include pictures of the promotional item, radio scripts, original newspaper ads, or pictures of signs or billboards, etc.



- If another window or door company logo is featured, the item will not be covered under the co-op program.
- For maximum credit, Kohltech must be the only product advertised and the proper logo must be used.
- All claims are to be submitted no later than 60 days from the publication date for print & radio ads and 60 days from the invoice date for promo items.
- Kohltech will issue credits no later than 30 days after the co-op claim submission.
- Co-op funds expire at each year's end and cannot be carried over.
- Production, film work, printing, mailing, shipping, design, and all taxes are not eligible for co-op funds

If you have questions or concerns about the program, please contact the Marketing Department, or your Territory Manager.



Thank you,

The Marketing Department

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