

2024 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 to discuss your Co-op Allowance total.
- All coop 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.
- 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.



- 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.
- If another window or door company logo is featured, the advertising/promotional 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 co-op advertising materials must be prepared using current Kohltech ad mats, unless otherwise approved by the Marketing Department.
- If unsure, please take a moment to 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 a completed Co-Op Credit Sheet. Be sure to also include radio scripts, original newspaper ads, 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.
- 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, and shipping 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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