

CO-OP ADVERTISING PROGRAM GUIDELINES

OVERVIEW

The goal of the Cooperative Advertising Program (Co-op) is to assist Copperfield's business partners in building local market awareness and sales of Copperfield products. Your annual Co-op allowance will be based on your net purchases from Copperfield during the previous calendar year (January 1–December 31).

CLAIM SUBMISSION & REIMBURSEMENT

Copperfield will credit your account for 50% of the net advertising cost of qualified advertising.

Claims must be submitted within 30 days of the invoice date of the advertising purchase. This includes 30 days into the next calendar year for invoices dated in December.

Co-op reimbursements are made in the form of a credit to your Copperfield account, within 30 days of receipt of the claim form and all required documentation and pending claim approval. **Claims will not be reimbursed in cash or check form.**

No credit or allowance will be issued to any customer whose account is past due or on credit hold.

All claims will be verified and approved by Copperfield's Marketing Department and approval will be at their sole discretion.

Co-op allowances must be used within the calendar year. Any unused portion of the allowance will be forfeited on January 31 of the following year.

ADVERTISING & SUPPORT

Advertising that prominently features Copperfield products and/or brands will be honored.

Examples of appropriate materials are:

- Co-branded Apparel
- Billboard or Yard Sign
- Mailer—
(flyer, circular, other direct mail)
- Point of Purchase (POP)—
(poster, banner, display, window cling, etc.)

- Print Advertising—
newspaper, magazine, shopper, insert
- Yellow Pages or Directory Advertising
- Television and Radio

Copperfield does not offer Co-op advertising funds for websites, the building of websites, web hosting, website maintenance, or Search Engine Optimization (SEO).

Don't see an item or have questions?

Please contact Copperfield's Marketing Department via e-mail at advertising@copperfield.com or at (800) 569-1425 for consideration and requirements of media/advertising programs not listed herein.

We suggest contacting Copperfield for prior approval if you are unsure if your claim will qualify.

- The Copperfield logo and/or product image/name(s) must appear prominently in the advertising.
- The Copperfield logo and product image/name(s) cannot be altered in any way.
- Competitive products cannot be shown in conjunction with Copperfield product in the same advertisement.
- Authorized product photos can be found: <http://www.copperfield.com/ccsecommerce/>
- All claims and supporting documentation must be submitted to:

Copperfield Chimney Supply Inc.
Attn: Co-op Advertising
600 Sanders St.
Scranton, PA 18505

Or via e-mail at: loyalty@copperfield.com

Co-op Claim Form

2022 CO-OP ADVERTISING PROGRAM

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Co-op Category

<input type="checkbox"/>	Apparel	
<input type="checkbox"/>	Billboard/Yard Sign	<i>Pre-approval of creative is required</i>
<input type="checkbox"/>	Mailers	<i>Pre-approval of creative is required</i>
<input type="checkbox"/>	Point of Purchase (POP)	<i>Pre-approval of creative is required</i>
<input type="checkbox"/>	Print Advertising	<i>Pre-approval of creative is required</i> Newspapers, Magazines, Shoppers, Inserts
<input type="checkbox"/>	Websites / Internet	
<input type="checkbox"/>	Yellow Pages	<i>Pre-approval of creative is required</i>
<input type="checkbox"/>	Television & Radio	<i>Pre-approval of script is required</i>
<input type="checkbox"/>	Other Category	Please explain:

Proof of Co-op Expense / Item

Reimbursements are made in the form of a credit to your Copperfield account, within 30 days of receipt of the claim form and all required documentation and pending claim approval.

<input type="checkbox"/>	Sent to Copperfield via email
<input type="checkbox"/>	Attached

Submitted

<input type="checkbox"/>	Copy of Invoice
<input type="checkbox"/>	Tear sheet / photocopy / photograph / sample

Company Information

Date	/	/
Company Name		
Contact		
Phone		
Email		
Account No.		
CSR / REP		
Allowance Available	\$	

Amount Requested \$

Copperfield will credit your account for 50% of the net advertising cost of qualified advertising.

Claims must be submitted within 30 days of the invoice date of the advertising purchase. This includes 30 days into the next calendar year for invoices dated in December.

Claims submitted beyond 30 days after the program year ends (December 31) will NOT be processed.

Email Co-op claims to:

advertising@copperfield.com

Mail Co-op claims to:

Copperfield Chimney, LLC
ATTN: Co-op Advertising
600 Sanders St.
Scranton, PA 18505

Logo Used:

☐ Copperfield ☐ Forever Flex® ☐ Gelco™ ☐ HomeSaver® ☐ Napoleon® ☐ Olympia Chimney & Venting ☐ Ventis®

Notes:

Internal Use Only

Marketing Approval By

Date / /

Co-op Amount to Credit \$

Credit Applied By

Date / /