

CO-OP ADVERTISING GUIDELINES

◆ How Co-Op is earned

Your Co-Op is earned and consists of 1/2 of 1% of net sales invoiced and paid for each quarter. Net sales must be from eligible product lines (Heartland, Revola, and Evoke) and **exclude shipping, freight and will not include amounts submitted as DSP or SAM order types.**

Quarters begin on January 1st, April 1st, July 1st and October 1st.

◆ How Co-Op may be used

Co-Op funds will be available for use the quarter after they are earned and must be used within that quarter or they will be forfeited. Promotional activity using current quarterly Co-Op funds must be completed no later than the last day of the quarter to be eligible for reimbursement, but claims may be submitted up to 30 days after the advertising date or invoice date.

Co-Op funds may be used for approved media and sales aids in eligible cabinet lines (Heartland, Revola, and Evoke). The percentage reimbursement you will be issued for advertising requests is dependent on the number of manufacturers featured in the media you are requesting reimbursement for. See below for approved media types and media reimbursement guidelines.

Sales Aids are eligible for a maximum of 25% Co-Op reimbursement. Production and shipping costs are excluded from Co-Op reimbursement.

Dealers may not apply for Co-Op until it is earned. New dealers will be eligible for Co-Op funds in the quarter following their activation with R.D. Henry & Co.

Examples of approved and non-approved requests on 30-day deadline with quarterly reimbursement:

- * Assuming orders totaling \$50,000 are invoiced between January 1st and March 31st, creating a balance of \$250 that may be spent between April 1st and June 30th
 - Print ad invoiced on February 15th & submitted March 10th – Not approved as it was invoiced before a balance was available
 - Print ad invoiced for \$500 on April 15th & submitted May 10th – Approved, deducted from Q2 funds
 - Second Print ad invoiced for \$100 on May 20th & submitted June 30th – Not approved as balance has been exhausted and invoice was submitted more than 30 days after invoice.

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◆ General Guidelines

All requests must be approved in advance by the R.D. Henry & Co. Marketing Department. Our Co-Op Advertising Claim Form, found in the Forms section of your spec book or on our website, must be submitted with supporting claim materials. A R.D. Henry & Co. logo must appear on all ads along with your company name and contact information. You must maintain good credit standing during the year and respond promptly to credit communications, otherwise approval for claims for Co-Op credits may be withheld until your credit standing is improved.

R.D. Henry & Co. reserves the right to amend this policy at any time. Expiration or termination of a dealer's agreement will result in the disqualification of eligibility for participation in R.D. Henry & Co. Co-Op. Any valid approved program activities that took place prior to the effective date of expiration or termination will be processed according to the terms of the Co-Op Program. All remaining balances will be eliminated, and plans for activities previously approved, but scheduled to take place after the effective date of termination, will not be considered valid.

Dealers are responsible for ensuring that their advertising complies with all relevant legal requirements, regardless of whether such requirements are outlined in these guidelines. Dealers are responsible for ensuring that their ads do not misrepresent R.D. Henry & Co.'s services, offerings or products.

◆ Submitting Claims

To be considered for Co-Op reimbursement and ensure prompt processing, all Co-Op claims must be submitted with a completed Co-Op Advertising Claim Form and all required documents by mail, email or fax within 30 days of the date of advertising or invoice date to:

R.D. Henry & Company
Attn: Sales & Marketing
3738 S. Norman
Wichita, KS 67215
marketing@rdhenry.com
Fax 316-219-2798

The Co-Op Advertising Claim Form can be downloaded from the "Forms" section of our website, or copied from the forms section of your catalog. Incomplete submissions could result in delay or rejection of reimbursement.

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◆ Reimbursement

R.D. Henry & Co. will reimburse your company a percentage of your Co-Op advertising costs in the form of a credit to your account. If your advertisement mentions manufacturers other than R.D. Henry & Co.'s eligible cabinet lines (Heartland, Revola, and Evoke), the maximum percentage to be paid will be prorated as follows:

- **R.D. Henry & Co. logo only:** your account will be credited a maximum of 1/2 (50%) up to the amount earned and/or available.
Example: Your ad costs \$300: we credit your account \$150
- **R.D. Henry & Co. logo plus one other manufacturer (any company):** your account will be credited a maximum of 1/3 (33%) up to the amount earned and/or available.
Example: Your ad costs \$300: we credit your account \$100
- **R.D. Henry & Co. logo plus two other manufacturers (any company):** your account will be credited a maximum of 1/4 (25%) up to the amount earned and/or available.
Example: Your ad costs \$300: we credit your account \$75

◆ Typically Approved Media

- Billboards / Vehicle Wraps
- Direct mail
- Houzz
- Internet / Social Media
- Magazine / Newspaper
- Photography
- Promotional Items
- Radio
- Sales Aids
- Television
- Trade shows

Any media other than the above (such as tournament involvement or special events, etc.) must be approved in advance by R.D. Henry & Co. Expenses for entertainment, staffing, food and beverages will **NOT** be reimbursable items on Co-Op requests.

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◆ Typically Approved Media (continued)

Billboards / Vehicle Wraps

- An R.D. Henry & Co. logo must be shown, along with your company's logo and/or name, on the billboard or vehicle wrap. Your showroom location, phone number or URL must be included.
- A photograph of the billboard or vehicle wrap must be submitted.
- A legible copy of the paid invoice for the billboard or vehicle wrap must be submitted.
- Maximum of 50% reimbursement.

Direct Mail

- The R.D. Henry & Co. logo must be shown, along with your company's logo or name, on any direct mail piece. Your showroom location and phone number must also be included.
- The direct mail piece must contain an identifiable photograph of R.D. Henry & Co. cabinetry.
- A copy of the direct mail piece must be submitted.
- Legible copies of the paid invoice for printing, postage costs, and certification of mailing showing quantity, date and type of mail must be submitted.
- Production charges such as typography, layout, and artwork are not eligible.
- Maximum of 50% reimbursement.

Houzz

- Your company's Houzz Pro+ profile must identify you as an Authorized R.D. Henry & Co. Dealer.
- Your company's Houzz Pro+ profile must contain identifiable R.D. Henry & Co. cabinetry in all three of the first project books.
- If your Houzz Pro+ profile features manufacturers other than R.D. Henry & Co., the maximum percentage to be paid will be prorated as explained in the REIMBURSEMENT section.
- A legible copy of the paid invoice for the monthly account fee must be submitted.
- Maximum of 50% reimbursement.

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◆ Typically Approved Media (continued)

Internet or Social Media Advertisements

- The R.D. Henry & Co. logo must be shown in conjunction with your dealer logo on both the banner/ad and landing page.
- Submit a printed or digital copy of a screen shot showing the banner/ad running on the site including the R.D. Henry & Co. logo.
- Submit a printed or digital copy of a screen shot showing the landing page including the R.D. Henry & Co. logo and an identifiable photo of R.D. Henry & Co. cabinetry.
- A legible copy of the paid invoice for the media buy must be submitted.
- A copy of performance metrics showing the number of impressions delivered for the banner/ad must be submitted.
- Maximum of 50% reimbursement.

Magazine or Newspaper Advertisements

- The R.D. Henry & Co. logo must be shown, along with your company's logo and/or name, on any size ad space. Your showroom location and phone number must also be included in the print ad.
- A full-page tear sheet showing the publication's name and date must be submitted for approval. If the same ad runs more than one time, you only need to submit one tear sheet per request as long as the invoice clearly states the dates the ad ran.
- A legible copy of the paid invoice for the ad(s) must be submitted.
- Maximum of 50% reimbursement.

Photography

- Professional photography of a finished project with R.D. Henry & Co. cabinetry only.
- Submit high quality photo files, release forms*, and the R.D. Henry order number of the project.
* The release forms will grant R.D. Henry & Co. permission to use the photography.
* Dealer, photographer, and homeowner must each complete a release form.
- A legible copy of the paid invoice for the photography must be submitted.
- Maximum of 50% reimbursement.

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◆ Typically Approved Media (continued)

Promotional Items

- Items such as apparel, pens, keychains, notepads, etc. are eligible if they are imprinted with a R.D. Henry & Co. logo.
- A legible copy of the paid invoice for the item(s) must be submitted along with a photo or production proof of the item(s).
- Maximum of 50% reimbursement.

Radio Commercials

- The word "R.D. Henry & Co." must be included in the first or second sentence of the audio portion. "R.D. Henry & Co." must also be stated one additional time in a 30-second spot, or two additional times in a 60-second spot.
- A digital copy of the completed radio spot(s) must be submitted.
- A legible copy of the paid invoice showing the net amount of the ad(s), and the dates and times the spot aired, must be submitted.
- Maximum of 50% reimbursement.

Sales Aids

- Sales aids include sample doors, color blocks, brochures, etc. from eligible cabinet lines.
- A legible copy of the paid invoice showing the net amount of the sales aid(s) and the dates it was purchased must be submitted.
- Maximum of 25% reimbursement. Shipping costs are excluded.

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◆ Typically Approved Media (continued)

Television Commercials

- The word “R.D. Henry & Co.” must be included in the first or second sentence of the audio portion. “R.D. Henry & Co.” must also be stated one additional time in a 30-second spot, or two additional times in a 60-second spot.
- The video portion must contain identifiable R.D. Henry & Co. cabinetry.
- The R.D. Henry & Co. logo must be shown in conjunction with your company name and/or logo, address and phone number in the video portions of the TV spot.
- A copy of the completed TV spot must be submitted.
- A legible copy of the paid invoice showing the net amount of the ad(s), and the dates and times the spot aired, must be submitted.
- Maximum of 50% reimbursement.

Trade shows

- R.D. Henry & Co. cabinetry must be identified and displayed in at least an 8-foot run, or other pre-authorized configuration.
- Photographs of the event or R.D. Henry & Co. representatives at the event and your R.D. Henry & Co. display should be included.
- Expenses for staffing, entertainment, food and beverages will not be reimbursed.
- A legible copy of paid invoices for event items must be submitted.
- Maximum of 50% reimbursement.