

Co-op Advertising Policy

Effective Date: October 2017



To support and reinforce the marketing efforts of the Great Plains national brand, Great Plains urges its Dealers to promote themselves locally as a valued Great Plains Dealer. To support Dealers in this effort, Great Plains will credit your dealer account for 50% of the cost of Great Plains' share of qualifying mediums used to promote the Great Plains line of products to the Dealer's local audience, provided the Co-op Advertising Policy is strictly followed (see below for details).

Advertising Requirements

- Because Great Plains and its dealers are no longer allowed to publish GPAC financing rates and/or discounts in print or broadcast advertising, ads and radio spots with GPAC financing information are ineligible for co-op credit.
- Ads that cost more than \$500 (total cost of Great Plains' portion of the ad prior to the 50% reimbursement) must be pre-approved by Great Plains. An approval number will be assigned to the placement and will need to be recorded by the Dealer on the Co-op Claim Form.
- Dealers must be invoiced directly for 100% of the ad (or 100% of their portion of a multi-dealer ad). Great Plains will not pay media vendors directly.
- Complete invoices are required; co-op statements from the media are no longer accepted.
- The most recent Great Plains Division logo must be present and prominent on all print ads. Please make certain that you are utilizing the correct Division logo by downloading it from the Advertising Aids link listed below or by contacting the Great Plains Marketing Department.
- Invoices for ad space must clearly state the size of the ad being billed.
- Great Plains' share of multi-line ads (ie. ads featuring equipment from multiple manufacturers) must be easy to measure.
- Dealers' ads cannot include—within the same ad or on the same page—other manufacturers' products that compete directly with the Great Plains product or products featured in the ad.
- Only advertising for NEW Great Plains equipment qualifies for the co-op ad program.
- Prices of Great Plains equipment cannot be listed in the ad.
- The Dealer's name and address must be present on the ad.
- All Claim Forms must be submitted to Great Plains within 60 days of the run date.
- "Great Plains" must be mentioned a minimum of 2 times in each qualifying :30 radio or TV script or 3 times in each qualifying :60 radio or TV script.

When in doubt, do not hesitate to contact the Great Plains Marketing Department staff.

Advertising Aids Supplied by Great Plains:

Electronic Artwork and Print Elements (logos, photographs, etc.) can be found on the Great Plains website at <http://www.greatplainsag.com/en/350/advertising>

Please contact Kendi Carlgren at kendi.carlgren@greatplainsmfg.com or by phone at 785-823-3276 should you need assistance obtaining artwork or advertising materials. Please allow two weeks for custom ads or scripts.

Reimbursement for all co-op advertising will be in the form of a credit memo. Dealers are not limited to the amount of advertising they can run during the year, provided this policy is strictly followed. Send appropriate documentation and claim form to: Great Plains Mfg., Inc.; Attn: CO-OP Advertising Dept.; PO Box 5060; Salina, KS 67402-5060.

Eligible Media

- Brochures, flyers, catalogs, or circulars
- Direct Mail printing and postage
- Magazine ads or inserts
- Newspaper ads or inserts
- Radio or TV ads
- Billboards (advance approval is required)
- Great Plains Lighted Signs (shipping and sales tax excluded)
- Dealer Branding Kits (shipping and sales tax excluded)
- Others if pre-approved by the Great Plains Marketing Department

Ineligible for Co-op

- Underwriting of non-profit radio or TV stations or programs
- Other public relations outlets where a direct sales message cannot be stated
- Yellow page ads
- Web / Internet advertising (pre-approval may be granted on a case-by-case basis)
- Premiums / giveaways
- Advertising of used or rental equipment
- Classified advertising
- Advertising in Grain & Livestock Directory (effective with the December 2013 issue)
- Participation in District Publishing brochures
- Ads promoting Open Houses or events without clear message of GP product promotion
- Ads that have been reduced in size so much that the type is not easily read

Eligible Fees

- Space (print)
- Time (radio)
- Share of postage (direct mail, flyers, newsletters)

Required Claim Documentation:

Radio/TV

- Invoice from the vendor addressed to the advertiser
- Notarized Affidavit that specifies the script that was used and details the times it was run
- Great Plains' co-op claim form (available on the Great Plains website under Advertising/Media)

Newspaper/Magazine

- Full page tear sheet that bears publication name and ad date (no photocopies or partial pages allowed)
- Vendor Invoice addressed to the advertiser with size of ad being billed clearly stated (co-op statements are no longer accepted in place of the dealer's invoice)
- Great Plains' co-op claim form (available on the Great Plains website under Advertising/Media)

Other Media

- Complete copy of piece (flyers, catalogs)
- Invoice from vendor addressed to the advertiser
- Paid printer's invoice
- Photo (point of purchase)
- Great Plains' co-op claim form (available on the Great Plains website under Advertising/Media)

When in doubt, do not hesitate to contact the Great Plains Marketing Department staff.