

# Lo-Chlor® Co-op Advertising Program - Terms and Conditions

**Dealers must be current authorized dealers and must be in good credit standing to participate. Dealer or distribution invoice as proof of purchase must accompany all submissions.**

## Program

### Co-op Funds Earned

Dealers are eligible to receive reimbursements of up to 5% of their current year's sales in co-op, exclusive of freight and sales tax.

Co-op funds earned based on annual sales expire on December 31st of the current year. Unused co-op funds do not roll over to the following year.

To allow dealers to advertise early in the year, the expected co-op amount will be projected, based on 85% of the prior year's sales. Co-op used will be deducted as it accumulates through the current year.

To request a co-op balance, please email [co-op@teamhorner.com](mailto:co-op@teamhorner.com).

### Co-op Reimbursement

Lo-Chlor will reimburse 100% of the advertising funds spent on the **portion** of advertising **dedicated to Lo-Chlor products**, not to exceed the co-op funds earned.

All co-op terms and conditions must be adhered to in order to qualify for reimbursement. Logos, line art, photography, terms and conditions and claim forms will be forwarded by Team Horner Marketing upon request.

## Qualifying Media

If you want to use advertising media not listed, you must obtain PRIOR approval from Lo-Chlor in order to receive co-op reimbursement. Lo-Chlor will reimburse 100% of the **portion** of advertising **dedicated to Lo-Chlor products**, not to exceed the co-op funds earned.

### Newspaper/Magazine Advertising/Catalogs

All eligible publications must:

- Serve the dealer's trading area
- Meet the second class mailing privilege

Entertainment guides, church bulletins, school yearbooks, program books and the like are not eligible.

### Direct Mail

The creation, production and postage for direct mailings are eligible for co-op reimbursement.

## Signage

Eligible applications:

- Billboards
- Outdoor signage at retail stores/job sites
- Retail store window graphics
- Banners/posters inside retail stores
- Vehicle wraps/graphics/decals

## Internet Advertising

Co-op allowances may be used for paid internet advertising campaigns using Lo-Chlor materials only. General website content is not eligible. All internet advertising campaigns need prior approval and percentage of reimbursement is determined on a case by case basis.

Eligible applications:

- Social media ads
- Pay-per-click ads
- Retargeting ads
- Banner ads

## Broadcast

Radio and television advertising must mention Lo-Chlor at least twice in a :30 commercial; three times in a :60 commercial, with no competitors mentioned, in order to receive 100% reimbursement.

In television advertising, the Lo-Chlor logo must be displayed for a minimum of 4 seconds in the video portion of the commercial, with no competitors mentioned, in order to receive 100% reimbursement.

## Apparel/Promo Items

If the Lo-Chlor logo is used, and no competitor logos, we will reimburse 100% of the cost, not to exceed the co-op funds earned.

## Qualifying Materials

For reimbursement of advertising, one of the two following qualifications must be met:

1. Use the official logo produced by Lo-Chlor. (Any alteration must receive prior written approval from Lo-Chlor to qualify for reimbursement).
2. Original ads produced by dealers must contain a visual of the qualifying product and display the Lo-Chlor name prominently. They must be no less than 50% of the size of the dealer's name and logo.

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## Ineligible Media

- Yearbooks
- Classified Newspaper
- Calendars
- Dealer Programs
- Contests
- Program for Churches or Fraternal Organizations
- Yellow Pages
- Promo Items
- Apparel

Lo-Chlor reserves the right to refuse payment for non-compliance with any of the terms and conditions of this program. Lo-Chlor reserves the right to change or cancel the program at any time with 30 days notice.

The use of competitor products and logos in the advertisements will reduce the reimbursement percentage from Lo-Chlor.

**IMPORTANT NOTE:** Federal Trade Commission regulation requires that co-op advertising claim deductions cannot be made on merchandise invoices. Please use the Lo-Chlor co-op claim form and do not deduct advertising claims on merchandise invoices. Lo-Chlor reserves the right to require additional proof of performance at any time.

## Documentation

### Newspaper/Magazine

Submit all of the following:

- Advertising claim form
- A copy of the publication invoice which shows the ad size, frequency and local net
- Tear sheet showing the ad, newspaper name and date

### Catalogs/Mailers

Submit all of the following:

- Advertising claim form
- Sample piece with receipt for printing costs
- Post office receipt for mailing costs
- Signed statement verifying the quantity distributed

### Radio and Television

Submit all of the following:

- Advertising claim form
- Copy of station invoice detailing the length of flight, number of spots, station affidavit as to commercials aired and cost
- Each script broadcast must be attached to the claim form and bear station certification following the ANA/RAB or ANA/TVB documentation. Affidavits must bear the original signature of a station official.
- Electronic file of commercial

### Signage/Vehicle Graphics

Submit all of the following:

- Advertising claim form
- Photo of installed sign/graphics
- Vendor invoice showing total cost
- Billboards/Temporary signs: Vendor invoice from the outdoor display company showing the number of billboards, location and the length of time they are posted.



# Co-op Advertising Claim Form

Date    /   /   

Company Name: \_\_\_\_\_  Retail  Builder  Service

Contact Person(s): \_\_\_\_\_

Shipping Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Distributor: \_\_\_\_\_ Sales Representative: \_\_\_\_\_

**Guidelines:**

All claims must be submitted within 30 days of the date of advertising. A completed claim form must be submitted, accompanied by dealer/distribution invoice as proof of purchase and all associated advertising receipts. Please refer to the Lo-Chlor (LC) Co-op Terms and Conditions for additional information.

**Publication**

Date(s) Run	_____	a. Total cost of advertisement	\$ _____
Customer Acct.#	_____	b. Number of pages in advertisement	_____
Publication Name	_____	c. Cost per page (a/b)	\$ _____
Address	_____	d. Percent of ad dedicated to LC	_____ %
City	_____	e. Cost of LC ad (c x d)	\$ _____
State	_____ Zip _____		

**Broadcast**

Date(s) Run	_____	Are Broadcast eligibility requirements met?	_____
Customer Acct.#	_____	(see Broadcast section on page 1)	
Program Name	_____	a. Total cost of advertisement	\$ _____
Address	_____		
City	_____		
State	_____ Zip _____		

**Signage**

Date(s) Run	_____	a. Total cost of advertisement	\$ _____
Customer Acct.#	_____	b. Percentage of ad dedicated to LC	_____ %
Company or Event	_____	c. Cost of LC ad (a x b)	\$ _____
Address	_____		
City	_____		
State	_____ Zip _____		

**Direct Mail**

Customer Acct.#	_____	a. Printing costs	\$ _____
Address	_____	b. Postage costs	\$ _____
City	_____	c. Total costs (a + b)	\$ _____
State	_____ Zip _____	d. Percentage of mailer dedicated to LC	_____ %
		e. Cost of LC portion of mailer (c x d)	\$ _____

**Other Media**

Please Specify	_____	a. Total cost of advertisement	\$ _____
Date(s) Run	_____	b. Percentage of ad dedicated to LC	_____ %
Customer Acct.#	_____	c. Cost of LC ad (a x b)	\$ _____

Company or Event \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

**Please return completed form, invoices and samples to:**  
**Team Horner Marketing - Co-op**  
**5755 Powerline Road ~ Ft. Lauderdale, FL 33309**  
**954.940.7979 ~ Fax: 954.491.3911**  
**co-op@teamhorner.com**

**Signature** \_\_\_\_\_