



## CO-OP ADVERTISING PROGRAM

As a Tarm Biomass dealer, we strongly encourage you to participate in our Co-op Advertising program. Your local advertising and marketing efforts combined with our regional and national activities are a powerful combination that will drive sales to you. This program offers you generous support, please take advantage of it!

Your co-op budget is based on 2% of paid shipments. The budget continues to accrue as shipments are made and paid for. Credits must be used by the end of the same quarter of the following calendar year. Credits may not be “cashed out.” You are eligible to receive credit to your Tarm Biomass purchase account based on a 50% reimbursement rate on approved advertising costs, up to the total accrued co-op budget (whichever is less).

The following advertisements are eligible for reimbursement at up to 50% of actual cost.

- Print advertising in newspapers, periodicals, magazines, and trade-show dailies.
- Yellow pages advertising.
- Direct mailings (exclusively Tarm Biomass products) to retail customers.
- Radio and television broadcast advertising.

The following may be reimbursed on a prorated basis if approved in advance by Tarm Biomass:

- Show / exhibition booths (booth space only)
- Advertising featuring other products sold by your business.

### **Follow these rules and procedures to obtain reimbursement credit:**

1. You must submit a co-op claims form within 90 days of the run date of the advertising or other marketing activity. You will need to provide content documentation of the advertising (copies of the tear sheets or electronic recordings) and copies of original invoices and run date information.
2. The most current Tarm Biomass logo must be featured prominently in all forms of visual advertising.
3. Television broadcast advertising must contain at least two mentions of Tarm Biomass name and Tarm Biomass products must be featured.
4. Radio broadcast advertising must mention the Tarm Biomass name at least twice per 30 seconds.
5. Claims should be submitted to our Lyme, NH location, to the attention of the Co-op Claims Department.
6. Reimbursement is made only up to the total of your accrued Co-op budget.
7. You must remain a qualified active dealer to participate in this program.

**DON'T LET THESE FUNDS GO UNCLAIMED!**