

## ROBERTSON CO-OP ADVERTISING PROGRAM

The form on the next page must be filled out to qualify for reimbursement

### Co-op Advertising Program:

Robertson Building Systems will reimburse up to 50% of all properly prepared advertising (listed below) involving the company and Robertson. All approved co-op amounts will be applied to the company's account by credit memo. Robertson Building Systems reserves the right to refuse reimbursement if there is failure to comply with current policy and procedure.

**1. Reimbursement Allowance:** Up to 50% credit will be allowed on approved advertisements/items involving Robertson Building Systems. Approved items and their associated amounts for reimbursement are as follows:

• Vinyl adhesive jobsite signs	50%	• Newspaper ads	50%
• Banner ads	50%	• Magazine ads	50%
• Design and production for websites	25%	• Promotional items	25%

For more details on any of the above items, see Pages 3 to 5 at the end of this document.

**2. Advertising Limits:** After a Builder has achieved \$50,000 in shipments, they will be eligible to reimburse 0.5% of ALL shipments (excluding freight) from January 1<sup>st</sup> through December 31<sup>st</sup> (including the first \$50,000) to a maximum of \$5,000.

**3. How to Determine Ad Eligibility:** Submit your ad to Robertson's marketing department for approval to make sure it qualifies for reimbursement. We will look it over and approve it or offer advice to ensure that both Robertson and the Builder are receiving maximum exposure.

**4. How to Obtain the Robertson Logo:** Call or email [Robertson.Marketing@RobertsonBuildings.com](mailto:Robertson.Marketing@RobertsonBuildings.com) to get the logo in a format you require.

**5. How to Receive Reimbursement:** All requests for credit must be submitted on a Co-op Advertising Form. Co-op claims must be submitted by March 1<sup>st</sup> for expenses between January 1<sup>st</sup> and December 31<sup>st</sup> of the previous year.

## ROBERTSON CO-OP ADVERTISING FORM

This form must be filled out to qualify for any co-op reimbursement. Ensure that copies/pictures and the associated receipts for the claim are attached to the form.

<b>Company Name:</b>
<b>Date of Submission:</b>

Advertising Item	Date of Expense (if applicable)	Total Dollar Amount for Credit
1.		
2.		
3.		
4.		
5.		
6.		
7.		

**COMPLETE THIS FORM AND SUBMIT TO [Robertson.Marketing@RobertsonBuildings.com](mailto:Robertson.Marketing@RobertsonBuildings.com)**

## ELIGIBLE ROBERTSON CO-OP ADVERTISING ITEMS

### Co-op Advertising Protocol:

Robertson Building Systems will reimburse up to 50% of all properly prepared advertising (listed below) involving the company and Robertson. All approved co-op amounts will be applied to the company's account by credit memo. Robertson Building Systems reserves the right to refuse reimbursement if there is failure to comply with current policy and procedure.

• Vinyl adhesive jobsite signs	50%	• Newspaper ads	50%
• Banner ads	50%	• Magazine ads	50%
• Design and production for websites	25%	• Promotional items	25%
• Robertson Photo Awards Photography	50%	• Direct marketing	50%
• Trade Shows	50%	• Email marketing	50%

### 1. Vinyl Adhesive Jobsite Signs

The vinyl adhesive jobsite signs are 4-ft high x 8-ft wide and made from four colour vinyl with a peel-off back. It is laminated, waterproof, and designed to attach to a sheet of painted or primed ¾-inch outdoor plywood. Each sign is custom made for your Buildership.

Send pertinent information (e.g. building owner, architect, phone numbers, etc.) to Robertson Marketing, along with your company logo and colours. If available, a rendering of the project makes a great addition to the sign. Logos and/or rendering should be submitted as a high-quality JPG or EPS file. Upon receiving your information, marketing will design a layout and send you a proof for your approval before printing. The price for this is \$350, plus tax.

**Adhesive Jobsite Signs are reimbursable by 50%**

### 2. Banner Ads

The most common form of digital advertising is through banner ads that can appear on a variety of websites. Banner ads can create brand recognition by using a similar look in the ads as you use for other business-related material. They allow you to track which banner ad placement is getting more exposure by tracking clicks per ad.

**Banner Ads are reimbursable by 50%**

### 3. Design and Production for Websites

Any design and/or production costs related to your website that promotes Robertson are reimbursable. The Robertson logo must appear on the homepage and as a footer throughout the site or on the homepage along with Robertson information on the products/services page.

**Design and Production for Websites is reimbursable by 25%.**

**Note: Hosting fees are not reimbursable.**

#### 4. Robertson Photo Awards Photography

If you submit photographs to the Robertson Photo Awards program, your professional photography fees are reimbursable. You must submit the invoice from the professional photographer and the photo release from the photographer must be provided to Robertson. If you need these forms, contact the Robertson Marketing department.

**Professional Photography for Robertson Photo Awards is reimbursable by 50%.**

#### 5. Trade Shows

A trade show allows you to meet qualified prospects face-to-face. Trade shows are a good place to demonstrate your product and gain visibility of your company. For your trade show to be reimbursable, you will need to submit a photo of your complete set-up of the display illustrating your Robertson promotion efforts. Robertson has available two standing pop-up banners; one for ExpressPlus and one for General Use. They are available on a first-come, first-serve basis. Call Marketing in advance of your show to reserve your banner.

**Trade Show costs are reimbursable up to 50%. We will reimburse 1/3 of the trade show costs if you are promoting a second company; 1/4 of the trade show costs if you are promoting a third company; and so on.**

#### 6. Newspaper Advertising

Local newspapers serve as a major form of news and advertising in many smaller communities and is a very cost-effective form of advertising. On-line newspaper ads are also reimbursable. Both must contain the Robertson name and logo.

**Newspaper Advertising is reimbursable by 50%.**

#### 7. Magazine

Advertisements are best known for their high quality of presentation and their ability to reach a target audience. They offer flexible design options and a high believability factor.

**Magazine Advertising is reimbursable by 50%.**

#### 8. Promotional Items

Promotional items include articles of clothing, pens, baseball caps, coffee mugs, key chains, etc. The item must promote your company and Robertson by using the Robertson logo.

**Promotional Items are reimbursable by 25%.**

## 9. Direct Marketing

Direct marketing allows you to communicate directly with people that you feel are most likely to buy. You can control the circulation without distractions from competitive ads. It's effective, efficient, and a great way to push sales and promote your business.

For your direct marketing to be eligible for reimbursement, you must promote Robertson Building Systems. Reimbursable expenses for direct mail would include print costs, postage costs, and mailing list. Reimbursable expenses for direct email marketing include the cost of purchasing the lists and outsourcing the email.

Direct marketing is permitted in the territory that you have been assigned to by Robertson. Any mailing that you wish to do outside of the assigned territories requires pre-approval from your District Manager.

**Direct Marketing costs are reimbursable by 50%.**

## 10. Email Marketing

In addition to Direct Mail, another increasingly popular form of direct marketing is Direct Email Marketing. You can now purchase email lists and have a mass email sent to a specific set of prospects. Campaigns can be managed by your company through an e-blast program you subscribe to or it may be outsourced.

**Email Marketing costs are reimbursable by 50%.**