



## CO-OP ADVERTISING PROGRAM

This program is designed to assist you with your advertising expenses when promoting *RSF Woodburning Fireplaces* products. Here's how it works:

You advertise *RSF* products and your ad must conform to the simple guidelines below.

- *RSF Woodburning Fireplaces* will pay for 50% of the cost of the ad. If you advertise other products in the same ad, we will credit you only for the portion dedicated to *RSF* products.
- Maximum of 2% of your annual purchases of *RSF* products.
- You submit your claim to your distributor. Any claim submitted to your distributor later than January 10 of the following year will not be accepted.
- After obtaining our approval your distributor will credit your account for the authorized amount.

### QUALIFYING ADVERTISING

We will accept any conventional media including newspaper, magazine, radio and TV.

We will pay for the pro-rated portion of the space at your local home show dedicated to *RSF* products (you must submit a photo of the entire booth).

We want you to be able to utilize innovative advertising methods and are willing to consider almost anything within reason, but you must have unconventional promotions authorized by your distributor in advance.

This program does not cover yellow pages advertising.

Because of the nature of *RSF* products we recommend ads which promote brand name, clean burning, efficiency, and quality. We strongly discourage discount price advertising.

We will not accept ads which promote any direct competitor's products (e.g.: BIS, Fireplace Xtrodinaire). Conventional fireplace and wood stove products are acceptable.

You must submit complete back up information such as: detailed media invoices, full page tear sheets, radio and TV scripts, proof of air time, home show contracts, etc. Complete information will insure a timely credit.