



2021 CO-OP Advertising Program

Effective January 1, 2021

Co-op advertising intent is to support Dealers when they are prominently displaying our brands within an advertising initiative.

Co-op funds are available based on the number of Pacific Energy Fireplace Products units purchased from January 1 to December 31, 2020. Co-op funds are accrued in year one and available in year 2, unused funds expire.

\$20

Pacific Energy Wood/Gas Stoves, Inserts, and Fireplaces

* True North Stoves & Inserts and Town & Country Luxury Fireplaces do not qualify for co-op dollars.

1

Discount:

Co-op funds may be redeemed up to a maximum of 50 % (100% for clothing – see details) of your total costs (before tax) for eligible initiatives.

2

Required:

Claims must be submitted on Pacific Energy Co-op claim form.

The Pacific Energy logo must be present for all printed advertisements featuring Pacific Energy and may not be combined with other brands.

If other products are advertised, Pacific Energy Fireplace Products retains the right to refuse Co-op credit.

Advertisements featuring the Pacific Energy Logo only (no product) may qualify for up to a maximum of 25% of the total cost.

Prior approval must be obtained for any non-traditional forms of advertising.

Pacific Energy Fireplace Products will not participate in any advertising that, in our opinion, is misleading, inaccurate, unethical, of poor quality or in poor taste.

Production, set up, design fees, website fees, etc. are not eligible for Co-op reimbursement. Please refer to the 2021 Approved Co-op Advertising Program for information on eligible Co-op.

3

Credit Reimbursement:

Pacific Energy will credit the Distributor within 30 days of receipt of completed paperwork. Claims must be submitted by March 31, 2022.



2021 APPROVED CO-OP PROGRAM GUIDELINES

PRINT ADS – maximum 50%

Print ads in newspapers, magazines, and flyers must prominently display the Pacific Energy Fireplace Products' Brand logo, no less than 50% in size to the Dealer's logo or name and not shared with any other brands. Pacific Energy logos appearing on service trucks, uniforms, products, etc. within the ad are not considered sufficient brand name identification.

Dealers are encouraged to use the print-ready advertising materials provided in the Dealer LOGIN Library on pefp.net. Production charges to create print ads do not qualify for Co-op.

Advertorials are subject to approval.

Yellow pages do not qualify.

Must be submitted on Pacific Energy Co-op Claim form with a copy of the advertisement and/or tear sheet showing date of publication for each day/issue and the media invoice required.

RADIO – maximum 50%

Printed radio scripts are available in the LOGIN Library on pefp.net. A dealer may write their own script but must submit copies of the scripts for approval prior to production. The Pacific Energy Fireplace Products brand must be mentioned one time for a 15-second spot, two times for a 30-second spot, and four times in a 60-second spot and not be combined with other brands. Production charges to create radio commercials are not eligible for Co-op.

Must be submitted on Pacific Energy Co-op Claim form with a copy or recording of the script and the media invoice required.

TELEVISION – maximum 50%

Dealers can produce their own scripts but must submit copies of the scripts for approval prior to production. The Pacific Energy Fireplace Products' brand must be mentioned one time for a 15-second spot, two times for a 30-second spot, and four times in a 60-second spot and not be combined with other brands. All commercial production or set up charges are not eligible for Co-op.

Must be submitted on Pacific Energy Co-op Claim form with a copy or recording of the script and the media invoice required.



WEB / SOCIAL MEDIA BASED ADVERTISING – maximum 50% / \$250 max

Dealer website, search engine optimization only applicable directly to Dealers website. Ads and banners on high traffic platforms and must reach only your local audience. Brand and logo must be prominently displayed.

All social media campaigns must be pre-approved.

Must be submitted on Pacific Energy Co-op Claim form with a copy of the ad and the media invoice required.

DEALER BUILDING SIGNS

Building signs must display the Pacific Energy brand logo no less than 50% in size of the Dealer's name. The Pacific Energy logo may not be combined with more than one non-Pacific Energy Fireplace Products brand. Usage with other brands reduces the maximum Co-op claim to 25%.

All dealer building signs must be pre-approved.

Must be submitted on Pacific Energy Co-op Claim form with a photograph of the sign and the invoice required.

VEHICLE ID

The Pacific Energy brand logo must be dedicated to one side of the vehicle and displayed no less than 50% in size as the dealer's name. Pacific Energy must not be combined with other brands.

All Vehicle ID claims must be pre-approved.

Must be submitted on Pacific Energy Co-op Claim form with a photograph of each vehicle and the invoice required.

CLOTHING

Clothing and promotional items ordered by the Dealer qualify for 100% Co-op redemption. All Promotional items must display the Pacific Energy brand logo and may not be combined with other brands.

Logos available on www.pefp.net image gallery.

Logo files have been set up with LL Bean (USA) and Marks Image Wear (Canada). USA: LL Bean | Direct to BUSINESS | 800.832.1889

CANADA: Marks Image Wear | 800-663-6275

A maximum of 25% of available Co-op funds can be used for clothing.

Must be submitted on Pacific Energy Co-op Claim form with a photograph of the item showing the Pacific Energy logo and the invoice required.



2021 Co-Op Advertising Claim Form

Date Submitted: _____

Dealer Name: _____

Dealer Address: _____

Distributor: _____

PACIFIC ENERGY OFFICE
USE ONLY

PUBLICATION NAME	DATE PUBLISHED	ADVERTISEMENT COST	25% CLAIM \$ AMOUNT (IE. LOGO ONLY)	50% CLAIM \$ AMOUNT (STANDARD)	100% CLAIM \$ AMOUNT (CLOTHING ONLY)	REVISED CLAIM AMOUNT
DEALER CLAIM						

NOTE: Available Co-op funds are limited to the number of stoves purchased in 2020 - see full program for more information.

REQUIRED QUALIFICATIONS

- Ad Creative exclusively Pacific Energy Fireplace Products
- Brand LOGO no less than 50% of Dealer Logo
- Brand LOGO only (up to 25 % credit)

PRINT ADS

- Copy of ad
- Proof of each publication/issue date
- Invoice

RADIO/TELEVISION ADS

- Affidavit
- Brand mentioned:
 - 1x /15-seconds
 - 2x/30-seconds
 - 4x/60-second
- Invoice

INTERNET

- Pre-approval
- Invoice

VEHICLE GRAPHICS

- Brand and LOGO exclusive to one side of vehicle
- Photo verification
- Invoice

CLOTHING

- Brand only combined with Dealer Logo
- Photo verification
- Invoice

EVENT

- Photo of booth
- Copy of floor plan
- Show Invoice
- Claim 50% of invoice before tax

PACIFIC ENERGY USE ONLY

Sufficient co-op funds available

Funds: _____

Meets required qualifications

Reason for denied or reduced claim credit:

Total Credit: _____

CM # _____

Date: _____