



## 2026 CO-OP Advertising Program

Effective January 1, 2026

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 units purchased from January 1 to December 31, 2025, at a rate of \$20 per unit sold. Co-op funds are accrued in year one and available in year 2, unused funds expire on December 31, 2026

Starting in 2026 co-op funds are earned at a rate of \$20 per unit for the first 10 units sold, \$25 per unit for the next 40 units sold, and \$50 per unit for all purchases over 50 units.

\*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 % of your total advertising costs (before tax) for eligible initiatives. A maximum of 25% of Co-op funds available may be redeemed up to a maximum of 100% for clothing.

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### 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 advertising that does not conform to the approved co-op program guidelines.

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.

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

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### Credit Reimbursement:

Pacific Energy will credit the Distributor within 30 days of receipt of completed paperwork. Claims must be submitted within 30 days of expenditure.



## 2026 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. 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%**

Radio scripts must be submitted 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.**

### **SHOWS AND SPECIAL EVENTS – maximum 50%**

Booths are required to display at least 25% Pacific Energy products to be eligible. Claims may be made for up to 50% of the portion of the booth that is dedicated to Pacific Energy.

**Claim form, a photograph of the entire booth, a copy of the floor plan and a copy of the space invoice required.**



## 2026 APPROVED CO-OP PROGRAM GUIDELINES

### **Digital Advertising – maximum 50% / \$500 max credit\***

Only Facebook, Instagram, Google search, and Bing ads targeting your local geographic area are co-op eligible. Ads must prominently display the Pacific Energy brand or its products and may not be combined with other brands. Search engine ads and social media “web traffic” ads must link to a dedicated landing page or product page that does not feature non-Pacific Energy Fireplace Products. Ad spend above \$40 per day is not eligible for co-op. Production charges to create ad content do not qualify for Co-op.

**Dealer websites and search engine optimization do not qualify.**

**Must be submitted on Pacific Energy Co-op Claim form with a copy of the ad, invoice, landing page link (if applicable), and ad results (Reach/impressions, link clicks or conversions, and CPC/CPA).**

**\*\$1000 ad spend x 50% = \$500 maximum co-op credit**

### **DEALER BUILDING SIGNS – maximum 50%**

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 – maximum 50%**

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 – for a maximum of 25% of Co-op funds available. All Promotional items must display the Pacific Energy brand logo and may not be combined with other brands.

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.**