



Co-op Advertising Program

The Diamond Doors Co-op Advertising Program is structured to help the Dealership increase market penetration, sales, and profitability through joint advertising and marketing initiatives.

This program offers financial assistance from Diamond Doors. However, it utilizes the Dealership's local and regional experience in the areas of advertising, promotions and trade shows and electronic media.

This Program is intended for established dealers. New Dealerships are eligible for assistance on a case-by-case basis as part of the Dealership's initial business plan.

PROGRAM STRUCTURE

Pre-approval is required before the ad is submitted to the publisher. A copy must be provided to and approved by Diamond Doors.

Dealers must submit the advertisers' media kit or sell sheet that the selected ad pricing structure is listed in along with mechanical requirements for print or digital ads.

Diamond Doors will match the Dealers investment, dollar for dollar (50/50 up to the qualified amount), up to 1% of previous year's total annual sales (calendar year).

Provide a copy of the publisher's invoice.

Provide all tear sheets from the advertisements or digital copies of published ads.

All requests must be submitted by the end of the month following the print date of the advertisement or Marketing campaign.

There are 3 levels of applying the co-op advertising program.

10% for applying the Diamond Doors logo

25% for providing Diamond Doors with 25% ad coverage

50% for providing Diamond Doors with 50% ad coverage

**Please note* ad coverage of less than the next threshold will be credited at the lesser rate. Sample ads are included to provide reference.*

Co-op funds may be used for print, TV, radio, internet ads, signs, promotional items or trade show costs along with website. Dealers should contact their Diamond Doors representative if they are unsure if an expense is eligible.

The advertisement must be exclusive to Diamond Doors products and must adhere to the Diamond Doors Brand Standards.

Expenses must be paid up front by the Dealership and Diamond Doors will reimburse its share by crediting the Dealership's account for future product purchases. Proof of the expense must be mailed or emailed to Diamond Doors office, along with a reimbursement request within 30 days of the ad running.

Any funds not used by the end of the calendar year will be forfeited and will not carry forward. Final 4th quarter claims must be received by December 1. This will appear as a credit to the dealer account.

Diamond Doors reserves the right to deny any request for reimbursement if the above conditions are not met. No marketing contribution requests will be approved by Diamond Doors outside of this program, unless specifically authorized by Diamond Doors management.