



Co-op Advertising Plan

Allow Ceco to support your sales and marketing efforts with Ceco's Co-op Advertising Plan. The purpose of the Ceco Co-op Advertising Plan is to contribute brand recognition through local and regional advertising.

Advertising or promotion can be any of the following media to qualify for Ceco's Co-op Advertising Plan:

- Company Brochure
- Direct Mail
- Yellow Pages
- Newspaper
- Magazine
- Outdoor Signage
 - Job site signs
 - Billboards
 - Corporate identity
- Website
- Radio
- Television
- Specialty items
- Trade shows

If there's another advertising opportunity that's not listed here, please don't hesitate to ask us about it. Our priority is to our customers' success.

Builder Funds

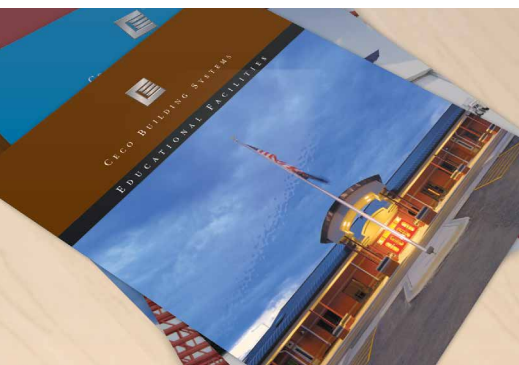
Funding for the Ceco Co-op Advertising Plan is earned on the basis of your purchases from Ceco Building Systems. The amount of money available in your plan is equal to the amount of one half of one percent of the previous year's building purchases from Ceco. "Purchases" are defined as all building purchase orders, components orders and change orders booked from January 1 through December 31.

The amount allowed the builder against those funds available is one half (50%) of the amount of paid invoices for approved advertising as specified in this agreement.

Ceco Co-op Advertising Plan Regulations

All advertising that qualifies for the Ceco Co-op Advertising Plan must comply with the following rules:

1. All visual advertising must carry the approved Ceco Building Systems Authorized Builder logo in a prominent position.
2. Any advertising that notes involvement in any type of construction other than Ceco buildings will be eligible for reimbursement solely at the discretion of your region's Service Center Manager or the VP of Sales.
3. The builder's radio and television advertising must identify the builder a minimum of two times as an authorized builder for Ceco Building Systems.
4. Ceco Building Systems must be the only manufacturer displayed on or in audio of the advertising or it will not be eligible for Co-op reimbursement



Co-op Advertising Plan

Eligible Advertising

Advertising or promotion in the following types of marketing can qualify for the Ceco Co-op Advertising Plan.

Company Brochure

To qualify for reimbursement under the Ceco Co-op Advertising Plan, you need to be identified as an authorized Ceco Building Systems Builder and display the Ceco Building Systems Authorized Builder logo. Computer generated design, copywriting and printing costs are reimbursable. For assistance with brochure production, please contact marketing@cecobuildings.net.

Job Site Signage

Design art and printing costs of job site signs that conform to the Ceco Co-op Advertising Plan are 50% reimbursable.

Billboard

Billboard space rental is 50% reimbursable provided program rules are followed. A copy of the paid invoice and a photograph of the billboard must be submitted for reimbursement.

Direct Mail

Cost for participation in direct mail qualifies for reimbursement and must be requested through your region. Direct mail produced by your company, such as a personal letter campaign or direct mail piece, is 50% reimbursable. All production costs, including design, printing, postage and the cost of the mailing list are included. To assure reimbursement, submit your proposed piece before going to press, then submit proof of expenses along with the printed piece to your region. Be sure to include an Authorized Ceco Builder logo.

Newspaper

Any newspaper ad that meets the Ceco Co-op Advertising Plan rules is 50% reimbursable. Copies of the newspaper ad and invoices must be submitted to the Regional Service Center Manager

Magazine

Placement cost for ads placed in business publications, both regional and local, is 50% reimbursable. This includes space cost and the design and production of the ad.

Yellow Pages

No more than 25% of your total builder Ceco Advertising Co-op Plan dollars can be allotted to Yellow Pages above the current plan limit of \$400 per directory.

Website

Websites can be approved for co-op by your Service Center Manager and are 50% reimbursed for production.

Radio & Television

Radio and televisions advertising is 50% reimbursable. This includes production costs and air time. Both a copy of the paid notarized invoice and digital copy of the radio or TV ad need to be submitted for approved payment.

Specialty Items

Specialty advertising items displaying the Ceco Building Systems Authorized Builder logo are 50% reimbursable.

Approval & Reimbursement

All Co-op advertising expenditures are subject to the builder's agreement and compliance with Ceco's Co-op Advertising Plan rules and to eligible funds earned. If you have questions regarding the amount of funds available to you, please contact your Regional Service Center Manager.

In order to receive approval, send an email to your Ceco District Sales Manager to get his Service Center Manager's approval for your request. When you receive the invoice, pay it and send a copy of the invoice to your Service Center Manager to receive reimbursement.

