

IF YOU THINK ADVERTISING COSTS TOO MUCH,
LET CECO PAY FOR THE HALF YOU DON'T WANT
TO BUY!

IF YOU WANT TO DOUBLE YOUR MONEY, DON'T
GO TO THE GAMING CASINOS – USE YOUR CECO
CO-OP ADVERTISING FUND!

IF YOU THINK ADVERTISING IS DIFFICULT AND
TAKES TOO MUCH OF YOUR TIME, USE CECO'S
ADVERTISING AGENCY TO DO IT FOR YOU!

WHEN YOU PURCHASE SOMETHING ON SALE, IT
MAY OR MAY NOT BE A BARGAIN. WHEN YOU
USE YOUR CECO CO-OP ADVERTISING FUNDS,
YOU BUY AT FULL PRICE AND PAY HALF PRICE!
NOW THAT'S A DEAL!

I'M NOT BUSY ENOUGH AND SURE NEED SOME
GOOD LEADS, BUT WITH BUSINESS SLOWING
DOWN I'M NOT SURE I CAN AFFORD
ADVERTISING. USE YOUR CECO CO-OP, IT'S
ONLY HALF PRICE!



**DO THE MATH:
YOUR 50¢ + CECO'S 50¢ = \$1.00**

Ceco's corporate co-op advertising program is that simple. Spend the money on approved advertising up to your current co-op limit, and Ceco will reimburse you for half of what you spend. Newspaper, radio, television, cable, billboards, wearables, website, yellow pages, direct mail, company brochure, magazine advertising like your local chamber of commerce, job site signs and corporate identity signage. Other good stuff too. If it's not on the list, just ask.

How much trouble is it? Ask your DSM to get his Service Center Manager to approve your request. No fancy paperwork. An email should do. When you get the invoice, you pay it, send a copy to your Service Center Manager, and you are reimbursed 50%.

In these times you cannot get your name in front of too many people.

Have questions about what to do? Call Tom Robinson or Sally Kepple at the ad agency. 662-844-2654. They will answer your questions or find the answers. And Ceco will even provide you with the research Tom and his firm do for you.

READY! SET! GO! What you and Ceco invest now will reap us both the benefit of a larger market share.

P.S. - Attached are the official rules, and the fine print says what is outlined here. It's that simple. Ceco Co-Op – use it!

Overview

The purpose of the Ceco Co-op Advertising Plan is to contribute to brand recognition through local advertising.

Advertising or promotion in any of the following media can qualify for the Ceco 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

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 Ceco Co-op Advertising Plan is the amount equaling one half of one percent ($\frac{1}{2}$ of 1%) 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 to 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.

Eligible Advertising

Advertising or promotion in the following types 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. Ceco's advertising agency, Robinson and Associates, is available for assistance in the production of your brochure. Call Tom Robinson or Sally Kepple at 662-844-2654 for more information.

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 a 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.

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.

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 (Chamber of Commerce or city magazines), is 50% reimbursable. This includes space cost and the design and production of the ad.

Job Site Signs

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.

Website

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

Radio & Television

Radio and television advertising is 50% reimbursable. This includes production costs and air time. Both a copy of the paid notarized invoice and a 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% reimburseable. Contact Robinson & Associates at (662) 844-2654.

Approval

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, contact your Regional Service Center Manager.

Example: \$4,000.00 total co-op funds available to builder

	BUILDER INVOICE	CECO PAYS
#1	\$ 1,000.00	\$ 500.00
#2	\$ 3,500.00	\$1,750.00
#3	\$ 4,000.00	\$1,750.00



Eastern Region | P.O. Box 2387, 100 Red Iron Rd., Rocky Mount, NC 27802 | 252-977-2131

Midwestern Region | P.O. Box 72, 305 N. Iris St., Mt. Pleasant, IA 52641 | 319-217-4000

Southern Region | P.O. Box 911, 2400 Highway 45 North, Columbus, MS 39703 | 662-243-6400

1-800-474-2326 (CECO) | <http://www.cecobuildings.com>