

# Duckback Products

## 2010 CANADIAN ADVERTISING CO-OP PROGRAM

*This plan supersedes and replaces any previous co-op policy with Duckback Products. As part of our ongoing commitment to our dealers, advertising support will be provided as follows:*

1. **CO-OP PLAN:** Duckback Products will pay 50% of the local rate charged to dealers for advertising space dedicated to our products. Duckback Products' cost is limited to 5% of total dealer purchases in 2010. Any ad exceeding \$1000 needs to have prior approval.
2. **APPROVED MEDIA:** Approved media includes print media (newspaper, magazine, catalogue, flyer, or circular), radio, television and internet.
3. **DATES:** The co-op program will be in force for the 2010 sales year and is based on purchases from January 1, 2010 to December 31, 2010. Any ad placed in November and/or December needs to have prior approval before qualifying for co-op.
4. **FUNDS AVAILABILITY:** Co-op advertising monies must be used in the year earned, and will not be accrued to the following year.
5. **CONDITIONS FOR QUALIFICATION OF ADVERTISEMENT:**
  - The **NET** advertised price of Superdeck® Brand Products Transparent Stain must be no lower than \$37.99/gallon CDN, and the **NET** advertised price of Superdeck Brand Products Self Priming Solid Color Deck & Siding Stain must be no lower than \$34.99/gallon CDN. (This includes, but is not limited to, publishing an everyday price and then marking down "X" dollars to net sale price below \$37.99 & \$34.99/gallon CDN.)
  - All advertising must identify the product by its full official trademark name as shown on the product packaging.
- Advertising copy must be taken from current Duckback Products Media Kit, advertising slicks, sell sheets, product brochures, or scripts.\* The only acceptable logos are those found on the current ad slicks. (As seen on this page.)
- Advertising shall not be unfair, misleading or disparaging of competitors.
- All advertisements must include at least 1 product benefit statement.
- Co-op is applicable to advertising only, therefore wearables (jackets, shirts, hats) are not eligible.
6. **CLAIM PROCEDURE:** All claims for reimbursement must be submitted with tear sheets, scripts, or video, and an invoice copy outlining Duckback Products' portion of advertising space within 60 days of the advertisement and no later than October 15, 2010. **Claims must be submitted to advertiser's authorized wholesale distributor** with complete documentation.
7. **CO-OP PAYMENTS:** Payment may not be deducted from invoices due to Duckback Products or their authorized distributor. Reimbursements will be made by credit memo upon completion of item #6. Advertiser will receive credit within 30 days from the date Duckback Products receives all required information, and all conditions for qualification are met.

\*Contact your sales representative, customer service or the dealer section of our website for a Duckback Products Media Kit or current ad slick sheets.



*Mason's Select®*