

JASPER CO-OP Advertising Guidelines

PURPOSE OF THIS PROGRAM

JASPER will establish a Co-op Advertising fund to support local advertising that stimulates your customers to purchase **JASPER PRODUCTS and add more profit for your business**. Cooperative wearable merchandise is also available through this program.

ELIGIBILITY

- Open to Independent garages and new car dealers.
- Annual previous year net purchases must total \$7,500 or greater.
- Open to those who have an account with JASPER and a good credit standing.
- Past-due accounts do not qualify for Co-op funds.

HOW THE AMOUNT OF YOUR CO-OP CREDIT FUND IS DETERMINED

- Previous year's net purchases of \$7,500 or greater – 3%
- \$3,000.00 is the maximum amount of Co-op that can be earned in a fiscal year.

HOW JASPER PAYS

- JASPER will pay up to the limit of your Co-op credit fund (as specified above).
- JASPER may reimburse up to 50% of qualified and approved advertising expenses **that meet the requirements of this program**.
- JASPER will issue a credit toward your account, provided you have available Co-op funds.
- Advertising must be designed to sell JASPER products which in turns adds profit to your business. **Simply placing the JASPER logo into an ad does not qualify, nor does it effectively promote JASPER products and the profit they can supply to your business - examples are provided.**
- No credit will be issued unless the specified guidelines of this program are met.
- **Advertising must run and wearable purchases must be made in the calendar year in which cooperative advertising funds are provided.**
- Once the full Co-op allowance has been credited, the fund will be exhausted until the next calendar year assuming you meet eligibility requirements again. **Unused Co-op funds expire at the end of the calendar year and do not carry over to the following year.** All claims must be submitted **no later than 60 days** after the close of the previous year.

HOW TO REQUEST A CREDIT FROM YOUR CO-OP ALLOWANCE

- Complete the Co-op Claim Form. A printable Co-op Claim form can be found via a link under the Co-op section of our website.
- Claims must be submitted **within 60 days** of the advertising invoice date.
- Appropriate documentation (see below) must be submitted with the completed form.

For Print Media:

- JASPER must receive original copies of advertisements. A **full-page** tear sheet or complete circular showing the date and the name of the publication is required.
- A copy of the original invoice from the publication showing the advertising space, running date and cost.

Radio/Television:

- JASPER must receive an original copy of the station invoice showing the product advertised, ad running dates, and a notarized script and a copy of any television commercial on a DVD or as a digital file.

All Other Media:

- Complete documentation such as photos of billboards, samples of direct mail pieces, full page Yellow Page tear sheets, etc., included with the invoice(s).
- Direct claims (if not submitted electronically) to:

Co-op Department
Jasper Engines & Transmissions
P.O. Box 650 • Jasper, IN 47547-0650
Fax: 812-481-0217 • jennifer.hohl@jasperengines.com
800-827-7455 extension 12084 • www.jasperengines.com

QUALIFYING ADVERTISING FORMAT

- Advertising must, at a minimum, feature the JASPER logo with the words “We Install” and the JASPER Warranty, unless not appropriate to the particular design of the ad. Refer to the Logos, Artwork and Commercials link for an example. Please consult the JASPER Advertising Department if you have any questions. Our full name - Jasper Engines and Transmissions - must be used in the case of radio. The JASPER logo may not be altered in any way. **Advertising must be designed to promote the sale of JASPER products, by promoting the benefits of installing a remanufactured engine, transmission or other JASPER product (Click here for examples.)**
- Television advertisements must feature audio about our products and graphics of the JASPER logo, warranty and footage of a JASPER product, JASPER's remanufacturing procedures or a representation of the benefits of installing our products.
- **JASPER reserves the right to make Co-op reimbursements based upon the percentage of JASPER information featured in the ad.** The advertisement must not include any reference to products or services offered by a competitor of JASPER, **including in-shop overhauls or rebuilds**. JASPER products must be referred to as **“remanufactured”, not as “rebuilt”**.

- Under no circumstances are advertisements to contain misleading or potentially misleading claims or statements.
- JASPER reserves the exclusive authority to judge whether or not any item submitted for Co-op credit will qualify. Please contact the JASPER Co-op Department for prequalifying questions.
- Advertising must have been placed prior to December 31st of the current year to qualify.

Co-op for Association Membership

JASPER will allow \$50 of a Customer's available Co-op Advertising funds to be used toward their FIRST time membership dues in an association such as ASA, AASP, ASCCA, ATRA, RMFMA, etc. This does not apply toward ASE or similar certifications.

- Customers must have Co-op funds available for the year.
- Not applicable toward ASE or similar certifications.
- Only available for first time membership dues and not for membership renewals.
- Co-op funds are only available for one membership per shop.
- Limit of one association membership per year.

WEARABLE REDEMPTION AND CO-OP PURCHASE PROGRAM

- JASPER wearable and souvenir items may be obtained in the following manner:

JASPER will allow 20% of earned Co-op funds up to \$500.00 to be redeemed for wearable items at no charge to the customer.

For example, if you have \$100.00 in Co-op funds, you may place an order for up to \$20.00 with no added cost to you. Shipping and tax must be included into this allowance. JASPER will simply deduct the amount used from your Co-op fund balance. Any additional orders over the 20% (\$500.00 limit) can be purchased at 50% off up to the remaining balance of your Co-op fund.

- **All Co-op wearable orders must be received by December 31 of the current year.** *No Co-op wearable orders will be accepted after this date. This is the same as the advertising placement deadline of December 31.*

ADVERTISING ASSISTANCE

- JASPER will assist participants in the Cooperative Advertising Program with digital logo art, samples of newspaper ads, radio scripts and prerecorded radio spots. JASPER will also assist in television advertising production to the extent of providing digital footage, or the JASPER 30-second commercials in digital broadcast quality format, at no cost. Please see the appropriate links on the Co-op landing page where you accessed these guidelines.

TERMINATION AND AMENDMENTS

- Jasper Engines & Transmissions solely reserves the right to change any and all parts of this Co-op program or to terminate this Co-op program at their discretion. JASPER also reserves the right to approve or deny all Co-op requests without liability.

NO OFFSETS OR DEDUCTIONS

- **Do not deduct Co-op payments prior to receiving credit. A Co-op reimbursement will not be made, and free merchandise will not be shipped, as long as the participant has contested, unpaid or overdue invoices.**

DEFAULT

- If a JASPER Co-op advertising participant violates any of the provisions set forth in this policy, if an installer discontinues handling JASPER products, or if an installer fails to make payments within terms, the allowance shall be forfeited and any unused credit shall be voided.

COMPLIANCE AND THE LAW

- The participant agrees that all advertising under this program will comply with all laws and government regulations. Any clause or provisions required to be included herein, or in an agreement of this type, by applicable law or regulations, is hereby incorporated by this reference. **The Jasper Engines & Transmissions logo, and those of its subsidiaries, are copyrighted trademarks and may not be used other than by express permission of Jasper Engines & Transmissions.**

Updated December 22, 2016. This program supersedes any previous Co-op programs.