The JASPER Co-op Advertising Program

- Add Profit to your Business
- Advertise Effectively
- Maximize Your Co-op Reimbursement
CO-OP PROGRAM

- Co-op Advertising Guidelines
- Co-op Advertising Tutorial
- Co-op Reimbursement Examples
- Printable Co-op Claim Reimbursement Form
- Electronic Claim Submission Tutorial
- Envelope Stuffers
- Logos
- Product Art
- No Charge Promotion Opportunities
- Radio Commercials
- Radio Scripts
- Ready-Made Ads
- Signs and Banners
- Television Commercials
- Website Banners
- Website Co-op Guidelines
- JASPER Approved Website Vendors

Items purchased from the Randd/JASPER catalog are pre-approved for Co-op. JASPER will credit your account 50% up to your available Co-op funds.

Co-op Advertising Deadline

Wearable Deadline - December 31 (orders placed by this date)
Advertising Deadline - December 31 (advertising placed by this date)
Advertising Claim Deadline - Previous year’s claims must be submitted within 60 days of the following calendar year.

Contact:

- Advertising Department 800-827-7455 extension 2084
- jennifer.hohl@jasperengines.com
- Fax: 812-481-0217

Click here for more details and an order form.

Randd Associates
Printing & Promotions, Inc
(937) 294-1874 • Fax (937) 294-0596
www.randdassociates.com
Marketing & promotional items
4 Easy Ways to Submit a Claim

1. Online
2. E-mail
3. FAX
4. Mail
What you will need to send...

1. Copy of ad, radio script, picture of billboard, etc.
2. Invoice
3. JASPER Co-op Claim Form (when not filing online)
File claims online - easily

Ask your Sales Representative to show you the 8 Simple Steps Online Tutorial.
Cooperative Advertising Claim Form

Do you have your invoice, copy of ad, photograph, etc.?

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<tbody>
<tr>
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<td>Email Address</td>
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Cooperative Advertising Type (please circle one):

- Banner/Sign
- Billboard
- Direct Mail
- Seminar
- Newspaper
- Promotional Item
- Radio
- TV
- TV/DVD Purchase
- Website
- Yellow Pages
- Other

For Jasper Engines and Transmissions Use Only

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Be sure to use the Co-op Advertising Claim Form when not filing online. A printable version can be found on the Co-op page of the JASPER Website.
Advertising that Sells

Co-op Advertising
You benefit through the sale of JASPER products which adds profit and satisfied customers to your business.
You further benefit through Co-op reimbursement for qualifying advertising that actively promotes your sale of JASPER products.
It’s more than just placing the JASPER logo in your ad, it’s about a **STRONG SALES MESSAGE** that actively works to bring customers into your shop.
Here are some examples of advertising that actively promote the sale of JASPER products...
Note how this billboard states the message of engine and transmission replacement and the partnership between the shop and JASPER.
These ads contain messages that actively promote the shop’s sale of JASPER products.
This ad does a great job promoting the shop (note the word – trust – and the complete line of JASPER Remanufactured Products.

GIVE YOUR VEHICLE A NEW LEASE ON LIFE WITH JASPER ENGINES & TRANSMISSIONS

Trust JASPER to properly install your completely remanufactured JASPER gas or diesel engine, transmission or differential. JASPER saves money and adds worry-free years to the life of your vehicle.

You will enjoy peace of mind because every JASPER engine and transmission is backed by a Nationwide Transferable 3 Year/100,000 Parts & Labor Warranty.

Co-op Advertising
Note the reason to install JASPER — “Keeping your vehicle on the road longer for less!”
Note how the examples provide **STRONG** sales messages that **actively** work to promote your business and the sale of JASPER remanufactured products.
Ads like these that **actively** promote JASPER through your shop will qualify for **50%** Co-op reimbursement providing you have Co-op funds available.
It’s all about delivering a **STRONG SALES MESSAGE** just like you would do for any of your in-shop services.
To help support your efforts, we can pre-approve your advertising!

Please let us know how we can help you create more effective advertising, increase your profits and maximize your Co-op reimbursement.
Let’s work together to increase your profit by making YOUR SHOP and JASPER the BRAND of CHOICE for your customers!