

# **JASPER** ENGINES & TRANSMISSIONS **CO-OP ADVERTISING PROGRAM**



# WHAT IS THE CO-OP PROGRAM?

A Program within Jasper Engines and Transmissions that establishes a Co-op Advertising fund to support local advertising for Independent Garage Owners that helps stimulate your customers to purchase JASPER products and add **MORE PROFIT** to your business!

## How is the Amount of your Co-op Funds Determined?

- Previous year's sales of \$10,000 or more will qualify you for 3% of the total amount of Sales (Maximum amount of Co-op that can be earned is \$3,000).
  - EXAMPLE: Last Year's Sales = \$45,000.  
 $\$45,000 \times .03 = \$1,350$  in Available Co-op for the Current Year.

Unused Co-op Funds expire at the end of the calendar year and do not carry over.



# WHERE CAN I FIND MY CO-OP ALLOWANCE?

Find your Co-op Allowance by logging into your MYJASPER Account.

[www.myjasperaccount.com](http://www.myjasperaccount.com)

If you do not know your Account Information, please contact your JASPER Sales Representative.

If you are not sure who your JASPER Sales Representative is, click on “Forget All Acct Info?” Enter your ZIP Code to retrieve your Sales Representative’s Name and Contact Information.

## WHAT QUALIFIES FOR REIMBURSEMENT?

There are a wide variety of promotional items that can qualify for up to 50% of the total invoice using available Co-op funds; the Jasper Engines and Transmissions logo must be visible and unaltered. Examples of Items that promote your Shop and Jasper Engines and Transmissions include: banners, signs, billboards, direct mailers, newspaper ads, yellow page ads, tv and radio commercials, shirts, hats, vehicle graphics, cups, pens, golf balls, hand sanitizer, etc. Samples of Ads can be found on [www.jasperengines.com/coop-advertising](http://www.jasperengines.com/coop-advertising).

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





# QUALIFYING CO-OP REIMBURSEMENT EXAMPLES



The above ad would qualify for 10% reimbursement.



The above advertising of JASPER would qualify for 30% reimbursement.



The above shirt would qualify for 50% reimbursement.



The above ad would qualify for 50% reimbursement.



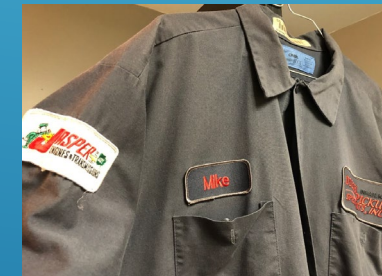
The above hoodie would qualify for 50% reimbursement.



The above hat would qualify for 50% reimbursement.



The above ad would qualify for 10% reimbursement.



The above uniform shirt would qualify for 50% reimbursement.



The above promotional items would qualify for 50% reimbursement.

# ITEMS NEEDED FOR CO-OP REIMBURSEMENT

1. Copy of the ad, radio script, or picture of the promotional item with the JASPER logo.
2. Copy of the Invoice.
3. JASPER Co-op Reimbursement Claim Form (can be found on [www.jasperengines.com/coop-advertising](http://www.jasperengines.com/coop-advertising)).

Installer & Fleet Resources



Co-Op Advertising



## Co-op Advertising

Help me find:

Television Commercials

Radio Commercials

Logo Artwork


Product Artwork

JASPER Customer Webpage

Web Banners

Ready-Made Ads

- Co-op Advertising Guidelines
- Co-op Advertising Tutorial
- Co-op Reimbursement Examples
- Printable Co-op Claim Reimbursement Form
- Printable Wearable Order Form
- Envelope Stuffers
- No Charge Promotion Opportunities
- Radio Scripts
- Signs and Banners
- Website Co-op Guidelines
- JASPER Approved Website Vendors



### Cooperative Advertising Claim Form

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

Date Submitted	<input type="text"/>		
Total Invoice Amt.	<input type="text"/>	Monthly Invoice Amt.	<input type="text"/>
Account Number	<input type="text"/>	Company Name	<input type="text"/>
Contact Name	<input type="text"/>	Phone Number	<input type="text"/>
Address	<input type="text"/>	City, State, Zip Code	<input type="text"/>
Email Address	<input type="text"/>		
Website Address	<input type="text"/>		

**Cooperative Advertising Type (please check one):**

Banner/Sign	Billboard	Direct Mail	Seminar	Newspaper	Promotional Item
Radio	TV	Website	Yellow pages	Other	<input type="text"/>

*For Jasper Engines and Transmissions Use Only*

Date Processed	<input type="text"/>	% Paid	<input type="text"/>
Branch #	<input type="text"/>	Total Amt. Paid	<input type="text"/>
Co-op Year	<input type="text"/>	Credit Memo #	<input type="text"/>



# 3 WAYS TO SUBMIT A CLAIM



## 1. Email

- [coop@jasperengines.com](mailto:coop@jasperengines.com)

## 2. FAX

- 812-481-0217  
\*\*\*Attention: Advertising\*\*\*

## 3. Mail

- P.O. BOX 650  
Jasper, IN 47547-0650  
\*\*\*Attention: Advertising\*\*\*





## CO-OP ADVERTISING DEADLINES

- **Wearables** Deadline - December 31 (Orders must be placed by this date.)
- **Advertising** Deadline - December 31 (Advertising must be placed by this date.)
- **Advertising Claim** Deadline - the Previous year's claims must be submitted by March 1 to qualify for reimbursement.





# WEBSITE CO-OP

Jasper Engines and Transmissions allows the use of Co-op Advertising Funds for Installers promoting JASPER® on their websites.

**Providing the customer has sufficient Co-op Advertising Funds available, JASPER will allow Co-op usage as follows:**

For an Installer using one of our specially designed "**JASPER Web Banners**," JASPER will pay 20% of an Installer's website development/hosting fees, the maximum reimbursement is **\$250.00 annually**. Once the JASPER Web Banner has been added to the installer's website, installers can submit claims in the following years. The banner must link to [www.jasperengines.com](http://www.jasperengines.com). Banner templates are available by clicking on the Web Banners link at the top of the Co-op Advertising Page.

JASPER will pay 50% of an installer's website development and/or hosting fees when the **JASPER Customer Webpage** is added to a site, the maximum reimbursement is **\$500.00 annually**, installers can submit claims in the following years. The JASPER Customer Webpage Generator can be found on the Co-op Advertising Page.

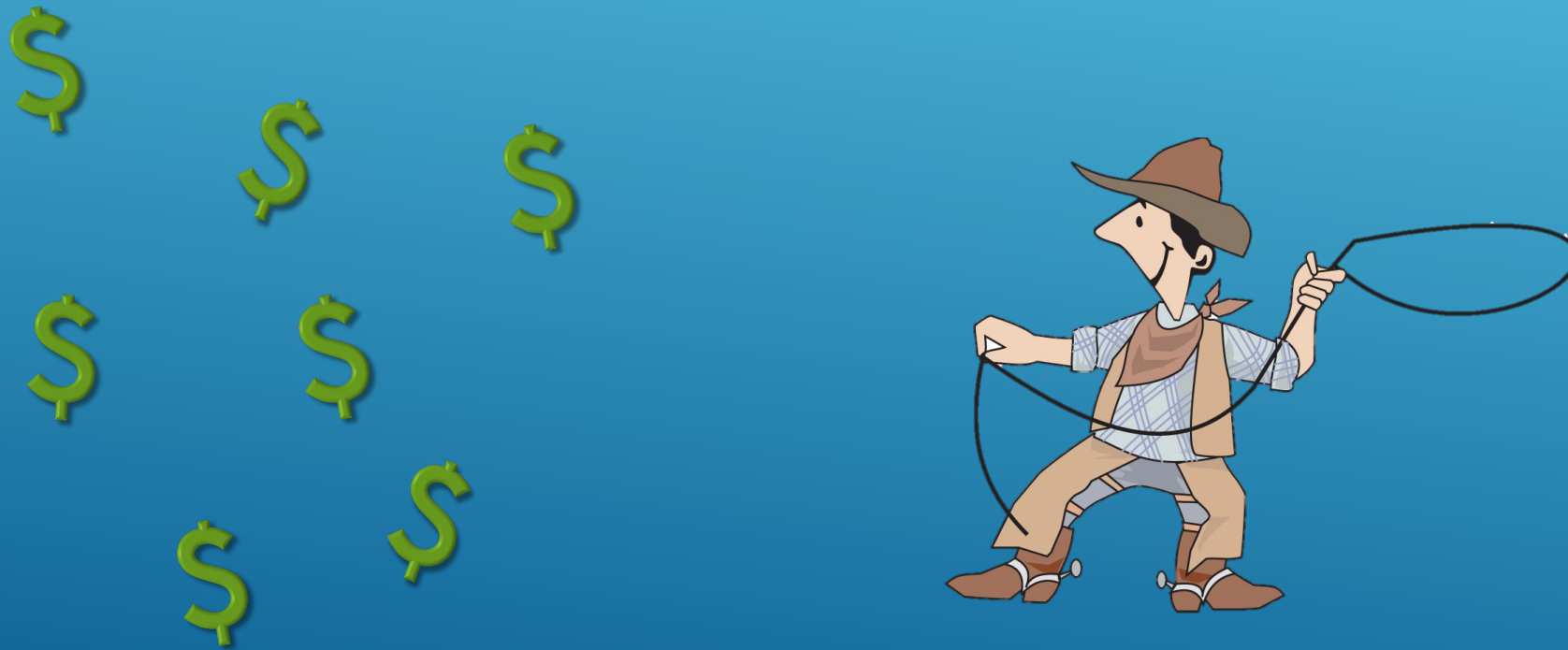
JASPER will pay 50% of an installer's website development and/or hosting fees for a **Custom JASPER Website**, the maximum reimbursement is **\$2,000.00 annually**. JASPER must pre-approve the site; installers can submit claims in the following years.

Effective 8-17-22 - This program supersedes any previous Website Co-op information.



## HOW WILL I RECEIVE MY REIMBURSEMENT?

Once the claim has been processed, you will be issued either a Check or a Credit to your account in the total amount approved. How you are reimbursed depends on how your JASPER Account is set up.



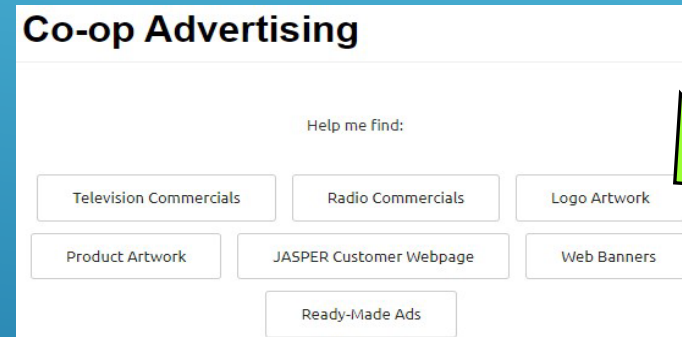
# LOGO ARTWORK

The JASPER logo may not be altered in any way. Logos that qualify for Co-op reimbursement can be found at [www.jasperengines.com/coop-advertising](http://www.jasperengines.com/coop-advertising) under the Logo Artwork section.

Installer & Fleet Resources



 Co-Op Advertising



# ONLINE WEARABLES STORE

You can use Co-op funds to purchase Jasper Engines & Transmissions Merchandise. JASPER allows 20% of the Total Co-op Available up to \$500, from the Previous Year's Sales to go towards Online Wearables Orders. Any orders that exceed the 20% allowed are split 50/50. This means if the remaining balance of your order is \$30, then \$15 will be deducted from the remaining amount of total Co-op allowed and you would only be responsible for the remaining \$15. Log into your My Jasper Account to place your Order or to Check your Co-op Balance.





# ANY FURTHER QUESTIONS PLEASE CONTACT:

David A. Harlen  
Co-op Administrator  
Jasper Engines & Transmissions  
800-827-7455 ext. 11752

