

Jasper Engines & Transmissions Co-op Advertising Guidelines

What is the Co-op Program?

A Program within Jasper Engines and Transmissions that establishes Co-op Advertising funds based on previous year's sales to support local advertising for Independent Garage Owners that helps stimulate customers to purchase JASPER® products and add **MORE PROFIT** to your business!

- Open to those who have an account with JASPER and are in good credit standing.
- Past-due accounts do not qualify for Co-op funds.

How is the Amount of Your Co-op Funds Determined?

- Previous year's sales of \$10,000 or more qualifies you for Co-op funds.
- Depending on whether you are an Independent Garage Owner or Preferred Installer determines what percentage you will receive for Co-op funds.
- Independent Garage Owners receive 3% of their total previous year's sales, with \$3,000.00 being the maximum amount of Co-op funds that can be earned in a fiscal year.
- Preferred Installers (PI) receive 3% in Co-op funds for the first \$30,000.00 of their total previous year's sales (PYS). After exceeding this threshold, a PI receives 4% of their total PYS, with \$4,000.00 being the maximum amount of Co-op funds that can be earned in a fiscal year.
- No credit will be issued unless the specified guidelines of this program are met.
- Once the full Co-op allowance has been credited, the funds will be exhausted until the next calendar year assuming you meet the eligibility requirements again. **Unused Co-op funds expire at the end of the calendar year and do not carry over to the following year.**

How Do You Get Reimbursed?

- JASPER will reimburse up to the limit of your Co-op fund allowance. Once a claim is processed, you will be issued a check or credit to your account for the total amount approved. How you are reimbursed depends on how your JASPER Account is set up.
- COD Customers receive a check in the mail.
- Net 30 Customers receive a credit to their account but can request a check through our Accounts Receivable department.

What Qualifies for Reimbursement?

A wide variety of promotional items 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. Advertisements should promote the sale of JASPER products as well as your shop. JASPER reserves the exclusive authority to judge whether or not any item submitted for Co-op credit qualifies. Please contact the JASPER Co-op Department with prequalifying questions.

- Advertising must run within the current Co-op year.

- Under no circumstances are advertisements to contain misleading or potentially misleading claims or statements.
- Advertising must have been placed prior to December 31st of the current year to qualify.

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."

Promotional Items

- Shirts, hats, cups, pens, golf balls, hand sanitizers, and so much more can qualify for Co-op reimbursement.
- JASPER will need a picture of the promotional item with the JASPER logo on it, a copy of the invoice, and a completed copy of the JASPER Co-op Reimbursement Claim, which can be found on our website.
- **Items purchased from the Randd/JASPER catalog, which is found on our website, are pre-approved for Co-op Reimbursement. JASPER will credit your account 50% up to your available Co-op funds.**

Print Media

- Signs, banners, billboards, vehicle graphics, direct mailers, newspaper ads, yellow page ads, tear sheets, and yearbook ads can qualify for Co-op Reimbursement.
- JASPER will need a copy of the advertisement, a copy of the invoice, and a completed copy of the JASPER Co-op Reimbursement Claim.

Radio/Television

- **Radio** - By using the pre-recorded radio commercials found on our website, or the JASPER radio scripts, you will receive 50% Co-op reimbursement, provided Co-op funds are available. You can be reimbursed up to 50% of the total invoice by creating your own radio commercial with prior approval, the script must include *"We Install Jasper Engines & Transmissions with a 3-Year/100,000 Mile Warranty."*
- JASPER will need a copy of the script, ad running dates, and invoice for Co-op reimbursement review.
- **Television** - By using the pre-recorded television commercials provided by JASPER which are found on our website, you will qualify for a 50% reimbursement of the total invoice, provided Co-op funds are available. Your shop name and logo must appear in the commercial. You can be reimbursed up to 50% of the total invoice by creating your own television commercial, provided Co-op funds are available. Television advertisements must feature audio about our products and 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 will need a digital copy of the commercial, ad running dates, and a copy of the invoice for Co-op reimbursement review.

Website

- Jasper Engines and Transmissions allows the use of Co-op Advertising Funds for Installers promoting JASPER on their websites, provided there are Co-op funds available.
- By using one of our specially designed "**JASPER Web Banners**," JASPER will pay 20% of 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. 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**, and 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** by a third party, such as JASPER Websites or Autosshop Solutions; the maximum reimbursement is **\$2,000.00 annually**. JASPER must pre-approve the site; installers can submit claims in the following years.

Training/Seminars

- JASPER will allow the usage of co-op funds for training/seminars with companies such as Elite and Wrenchway. JASPER will pay 50% of an installer's training invoice, with a maximum reimbursement of \$500 annually per training company, provided co-op advertising funds are available. Contact David Harlen (800-827-7455 ext. 11752) regarding reimbursement for training with companies other than the ones listed above. A copy of the invoice is required to process the claim.

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 under the Logo Artwork section.

What Items are Needed to Receive Reimbursement?

- JASPER will need a copy of the ad, radio script, television commercial, or picture of the promotional item, including the JASPER logo, a copy of the invoice, and a completed copy of the JASPER Co-op Reimbursement Claim Form (can be found on www.jasperengines.com/coop-advertising).

How to Submit Reimbursement Claims?

- Email: coop@jasperengines.com
- Fax: 812-481-0217 (Attention: Advertising)
- Mail: P.O. BOX 650 Jasper, IN 47547-0650 (Attention: Advertising)

Deadlines for Reimbursement

- *Wearables Deadline* - December 31st (Orders must be placed by this date.)

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

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.

Online Wearable Orders

- JASPER allows 20% of the total Co-op available for online wearable orders, up to \$500, at no charge. Shipping and tax must be included into this allowance. Any orders that exceed the 20% allowed are split 50/50. For example, if the remaining balance of your order is \$50, then \$25 will be deducted from the remaining amount of total Co-op allowed, if available, and you will only be responsible for the remaining \$25.
- Co-op wearables orders will NOT be accepted after December 31st of the current year.
- A Co-op reimbursement will not be made, and merchandise will not be shipped if the customer has contested, unpaid, or overdue invoices.

Advertising Assistance

- JASPER will assist customers 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.

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.**

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.

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 January 2024. This program supersedes any previous Co-op programs.