

GRASSHOPPER COMPANY

CO-OP ADVERTISING CREDIT CLAIM FORM

DEALER INFORMATION:

Dealer Name _____ Phone () _____
 Address _____ Fax () _____
 City, State, Zip _____ / / _____
 Account # _____ Dealer Signature _____ Date _____

PLEASE ENCLOSE: Copy of paid invoice
 Full size tear sheet for each day ad ran
 Sample of direct mail piece

NEWSPAPER/OTHER PRINT MEDIA

Name of Publication	Date(s) of Ad	Total Cost of Ad	Amount Requested	Grasshopper use only

PLEASE ENCLOSE: Original notarized radio script, TV spots & affidavit of performance
 Copy of paid invoice
 Dealer produced TV ads (if applicable)

RADIO/TELEVISION ADVERTISING

Media Name	Date(s) of Spots	Total Cost of Spots	Amount Requested	Grasshopper use only

PLEASE ENCLOSE: Photo of billboard(s)
 Copy of paid invoice
 Notarized location, dates and space cost

BILLBOARD/PROMO ITEMS

Media Name	Date(s) of Posting/Invoice	Total Cost	Amount Requested	Grasshopper use only

FAIRS, SHOWS, EXHIBITS

PLEASE ENCLOSE: Photo(s) of entire display Copy of space contract & invoice

Media Name	Show Date(s)	Total Size of Space	Space Used by Grasshopper	Total Cost of Space	Amount Requested	Grasshopper use only

IMPORTANT REMINDERS:

- Enclose the proper documentation
- The Grasshopper Logo, product picture, illustration or drawing must appear in your ad
- Claims must be received within sixty (60) days of invoice date or claim may be denied and returned
- Any variations from standard guidelines require prior approval
- Co-op credit is based on available funds
- Staple all documentation to Co-op Advertising Credit Claim Form

Submit claims to:

THE GRASSHOPPER CO
 ATTN: CO-OP ADVERTISING
 PO BOX 637
 MOUNDRIDGE, KS 67107
 PHONE: (620) 345-8621
 FAX: (620) 345-2301

IMPORTANT - SEE REVERSE SIDE FOR CO-OP GUIDELINES

White - Send to Grasshopper
 Yellow - Dealer Copy

GRASSHOPPER COMPANY

CO-OP ADVERTISING GUIDELINES

NEWSPAPER & OTHER PRINT MEDIA

1. Ad must carry Grasshopper logo.
2. Prepared Grasshopper ad slick must be used, or have prior approval of own ad.
3. At least 25% of total ad space must be dedicated to Grasshopper.
4. An illustration of at least one current Grasshopper model and an accurate description must be shown on newspaper advertising.
5. Dealer information must not occupy more than 25% of total ad space.
6. When ad is not totally dedicated to Grasshopper, credit will be prorated in relation to actual space used for Grasshopper.
7. In yellow page advertising, trademark headings and bold face listings using the heading "Grasshopper Lawn & Turf Equipment" as well as display ads in directories within the dealer trade territory are acceptable.

RADIO & TV ADVERTISING

1. Radio & TV spots must be exclusively dedicated to Grasshopper promotion.
2. We will not co-op any Radio/TV production costs.
3. Prepared Grasshopper script, tape or TV ad must be used, or have prior approval of own script.

SIGNS & BILLBOARDS

1. Sign(s)/Billboards must be exclusively Grasshopper.
2. Artwork other than pre-approved, factory supplied sign(s)/posters must have prior approval from Grasshopper Company.
3. The cost of billboard posters and dealer tag-ons is also eligible for co-op credit.

SHOWS, EXHIBITS & FAIRS

1. The Grasshopper Company will issue co-op credit for the portion of booth space occupied by Grasshopper equipment. List of all brands at the booth and pictures must be submitted (entire booth).

DON'T FORGET:

1. Claims must be received sixty (60) days from date of invoice, or claim may be denied.
2. Enclose all proper documentation for each claim filed. (i.e. invoices, affidavits, tearsheets, contracts, pictures, samples.) *Co-op memo billings not acceptable. Must be actual copy of invoice dealer has paid.
3. Please use Grasshopper's Co-op Advertising Credit Claim Form on the reverse side when filing claims.
4. Promo items - freight is not available for co-op.

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