

Team Horner™ Co-op Advertising Program - Terms and Conditions

Team Horner™ covers the following brands for co-op purposes: AquaCal®, AutoPilot®, Lo-Chlor® and StoneHardscapes.

Dealers must be current authorized dealers and must be in good credit standing to participate.

Dealer or distribution invoice as proof of purchase must accompany all submissions.

Program

Co-op Funds Earned

AquaCal AutoPilot, Inc. (ACAP): Dealers are eligible to receive reimbursements of up to 5% of their current year's sales in co-op.

Lo-Chlor® (LC): Dealers are eligible to receive reimbursements of up to 5% of their current year's sales in co-op.

StoneHardscapes (SHS): Dealers are eligible to receive reimbursements of up to 2% of their current year's sales in co-op, exclusive of freight and sales tax.

At the end of each year, Team Horner™ will calculate 75% of the prior year's remaining co-op to allow the dealers to advertise early in the season. Co-op will be drawn from that balance first and when it is diminished, Team Horner™ will begin deducting from the co-op based on the current year's sales. The co-op based on the prior year's sales expires on December 31 of the current year.

To request a co-op balance, please email co-op@teamhorner.com.

Co-op Reimbursement

Team Horner™ will reimburse **UP TO** 50% of funds spent on TV, radio, direct mail or print advertising dedicated to Team Horner™ products, not to exceed the co-op funds earned. The actual percentage of funds that will be reimbursed is based on the space or time devoted to Team Horner™ product.

All co-op terms and conditions and ACAP's MAAP policy must be adhered to in order to qualify for reimbursement. Logos, line art, photography, terms and conditions and claim forms will be forwarded by Team Horner™ Marketing upon request.

Co-op Pricing Policy

(This section applies to ACAP pricing only)

To qualify for ACAP co-op advertising reimbursement, you must adhere to the following pricing guidelines:

- If a price is advertised or stated, the price may not be below MAAP (Minimum Allowable Advertised Price). MAAP program details will be provided upon request.
- Product advertised at lower prices does not qualify for co-op advertising reimbursement.
- If a coupon or discount is advertised and the "regular price" is included on the piece, the total cost after the discount may not be below MAAP.

MAAP is subject to change at any time. Please verify MAAP pricing before being used in advertising.

Qualifying Media

If you want to use advertising media not listed, you must obtain PRIOR approval from Team Horner™ in order to receive co-op reimbursement.

Reimbursement will be made only for advertising space, TV or radio time or direct mail. Production charges, agency fees, talent fees, art or creative fees and product literature are not eligible for reimbursement.

Print

Newspaper advertising will qualify for reimbursement if it appears in **paid circulation**, general interest daily, weekly or Sunday newspapers and newspaper inserts with audited circulation. "Free" shoppers, entertainment guides, church bulletins, school yearbooks, program books and the like are not eligible.

All eligible publications must:

- Serve the dealer's trading area,
- Meet the second class mailing privilege,
- Have rates and circulation that are verifiable by audit.

Promotional flyers, free standing inserts and direct mail must have prior written approval from Team Horner™. Please make requests in writing. No telephone approvals will be given.

Broadcast

Radio and television advertising must mention Team Horner™ brands at least twice in a :30 commercial; three times in a :60 commercial in order to receive 50% reimbursement.

In television advertising, Team Horner™ brand names and logos must be displayed for a minimum of 4 seconds in the video portion of the commercial in order to receive 50% reimbursement.

Outdoor

Outdoor advertising must be by recognized outdoor media companies only.

Direct Mail

Co-op allowances may be used for direct mail using Team Horner™ materials only. Costs of materials count toward the co-op, as does postage.

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Qualifying Media Continued

Internet Advertising

Co-op allowances may be used for internet advertising campaigns using Team Horner™ materials only. General website content is not eligible. All internet advertising campaigns need prior approval and percentage of reimbursement is determined on a case by case basis.

Qualifying Materials

For reimbursement of advertising (up to 50% per ad limit), one of the two following qualifications must be met:

1. Use the official logos produced by Team Horner™. (Any alteration must receive prior written approval from Team Horner™ to qualify for reimbursement).
2. Original ads produced by dealers must contain a visual of the qualifying product and display the Team Horner™ brand names prominently. They must be no less than 50% of the size of the dealer's name and logo.

Ineligible Media

- Yearbooks
- Classified Newspaper
- Calendars
- Dealer Programs
- Contests
- Program for Churches or Fraternal Organizations
- Yellow Pages

Team Horner™ reserves the right to refuse payment for non-compliance with any of the terms and conditions of this program. Team Horner™ reserves the right to change or cancel the program at any time with 30 days notice.

The use of competitor products and logos in the advertisements will reduce the reimbursement percentage from Team Horner™.

IMPORTANT NOTE: Federal Trade Commission regulation requires that co-op advertising claim deductions cannot be made on merchandise invoices. Please use the Team Horner™ co-op claim form and do not deduct advertising claims on merchandise invoices. Team Horner™ reserves the right to require additional proof of performance at any time.

Documentation

Newspaper

Submit all of the following:

- Advertising claim form.
- A copy of the "paid" publication invoice which shows the ad size, frequency and local net.
- Tear sheet showing the ad, newspaper name and date.
- NOTE: Claims for advertising in weekly newspapers must also include a certification and a copy of the paper's rate card.

Catalogs and Flyers

Submit all of the following:

- Advertising claim form.
- Sample catalog with receipt for printing costs.
- Post office receipt for mailing costs.
- Signed statement verifying the quantity distributed.

Radio and Television

Submit all of the following:

- Advertising claim form
- Copy of station invoice detailing the length of flight, number of spots, station affidavit as to commercials aired and cost.
- Each script broadcast must be attached to the claim form and bear station certification following the ANA/RAB or ANA/TVB documentation. Affidavits must bear the original signature of a station official.
- DVD or email of commercial.

Outdoor

Submit all of the following:

- Advertising claim form.
- Photo of each outdoor location.
- Vendor invoice from the outdoor display company showing the number of billboards, location and the length of time they are posted.



Employee Owned

Co-op Advertising Claim Form

Date ___/___/___

Company Name: _____ Retail Builder Service

Contact Person(s): _____

Shipping Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-mail: _____

Distributor: _____ Sales Representative: _____

Guidelines:

All claims must be submitted within 30 days of the date of advertising. A completed claim form must be submitted, accompanied by dealer/distribution invoice as proof of purchase and all associated advertising receipts. Please refer to the Team Horner™ (TH) Co-op Terms and Conditions for additional information.

Publication

Date(s) Run _____	a. Total cost of advertisement	\$ _____
Customer Acct.# _____	b. Number of pages in advertisement	_____
Publication Name _____	c. Cost per page (a/b)	\$ _____
Address _____	d. Percent of ad dedicated to TH	_____ %
City _____	e. Cost of TH ad (c x d)	\$ _____
State _____ Zip _____	f. TH reimbursement (e x 50%)	\$ _____

Broadcast

Date(s) Run _____	Are Broadcast eligibility requirements met?	_____
Customer Acct.# _____	(see Broadcast section on page 1)	
Program Name _____	a. Total cost of advertisement	\$ _____
Address _____	b. TH reimbursement (a x 50%)	\$ _____
City _____		
State _____ Zip _____		

Outdoor

Date(s) Run _____	a. Total cost of advertisement	\$ _____
Customer Acct.# _____	b. Percentage of ad dedicated to TH	_____ %
Company or Event _____	c. Cost of TH ad (a x b)	\$ _____
Address _____	d. TH reimbursement (c x 50%)	\$ _____
City _____		
State _____ Zip _____		

Direct Mail

Customer Acct.# _____	a. Printing costs	\$ _____
Address _____	b. Postage costs	\$ _____
City _____	c. Total costs (a + b)	\$ _____
State _____ Zip _____	d. Percentage of mailer dedicated to TH	_____ %
	e. Cost of TH portion of mailer (c x d)	\$ _____
	f. TH reimbursement (e x 50%)	\$ _____

Other Media

Please Specify _____	a. Total cost of advertisement	\$ _____
Date(s) Run _____	b. Percentage of ad dedicated to TH	_____ %
Customer Acct.# _____	c. Cost of TH ad (a x b)	\$ _____
Company or Event _____	d. TH reimbursement (c x 50%)	\$ _____
Address _____		
City _____		
State _____ Zip _____		

Signature _____

Please return completed form, invoices and samples to:
Team Horner™ Marketing, Attn: Michiko Prussing
5755 Powerline Road ~ Ft. Lauderdale, FL 33309
954.940.7979 ~ Fax: 954.491.3911
co-op@teamhorner.com