

Get the most out of your EP Henry Co-Op

Q. HOW MUCH MONEY IN CO-OP FUNDS DO I HAVE?

A.

1. **Distributors:** Your Co-Op allowance is **.75%** of your net purchases of EP Henry Hardscaping products for 2019. We will pay 50% of your approved Co-Op advertising not to exceed your allowance. For example, if your purchases were \$500,000, your allowance would be \$3,750 and we would pay up to \$3,750 based on \$7,500 of advertising you do. If you use the print ad or TV material exactly as provided by EP Henry, we will pay 60% of your advertising, not to exceed your allowance. If you use the EPH TV spot or digital (SEM or co-branded site), we will pay 65%. Please read the Co-Op guidelines for complete details.
2. **Exclusive Distributors:** Your co-op allowance is **1.50%** of your net purchases of EP Henry Hardscaping products for 2019. We will pay 60% of your approved Co-Op advertising not to exceed your allowance. For example, if your purchases were \$500,000, your allowance would be \$7,500 and we would pay up to \$7,500 based on \$12,500 of advertising you do. If you use the print ad material exactly as provided by EP Henry, we will pay 75% of your advertising not to exceed your allowance. If you use the EP Henry TV spot or digital program (SEM, SEO or co-branded site), we will pay 90%, for Facebook, we will pay 75%. Please read the Co-Op guidelines for complete details.
3. If you choose to run pre-approved advertising that features EP Henry along with other non-competing products, we will pro-rate your reimbursement accordingly.
4. Submit claims as soon as your media bill and documentation are available.

Q. WHEN MUST I RUN MY ADS?

A.

You must run and spend your Co-Op allowance by December 31, 2020.

We encourage you to spend the bulk of your allowance in the Spring and early summer. This is the most desirable time of the year to promote EP Henry Hardscaping and we want you to make the most productive use of your Co-Op dollars. It is when EP Henry spends the majority of its ad budget.

Q. HOW DO I GET PRE-APPROVAL OF MY ADVERTISING MATERIALS?

A.

Unless you use an ad or billboard exactly how it appears in the prepared material, and do not modify it in any way, you must submit layouts, scripts, story boards or photos for pre-approval as detailed in the Guidelines.

SUBMIT YOUR ADVERTISING MATERIAL FOR APPROVAL TO:

Mail or Overnight Delivery:	E-mail:	Fax:
EP Henry Co-Op Help Desk	Lthomas@mitchres.com	215/635-6542
261 Old York Rd, Suite 923	Co-Op Help Desk Phone:	
Jenkintown, PA 19046	215/635-1000 ext.213	

Q. WHO DO I CALL IF I NEED HELP?

A.

You can call the **EP Henry Co-Op Help Desk at 215/635-1000 ext.213**, Monday through Friday, 9:00am to 4:30pm to speak to a professional on how to plan and place your advertising.

Q. HOW DO I USE THE ADS AT THE ON-LINE DISTRIBUTOR BRAND CENTER?

A. First, register for password-protected access by clicking on Distributor Login at the top right hand side of the EP Henry website home page. Once you are registered, you can download the ads from the Brand Center (ephenry.com/brand-center) and forward to your publications. Claim forms and other informational resources are also available. Do not give anyone your password to the site, it contains confidential information about your company. In order to get full Co-Op benefits, you will have to provide your logo, address, phone number, hours and website URL to the media for you ads.

Q. HOW DO I CUSTOMIZE THESE ADS FOR MY BUSINESS?

A. As you can see from the ads, effective advertising is focused on one message at a time. The bottom of each ad has been left blank, so all you have to do is drop in your logo, website URL and contact information. Type or print your information on a separate sheet; tell the publication to add it in the blank space and match the other type in the ad as closely as possible.

Here are some suggestions you can use to complete your ad:

In EP Henry non-seminar ads:

- Name, address, phone number, hours of operation and website URL
- An EP Henry Authorized Hardscaping Distributor®

Every promotional ad offers the Free 2020 Sourcebook. When your prospects request the catalog, fulfill promptly from your supply.

For ads promoting DIY seminars:

- Month, day, and time of seminar
- Location of seminar (if not at your address)
- Name, address, phone number, hours of operation and website URL
- An EP Henry Authorized Hardscaping Distributor®

Q. WHERE SHOULD I RUN THE ADS?

A. Place advertising in parts of the magazines that will be read by people most likely to be interested in EP Henry Hardscaping products. Local publications often have regular features about home improvement and garden care. Start your advertising early in the season, and coordinate with upcoming events. Call your local publications and ask if they have special sections on landscaping, gardening, or a special show issue that coincides with a Home and Garden Show in your area. Consider running DIY seminar ads in the Sports section of your local paper starting 10 days before your event. Refer to the list of preferred magazines for which EP Henry has negotiated special low rates.

Q. WHAT IS NOT APPROVED FOR CO-OP FUNDING?

A. Yellow page ads • Signs and banners • Trade show exhibit construction • Trade show graphics • Donations in the form of advertising space

Also, copy, design, layout, artwork, photography and any other production required prior to submitting for print or broadcast are not funded by Co-Op.