

ONLINE

1. SEO and Facebook paid advertising is eligible for Co-Op by exclusive distributors only.
2. SEM and SEO must take visitors to the landing page featuring EP Henry products. SEO program only offered to exclusive distributors.
3. You must prominently display the EP Henry logo on your home page and landing page for EP Henry products to gain Co-Op reimbursement for online SEM and SEO programs.
4. The name EP Henry must appear in your online ad
5. Program proposals must be submitted for pre-approval.
6. **If you do not have a proposal, call the EP Henry Co-Op Help Desk and we will prepare a pre-approved proposal for you.**

PRINT (Newspapers - Magazines - Inserts)

1. Any of the ads in the Brand Center (ephenry.com/brand-center), if used as is, are automatically approved. **You may choose other photos in the Brand Center to substitute for photos in the ad templates; it will still qualify as an approved ad.**
2. Any **variations** from the ads in the Brand Center must be pre-approved. EP Henry products and logo must be featured prominently. Ads can be submitted for pre-approval via e-mail or mail.
3. Omnibus ads (ads that feature products in addition to EP Henry) are not recommended, but are acceptable. Co-Op will only be paid on that percentage of the ad that features EP Henry products and logo. These ads must be submitted for pre-approval.
4. Ads featuring products from competitors of EP Henry are not acceptable and Co-Op will not be paid.

DIRECT MAIL

All direct mail must be submitted for pre-approval. Submissions must be in the form of a complete layout, prior to printing, prominently featuring EP Henry products and logo. Printing, postage, list and mailing costs must also be submitted for pre-approval.

TELEVISION

1. 30-second commercials must feature the EP Henry logo prominently on the screen for no less than 6 seconds and there must be at least two voice mentions of EP Henry. Layout and script of the main frames of the spot must be submitted for pre-approval.
2. 60-second commercials must feature the EP Henry logo prominently on the screen for no less than 12 seconds and there must be at least three voice mentions of EP Henry. Layout and script of the main frames of the spot must be submitted for pre-approval.

SHOWS & EVENTS

Co-Op funds can be used for trade show booth space rental. Cost for graphics, signs, exhibit construction are not covered. For pre-approval, submit a drawing or sketch of the exhibit including graphics. Also show name, dates, location, booth size and event promoter information including website. Exhibit must prominently display the EP Henry logo and product photos. If other products are featured in the exhibit, your allowance will be pro-rated. If you show products of EP Henry competitors, no Co-Op will be paid. A photo of the exhibit must be submitted with your claim. An EP Henry representative may visit your booth for compliance to Co-Op standards.

APPAREL

30% of your available Co-Op funds can be used for logo apparel providing the authorized EP Henry vendor, Signature Specialty Promotions (267-230-7256) is used. Apparel design showing the proper EP Henry logo must be submitted for pre-approval. There is a \$1,500 limit in Co-Op funds for apparel annually.

RADIO

1. All radio advertising must be pre-approved. Submission for pre-approval must include the script.
2. 30-second commercials must have at least two voice mentions of EP Henry.
3. 60-second commercials must have at least three voice mentions of EP Henry.

OUTDOOR (Billboards - Posters)

1. All of the board layouts in the Brand Center (ephenry.com/brand-center), if used as is, are automatically approved.
2. Any variations from the layouts in the Brand Center must be pre-approved. EP Henry products and logo must be prominently featured. Board layouts can be submitted for pre-approval via e-mail or mail.
3. Boards that feature products other than EP Henry are not recommended, but are acceptable. Co-Op will only be paid on that percentage of the board that features EP Henry products and logo. These layouts must be submitted for pre-approval.
4. Any ads featuring competitive products to EP Henry are not acceptable and no Co-Op will be paid.

CO-BRANDING WITH YOUR CONTRACTORS

1. Exclusive Distributors only – you may allocate some of your Co-Op allowance to contractors. In this case, a contractor's ad would display the EP Henry Authorized Hardscaping Contractor® logo and the distributor's logo.
2. You will be reimbursed for 50% of the pre-approved contractor's ad if you co-brand with an EP Henry Authorized Hardscaping Contractor®. If your contractor is not authorized, you will get a reimbursement of 1/3 the cost of the pre-approved ad.
3. Contact the EP Henry Co-Op Help Desk for details.

Co-Op covers only the cost of media, it does not pay for creative preparation.

All ads submitted for Co-Op payment must contain legitimate and substantiated claims regarding EP Henry. For example, (your state's) largest EP Henry Distributor, and similar statements must be provable. Contact the Help Desk for guidance in creating your ads.

SUBMIT YOUR ADVERTISING MATERIAL FOR PRE-APPROVAL TO:

Mail: EP Henry Co-Op Help Desk Mitchell + Resnikoff PO Box 615 Wynnewood, PA 19096	E-mail: rresnikoff@mitchres.com Co-Op Help Desk Phone: 215/635-1000 ext.101
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All balances must be current with EP Henry to get Co-Op reimbursement.

**You must run and spend your Co-Op allowance by December 31, 2023
At least 50% of your Co-Op must be spent by June 30, 2023**