

## 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 **.60%** of your net purchases of EP Henry Hardscaping products for 2022. 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 \$3,000 and we would pay up to \$3,000 based on \$6,000 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 media, we will pay 65%. Read the Co-Op guidelines for complete details.
2. **Exclusive Distributors:** Your co-op allowance is **1.20%** of your net purchases of EP Henry Hardscaping products for 2022. 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 \$6,000 and we would pay up to \$6,000 based on \$10,000 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 media, we will pay 90%, for Facebook, we will pay 75%. 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, 2023.** 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. At least 50% of your Co-Op funds must be spent by June 30, 2023, or you will forfeit the balance of your allowance.

### 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:**

EP Henry Co-Op Help Desk  
Mitchell + Resnikoff  
PO Box 615  
Wynnewood, PA 19096

**E-mail:**

RRESNIKOFF@mitchres.com  
215/635-1000 ext.101

### 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.101**, 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 ON 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](http://ephenry.com/brand-center)) 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. Claim forms and other informational resources are also available. Do not give anyone your password to the site. 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. WHAT IS DIGITAL MEDIA?**

**A.**

Digital media consists of ads and related content published on the internet. The primary forms are: Search Engine Marketing (SEM) commonly referred to as pay-per-click because you only pay the search engine (Google, Bing, Yahoo) if your ad is clicked. Prospects looking for your company or product category (e.g., Hardscaping, pavers, etc.) enter queries and your ad appears. When they click on your ad they arrive on your website. Search Engine Optimization (SEO) also referred to as organic traffic appears prospects search the web and see a listing on a page that may contain information on "patio pavers." Clicking on the listing they arrive on your website that contains information on what they are searching for. The primary difference is that SEO is free, SEM is paid advertising. Social media is yet another form of digital media like Facebook and Instagram. Unlike SEM and SEO, these media generally do not appear when someone is searching for a company or product, but in a more random fashion on the Facebook or Instagram pages that your prospects are following. They are both available as free and paid listings.

## **Q. HOW DO I OPTIMIZE DIGITAL MEDIA?**

**A.**

A combination of SEM, SEO and social media, like Facebook and Instagram, are ideal ways to reach your customers. We highly recommend SEM, because that is where the majority of your customers look when they are planning Hardscaping projects. Social media offers an excellent visual opportunity to show off your projects and entice prospects to become your customers. And digital media allow you to target consumers better than any other form of media. Digital media will drive consumers to your website. Having a website that is up-to-date with Hardscaping installation photos is essential to turn shoppers into customers. A website without dramatic installation photos of EP Henry products will not convince consumers to become your customers.

## **Q. WHAT'S THE BEST MEDIA SPLIT?**

**A.**

We strongly recommend investing at least 60% of your Co-Op in digital media including SEM, SEO and social media like Facebook.

## **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.