

MEDIA	SPLIT WOODS/DLR	DESCRIPTION	REQUIRED DOCUMENTATION
PRINT MEDIA (Classified ads are not eligible)	50/50	Newspaper and magazine display advertising has the advantage of broad market coverage and specific targeting of subscribers and readers.	• Full page tear sheet of each ad • Copy of paid media invoice reflecting ad date, size, and cost • Circulation associated with print ad insertion
RADIO (Traditional Broadcast)	50/50	When it comes to reaching rural audiences, radio can be extremely effective. Target different audiences with different formats at different times of the day.	• Copy of paid media invoice • Notarized affidavit of station log showing days and times of spots aired with rate • Original scripts • Impression metrics
TELEVISION (Traditional Broadcast)	50/50	Reach a large number of prospective buyers with this powerful visual approach. Targeting with regard to time and programming increases effectiveness.	• Copy of paid media invoice • Notarized affidavit of station log showing days and times of spots aired with rate • Link or thumb drive to view aired spots • Household reach
RADIO/TV (Digital Streaming)	50/50	Reach your audience more efficiently by using the advanced targeting capabilities of digital streaming. Leverage analytics to measure performance and optimize ad spend.	• Copy of paid media invoice • Report from media partner showing number of spots by date and cost per spot • Impression metrics
BILLBOARD	50/50	Despite time of day or the day of the week, your message can target the local audience. Post near a local trade area or along highways for a highly visible form of advertising.	• Paid billboard company's invoice stating cost (monthly, annual, etc.), design and locations • Photos of each location
TRADE SHOWS AND EVENTS	50/50	Product displays at shows in malls, arenas, or fairs give you an invaluable opportunity to meet your existing and potential customers face-to-face. Hunting trade shows are supported. Co-op payout is commensurate with portion of exhibit space dedicated to Woods products.	• List of products displayed along with paid invoice and photos of entire exhibit • Copy of contract, including booth size and portion representing Woods products • Copy of paid invoice
SIGNAGE	50/50	Order signage for your dealership via the Woods Dealer Store. See additional terms and conditions in signage section below.	• Photo of actual installed signage • Invoice from signage purchase
DIRECT MAIL	50/50	Postcards, flyers featuring special promotions that are sent to your customers.	• Copy of postcard or flyer, quantity and method of distribution • Copy of paid invoice, Woods will pay 50% of printing costs • Postage costs not reimbursable
DIGITAL ADVERTISING	50/50	Promotion of Woods products either on approved industry websites or through social media platforms, ad words, and pay per click ads.	• Printout or screen capture of ad impressions and click through rate if applicable • Copy of paid rate invoice or screen capture of traffic report showing dollar amount of campaign
BRANDED APPAREL AND PROMOTIONAL ITEMS	25/75	Woods branded apparel or promotional items can be purchased via the Woods Dealer Store.	• Copy of paid invoice
NOT COVERED	0/100	Promotions not eligible under the Woods Co-op Advertising Program.	• Classified Ads and Penny Savers • Custom imprinted specialty items that do not meet Woods brand guidelines • Postage, shipping and distribution costs • Woods equipment or accessories

CO-OP PROGRAM TERMS & CONDITIONS

EFFECTIVE DATE

The guidelines outlined in this program are effective January 1, 2025, until further notice.

QUALIFICATION AND ALLOTMENT

- Dealers must be qualified in the Woods Partnership Program at the end of the calendar year to be eligible for the Woods Co-op Program the following year.
- Annual reimbursement allotments are available January 1 through December 31st of the following year.
- Allotments will be based on 1% of the association's previous calendar year wholegoods shipments at list price. Additionally, dealers with annual parts shipment volume greater than \$1 million will receive an allowance of 0.5% of that volume that may be used at 100% co-op reimbursement.
- Allotments are calculated collectively for multiple-location dealers. All eligible locations share their association's allotment and any location's spend reduces the remaining balance for all.
- Non-qualifying dealers, as defined in the Woods Partnership Program, or associations whose previous calendar year wholegoods shipments at list were less than \$10,000, are not eligible for the Woods Way Co-op Program.
- New Dealer Incentive:** New Woods dealers qualify for a total of \$1,000 in co-op reimbursement for the remainder of the calendar year, or for no less than 90 days from the date they are approved as a new dealer. The New Dealer Incentive is eligible for 75% co-op reimbursement for signage. All other categories follow the reimbursement table as stated in the program terms and conditions.

CONDITIONS

- All authorized advertising promotions offered under the co-op program will be reimbursed by Woods as per the table above, unless otherwise specified in a special promotion.
- Reimbursement by Woods will be in the form of a credit to the dealer's account.
- All advertisements should use co-op materials provided by Woods Marketing department available in the co-op section of the Woods Dealer Portal. **Woods strongly encourages dealers to submit all materials for review prior to publishing or airing.** However, even if pre-approval is granted, Woods may deny the claim at their discretion if the actual content deviates in any way from the approved content. Pre-approvals must be requested electronically through the co-op section of the Woods Dealer Portal. Prior approvals are valid only for the dates provided in the submittal.
- Ads must feature only Woods or Woods Genuine Parts products. Ads will not be approved with Woods and competitors' products shown together with the exception if the ad is offering a competitor trade-in option for new Woods equipment. In this case, the competitor may be mentioned by name but not shown.

- All advertising must include the correct and current Woods or Woods Genuine Parts logos to be eligible for co-op funds.
- In addition to the items referenced in the table above, the following items are not covered in this program:
 - Ads containing outdated or non-compliant Woods or Woods Genuine Parts logos
 - Costs for creative development and agency fees
 - Shipping, installation, and local permit costs for dealership signs.(see Dealership Signage guidelines)
 - Postage and distribution
- Claims must be postmarked within **60 days** from the date of advertisement. **NOTE: Claims from current year must be received by March 1st of the following year to be eligible for reimbursement.**
- All claims and supporting documentation must be submitted through the online claims submission process located within the dealer portal.
- This document supersedes any and all previous versions of Woods Way Co-op Program guidelines.

Contact Woods with any questions at (844) 271-1165 or email woods@acbcoop.com.

Woods reserves the right to deny claims, make changes to or withdraw any and all portions of this program without prior notice and at Woods discretion.

SIGNAGE

CAUTION!

Before placing an order, please check with your local authorities to ensure that the sign conforms to pertinent zoning and ordinance requirements. Once an order has been placed with our signage vendor, the dealer is responsible for the sign and its subsequent payment.

CO-OP

Illuminated signs are available for co-op discounts only when purchased through the Woods Dealer Store. Please see Woods Dealer Store for pricing. Shipping, installation, and local permit costs are not eligible for co-op reimbursement. Signs must be displayed to receive co-op reimbursement.

ORDER

To order signage, log into the Woods Dealer Portal at dealer.woodsequipment.com. Click the 'Dealer Store' tile on the homepage.

If you have questions, call (800) 319-6637 or email woods.marketing@oregontool.com.

