



## **CO-OP Advertising**

Swiss Grill wants you to be successful and we all know advertising is an important part of growing your business. We are pleased to provide you with our co-op advertising program to support your efforts.

### **2% 50/50**

Swiss Grill will pay 50% of qualifying ad space devoted to Swiss Grill products. Other products may be included in the advertising as long as they are not direct competitors of Swiss Grill. If in doubt have the ad pre-approved by your distributor. In all cases Swiss Grill will be responsible only for the ad space/time devoted exclusively to our products. Reimbursement will be in the form of credit toward future purchases. Reimbursement will be deducted from a 2% allowance on purchases dealer has made of Swiss Grill products during the current calendar year. Purchases made during November or December can be applied to the following year's co-op funds. All claims for advertising shall be made to the distributor within 60 days of publication or broadcast. Appropriate tear sheets, broadcast certification, and invoices must accompany all claims.

Example: Dealer has purchased 10,000 in qualifying Swiss Grill products resulting in available co-op funds of \$200. Dealer runs a newspaper ad costing \$800. Half of the ad features Swiss Grill and half features patio furniture. That means \$400 is devoted to Swiss Grill. Properly submitted to the distributor, ad qualifies for \$200 reimbursement credit.

See Co-op submission form for further details.