

Down To Earth Distributors

PRIVATE LABEL PACKAGING
Co-op Advertising Plan

We are happy to help you promote any Down To Earth packaged product. We recognize that a co-op program is beneficial to our dealers, as well as Down To Earth. Our marketing department is prepared to provide the materials you need, plus help you build the ad itself. Please follow these guidelines before starting your ad campaign.

1) Payment:

Payment will be made by credit memo on qualifying media using Down To Earth packaged products.

Reimbursement will not exceed 3% of Down To Earth packaged products' total sales for the past calendar year.

2) Approved Media:

Newspapers, magazines, fliers and coupons are approved. Radio internet and TV must be preapproved by the marketing department.

Photos and logos must be created or approved by the Down To Earth marketing department (preapproved materials may be downloaded at www.downtoearthdistributors.com or sent by mail). All logos must have the trademark symbol (TM).

To qualify for the full cost of the media, Down to Earth's preapproved product photo must occupy at least 50% of the ad. Otherwise, payment will be determined by the size of the photo.

Payment will be denied if a competitor's product is in the same ad.

Contact the Marketing department before printing clothing, bumper stickers, posters or other material not mentioned above.

3) Claim Submission:

All claims must be submitted within 90 days from the date of publication.

Claims must include a copy of the paid invoice and a tearsheet of the actual advertisement.

Claims can be sent to:

Down To Earth Distributors
Marketing Department
PO Box 1419
Eugene, OR 97440

EXAMPLE: THIS AD QUALIFIES FOR A FULL REFUND
ad size (3.5 x 3.5 = 12.25) photo size (2.5 x 2.5 = 6.25)

SPRING SALE!

Down To Earth
Fertilizers
4" Veggie Starts
Tray Packs
Gallon Sized
Tomatoes
Drip Irrigation
4" Perennials,
Herbs and
Native Plants
Hand Lawn
Mower
PLUS MORE!



YOUR LOGO

1245 Some St.
Some Town, ST
555-344-3434

Hours:
Mon. - Fri. 8am-5pm
Sat. - Sun. 12pm-4pm

ADVERTISEMENT REQUEST - Using the templet above, we will make the ad for you!

We understand many of our customers would like to promote our products but do not have the tools to create an ad. If you would like us to create your ad, visit our web page, or fax this form to 541-485-7141 or use Acrobat Reader to fill this out, then email the saved pdf to marketing@downtoearthdistributors.com:

SIZE OF AD (in inches):

SIDE BAR TEXT (around 110 characters):

BLACK & WHITE

OR COLOR

DATE DUE:

YOUR INFORMATION

YOUR NAME:

PUBLISH DATE:

YOUR BUSINESS NAME:

AD CONTENT

YOUR PHONE NUMBER:

YOUR LOGO: In order to provide the printer with the best looking copy, please mail us a copy of your logo (do not fax it). For best results, email a pdf, eps or tiff file to marketing@downtoearthdistributors.com. If you do not have a logo, the text will be set in Arial Black font.

PRODUCT PHOTO: Check our web site for examples of Down To Earth Brand Packaged Items. Enter the name of the photo or item here:

Other Comments on the Co-Op program:

PUBLISHER INFORMATION

THE PUBLISHER OF THIS AD:

HEADING TEXT (around 20 characters):

CONTACT NAME:

YOUR ADDRESS, PHONE & HOURS:

CONTACT PHONE NUMBER: