



January 1, 2017

RHINOAG CO-OP ADVERTISING PROGRAM GUIDELINES

1. RhinoAG (Rhino/EarthMaster) will advertise cooperatively with a dealer in the media preferred by said dealer involved and featuring the RhinoAG (Rhino/EarthMaster) implements that this dealer wants to feature in their general area. RhinoAG (Rhino/EarthMaster) will also advertise regionally and nationally on a regular basis with emphasis on show/seasonal coverage.
 - A. RhinoAG Field Sales Representatives will assist a dealer to develop and place an ad that would list said dealer or dealer's names/addresses/telephone number's and appropriate products.
 - B. Group co-op ads can be handled by RhinoAG Field Sales Representative directly with media.
2. RhinoAG (Rhino/EarthMaster) is making co-op advertising funds available for dealers to be used with the cooperation, assistance, and approval of the RhinoAG Field Sales Representatives per the following guidelines.
 - A. Funds will be allocated to RhinoAG Field Sales Representatives based on a proportion of territory volume (except in the cases of developing territories and New Dealers where extra funds may be provided).
 - B. The funds allocated to each dealer and the RhinoAG Field Sales Representative's territory (except in special cases such as developing territories and new dealers) will be limited to 1% of the dealers previous year's invoicing. Previous year's invoiced amount is available from dealers RhinoAG Sales Representative. Co-Op advertising credit reimbursement to the dealers account are done once per quarter.
3. RhinoAG (Rhino/EarthMaster) will issue a Credit Memo to dealer's current RhinoAG account for up to 50% of the approved ad (except when special programs allow other co-op credit).
 - A. An approved ad must have the following criteria
 1. Be of good taste and composition in keeping with the RhinoAG (Rhino/EarthMaster) image of quality products.
 2. Not advertise any products except RhinoAG (Rhino/EarthMaster)
 3. Not show any other logo except for logo of major line(s)

4. Be display ad only – **No Classified or Yellow Page Ads**
 5. Be submitted to RhinoAG with a copy of the ad or radio script and a copy of the paid invoice. **Note:** RhinoAG will **NOT** remit directly to any media.
4. Advertising for New RhinoAG (Rhino/EarthMaster) Dealers:
- A. RhinoAG will provide a New Dealer ad slick to be used “as is” or with slight changes to announce the new RhinoAG (Rhino/EarthMaster) dealership to the public. No competitive products or lines may be mentioned in these ads.
 - B. RhinoAG will credit dealer’s current RhinoAG account for 100% up to \$200 for New Dealer Announcement ads.
5. RhinoAG has advertising ad slicks available on our web sites of www.rhinoag.com or www.earthmastertillage.com under “Media Room” at the bottom of each web site. Ad slicks on web site can be e-mailed, printed or saved as required by publication. Ad slicks can be used in their original size, reduced, enlarged, combined, or cut and pasted to make an ad that suites the dealer’s purpose while maintaining good taste, reasonable composition, protecting RhinoAG (Rhino/EarthMaster) logo’s and trademark’s and presenting RhinoAG (Rhino/EarthMaster) in a positive manner.
6. It is the intention of RhinoAG to help promote the image of our dealers, the image of RhinoAG (Rhino/EarthMaster) and the image of the product and/or service being advertised. It is not our intention to be overly restrictive in our guidelines or offer more help or advise than is desired by the dealer.

We will make every effort to accommodate special requests by RhinoAG Dealers for special ads, extra co-op funds, and other such considerations. Please contact your RhinoAG Field Sales Representative or the RhinoAG Promotional Manager with any special request or questions.



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