



SOL-ADV815
Effective:
August 22, 2015

COOPERATIVE ADVERTISING ALLOWANCE PROGRAM

Purpose: To rebate a portion of net sales to our customers for actions taken by our trade customers to promote and increase sales of Rasmussen, Solaire and Bromic products while providing additional incentive for our customers to maintain a current account balance.

Co-op Accrued Allowance Percentage: 4% of net sales.

Participation Rate: 50% / 50% split between customer and Rasmussen.

Accrual Period: January 1 to December 31. **Advertising Period:** January 1 to December 31.

Co-op Claim Frequency: All co-op claims should be submitted within 30 days from billing date but no more than 60 days from date of actual qualifying action.

Claim Deadline: Final claims for program year must be submitted by the following February 28.

Payment: Payment to Customer after March 15 of the following year by merchandise credit, **provided deferred billing was paid according to terms and account is current at all times during the program year.** Unclaimed Co-op allowance expires unused at program year's end (co-op allowance does not carry over to next year).

Qualifying Actions: Please see next page.

Qualifying Products: Only Rasmussen, Solaire and/or Bromic products and logos may be in the ad.

Prior Approval: Written approval of proposed qualifying action must be obtained in advance of the start of any action. Failure to do so will result in disapproval of claims made prior to approval being granted. In support your proposed qualifying action request, submit a draft of artwork, ad copy, scripts and other creative material as well as cost estimate to Info@Rasmussen.biz, fax to 562-698-3510 or mail to 12028 Philadelphia Street, Whittier, CA 90601-3925. Please ensure that you have a clear call to action in any action before submitting for consideration.

- Dealer must have burning and/or static displays of the Rasmussen Gas Logs, Solaire and/or Bromic product for which they wish to advertise or promote. Please submit current display photos with approval requests.



Rasmussen Iron Works, Inc.

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info@rasmussen.biz

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FAX: (562) 698-3510
www.rasmussen.biz

Quality Products Since 1907



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Proof of Action: Submit claim forms with proof of action to support your claim: Newspaper tear sheets, circular, insert and direct mail pieces and billing; Radio and Television affidavit and billing; Photograph of exhibit showing Rasmussen/Solaire/Bromic products from Consumer show and model numbers of products displayed; Photograph of Burning Displays and model numbers of products displayed. Other information to support claim as needed. Please be thorough.

Advertised Prices: Must be in accordance with our current Minimum Advertised Pricing Policy.

If a price is advertised, the Rasmussen, Solaire or Bromic model number must appear near the price or illustration.

QUALIFYING ACTIONS - ART AND COPY GUIDELINES:

Newspaper, circular, insert and direct mail advertising:

- Rasmussen/Solaire/Bromic products must be clearly illustrated.
- The Rasmussen, Solaire or Bromic logo must be prominently displayed in your ad, either as a part of the headline or in the portion of the ad featuring Rasmussen/Solaire/Bromic products.
- Solaire ad must mention “Serious Heat for Serious Grilling,” “the searing power of infrared burners” or words to that effect.
- No competing products in ads.
- Co-op on % of ad devoted to Rasmussen/Solaire/Bromic products only.
- Classified ads, Yellow Pages ads and telephone directories are not eligible

Television, Cable and Radio advertising must comply with the following guidelines:

1. Commercials must be 30- to 60-seconds in length, feature Rasmussen/Solaire/Bromic products, mention “Serious Heat for Serious Grilling,” “the infrared searing power of Solaire infrared burners”, or words to that effect for Solaire ads, and mention or show Rasmussen/Solaire/Bromic name and/or logo as many times as your store’s name/location.
2. No competing products in ad.

PPC, PPI and Visitor Retargeting Programs:

- Ads must have a specific call to action and click to a landing page specific to the dealer and the Rasmussen/Solaire/Bromic products they offer. Landing page will track visits and have call to action and lead-capture elements. Further link to dealer website only if Rasmussen/Solaire/Bromic products are appropriately displayed on website.
- NOTE: OwnerIQ PPI costs are not claimable, as Rasmussen will create and maintain the landing page and associated lead capture mechanisms as our contribution to this advertising effort. Dealer is responsible for the PPI cost.

This program supersedes all previous programs.
We reserve the right to change, withhold or withdraw any program at our discretion.
Possession of this program confers no right to participate.

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**OTHER ELIGIBLE CO-OP ACTIVITIES:**

1. Consumer Shows upon prior written approval by Rasmussen. Dealer shall submit proposal of cost, items to be displayed, layout and other pertinent details in advance of show, and photos of actual show with claim form. Co-op on % of space devoted to Rasmussen/Solaire/Bromic products only.
2. Food cost incurred in demonstration events of the Solaire Infrared Grills. Submit grocery store receipt and photos of the event.
3. Burning displays beyond those covered under Burning Display Policy.
4. Other promotional activities/items upon prior written approval by Rasmussen.

INELIGIBLE FEES AND ACTIONS:

- Ad agency fees, ad department fees, creative fees, art production fees and freight are not eligible.
- Website development costs are not eligible. Rasmussen has digital images available for download for appropriate use on the internet.
- Banner ads, internet directory listings, product listing fees (e.g. Amazon, Ebay) are not eligible.

Note:

- Customers must make no product performance claims or warranties other than those specified in current product literature or factory-originated information. Doing so will disqualify co-op credit.
- Co-op claims not meeting requirements will be disallowed.
- Only Rasmussen management can authorize exceptions to any of the terms and conditions or art and copy guidelines listed in this program, which must be made in writing.
- Prior written approval must be request of and obtained from Rasmussen for all potential Qualifying Actions. This is to ensure appropriateness of the action and creative materials to ensure the funds are spent well on effective means of promoting Rasmussen, Solaire and Bromic products and brands. "Measure twice, cut once."

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