

RH PETERSON co.

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RH PETERSON CO. 2024 CO-OP ADVERTISING AND PROMOTION POLICY

The RH Peterson (RHP) Cooperative Advertising and Promotion Program is provided to **build brand awareness** among consumers, and help in selling Peterson products to the public.

I. Co-op funds are available as follows:

- Advertising funds are created to **share** the cost of **qualifying** advertising
- All advertising must be done in keeping with Peterson's policies
- **Qualifying advertising:**
 - ▶ Must **prominently** list "Peterson", Real Fyre[®], Fire Magic[®], American Fyre Designs[®], or American Outdoor Grill[®] **brand name** and must use current logos and images
May include newspapers, digital media, radio, television, magazines, direct mail advertising, and circulars or flyers. Search Engine Marketing (SEM) will be supported per our Co-op policy provided the landing page for the ad is an exclusive RHP product specific page
 - ▶ May include other advertising/promotional activities such as local or regional shows, truck graphics or outdoor media (e.g. billboards) **only with prior written approval of RHP.**
 - ▶ Apparel and other promotional items may qualify for advertising funds under the following circumstances
 - A request is made, and prior written permission is granted
 - Current approved RH Peterson Co brand logo must be prominently displayed
 - Shirts and jackets shall have the Peterson brand logo prominently displayed on the front left chest area of the garment
 - One additional (non-competing) company logo may be added to the right sleeve or top center of the back of the garment (not to exceed the size of the approved Peterson brand logo)
 - No more than 10% of your Co-op fund is used for this purpose...Peterson will pay 50% of cost
 - Claims must include a picture of the item with a copy of the paid purchase invoice
 - ▶ Your account must be current to receive advertising allowance.
- **Non-qualifying items include:**
 - ▶ Mailing costs, dealer entertainment, gift costs, production and creative costs, other advertising or promotion not expressly permitted.
 - ▶ **Advertising promoting, offering, or selling at prices more than 10% lower than MSRP for Peterson Real Fyre Gas Logs or Fire Magic Products, American Outdoor Grills; or lower than list for American Fyre Designs. These are the Minimum Sales Prices or MSP.**
 - ▶ Failure to abide with this Policy immediately disqualifies the advertising dealer from all advertising co-op funds and all special programs provided by RHP for a year. The dealer will also be prohibited from using Peterson's copyrighted and/or trademarked property including brand names, logos, photographs and printed material.

II. An advertising and promotional fund is created for RHP products. To become eligible for Co-op advertising funds, your account must be current. This fund is 2% of your company's previous year's purchases.

Qualifying advertising and promotions are based upon the following:

- 50/50 split on ads that are solely dedicated to Peterson products or the Peterson products portion of the ad when non-competing products are advertised along with Peterson products.
- 25/75 split with Peterson paying 25% of the Peterson products portion of the ad when competing products are advertised along with Peterson products.

To obtain credit from this co-op fund, a signed copy of the **CO-OP PROMOTION AND ADVERTISING REQUEST FORM** must be completed requesting credit for your advertising costs, pro-rating where necessary (multiple product advertisements, etc.). Attach to your request form, a copy of the invoices received from the media, and a tear sheet (the complete page) showing the advertisement or affidavits of performance for radio and television.

The request for credit may be submitted **anytime during the year**. Credits will be issued periodically throughout the year or after January 1, the following year. Real Fyre Advertising placed during January and February can be charged to the preceding year's co-op funds. **Under all circumstances, charges for 2024 must be in our hands by March 31, 2025. Funds will not carry over to the next year.**

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