



# GO-OP advertising PROGRAM

## SIMPLE AND EASY TO USE!

Land Pride offers dealers 50% Co-op allowance on local advertising up to \$400 credit per print ad, or \$400 credit per month of radio spots. See below for additional media limits and preapproval requirements. If all program rules have been met, your dealer account will be credited within a few days.

## TO SUBMIT YOUR CREDIT REQUEST:

**Log into Dealer Access at [landpride.com](http://landpride.com) using your Dealer Account Number (username) and dealership password.** If you do not know the dealership's shared password, check with your Parts Dept. or Sales Manager. Once you are logged in, simply click on the Online Coop Submission link under the Marketing column.

Preapproval is required for any items not listed below and a preapproval number must be entered on the screen to continue submission.

PRINT	RADIO	ONLINE	TV	BILLBOARD
<p>Local newspapers &amp; local magazines only - No preapproval needed</p> <p>Preapproval required for direct mail or dealership publications</p> <p><b>\$400 max. credit per ad</b></p> <p>Current product photo, logo &amp; features must be present in the display ad.</p> <p>Ads may contain your tractor line (LP's portion will be prorated) but cannot include any competitive implement manufacturers</p> <p>EXCLUSIONS: Yellow pages, classified ads (w or w/o photos), direct mail postage, multi-state publications, and District Publishing ads</p>	<p>Local stations only - No preapproval needed</p> <p><b>\$400 max. credit per campaign/month</b></p> <p>Must mention LP 3 times in :30 commercial</p> <p>Ads may contain your tractor line (LP's portion will be prorated) but cannot include any competitive implement manufacturers</p>	<p>Preapproval of site and artwork is required</p> <p>Send website link for verification along with artwork to <a href="mailto:lpcoop@landpride.com">lpcoop@landpride.com</a></p> <p><b>\$100 max. credit per month</b></p> <p>Ads may contain your tractor line (LP's portion will be prorated) but cannot include competitive implement manufacturers</p> <p>Preapproval # MUST be noted on Coop Request form</p> <p>EXCLUSIONS: classified ads (w or w/o photos),</p>	<p>Local stations only - Preapproval is required</p> <p>Footage must be sent to <a href="mailto:lpcoop@landpride.com">lpcoop@landpride.com</a></p> <p>If preapproved, <b>\$400 max. credit per campaign/month</b></p> <p>Ads must show &amp; mention LP at least 3 times in :30 spot &amp; contain LP logo in trailer</p> <p>Footage may contain your tractor line (LP's portion will be prorated) but cannot include any competitive implement manufacturers</p> <p>Preapproval # MUST be noted on Coop Request form</p>	<p>Local billboards only - Preapproval of location and artwork is required</p> <p><b>\$100 max. credit per month</b> (for all combined billboards)</p> <p>Current product photo &amp; logo must be prominent and fill majority of artwork space</p> <p>Billboard may contain your tractor line (LP's portion will be prorated) but cannot include any competitive implement manufacturers</p> <p>Preapproval # MUST be noted on Coop Request form</p>
<p><b>SUBMIT within 45 days:</b></p> <p>Full page original tearsheet</p> <p>Paid invoice from publication</p>	<p><b>SUBMIT within 45 days:</b></p> <p>Notarized script</p> <p>Paid invoice from station</p> <p>Dates &amp; times ad ran</p>	<p><b>SUBMIT within 45 days:</b></p> <p>Printed screen shot of online ad within web page</p> <p>Paid invoice</p> <p>Dates ad ran</p>	<p><b>SUBMIT within 45 days:</b></p> <p>Notarized script</p> <p>Paid invoice from station</p> <p>Dates &amp; times ad ran</p>	<p><b>SUBMIT within 45 days:</b></p> <p>Notarized date/location from billboard company</p> <p>Paid invoice</p> <p>Photo of billboard in place</p>

You can find pre-made ads, photos and logos to build your own custom ads at [landpride.com](http://landpride.com) and click the MEDIA CENTER button.

Please contact [lpcoop@landpride.com](mailto:lpcoop@landpride.com) with any questions.