

## Dealer Co-Op Advertising Program

The Kelly co-op advertising program is only for dealers stocking Kelly Products on an ongoing basis.

1. New dealers are eligible for Co-op funds from time of initial stocking order. Amounts will be applicable to AOR and dealer inventory. Orders after the initial order would be eligible at the existing dealer rate.
2. Existing dealers are eligible for Co-op funds based upon the previous years retail sales and existing stocking inventory. If at any point during the year the dealers orders exceed that of the previous year an additional Co-op amount will be eligible for use.

Part sales are not included in the yearly sales amount.

To be eligible all advertising must be approved by Kelly Engineering. Once the enclosed form is submitted to Kelly Engineering and approved advertising materials are available on the Kelly website. After completion of the advertisement a copy of the advertisement is to be submitted to Kelly Engineering and a credit will be issued to the dealers account.

Dealership \_\_\_\_\_

Dealership contact \_\_\_\_\_

Advertisement venue \_\_\_\_\_

Advertisement dates \_\_\_\_\_

Advertisement size \_\_\_\_\_

Advertisement frequency \_\_\_\_\_

Advertisement cost \_\_\_\_\_

Requested co-op amount \_\_\_\_\_