



Cooperative Advertising Policy

Version 1

Policy current as at 1 July 2016

Overview

Prowler Proof's cooperative advertising policy is a great way to boost your lead generation and increase awareness of your business.

Cooperative advertising is a cost-sharing arrangement between Prowler Proof and your business, where Prowler Proof pays a part of your advertising/promotion cost in exchange for featuring our brand and/or products in your advertisement, for the purpose of generating more leads and brand awareness.

Co-op advertising can offer many benefits to you and your business, including:

- Reducing the cost of your current advertising
- Allowing you to advertise more frequently, or with bigger and more colourful ads
- Allowing you to experiment with new media for advertising
- Giving you more exposure to a bigger audience, and
- Most importantly, it can help increase leads and expand your customer base.

The entitlement for cooperative advertising is controlled by a defined set of requirements. At all times, Prowler Proof retains the right to have the final decision on what advertisements receive cooperative advertising support.

Who can claim

To be entitled to apply for cooperative advertising support, an authorised dealer must have spent a minimum of \$50,000 with Prowler Proof in the previous 12 months.

What can you claim for

Any advertising or promotional activity designed to increase leads to your business can be claimed for. This can include activities such as:

- Television, print or radio advertising
- Online advertising
- Outdoor advertising (billboards, bus shelters, bus advertising)
- Business vehicle and premises signage
- Home show space
- Paid Search Engine Optimisation (SEO)

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- Classified advertising (both print and online), and
- Letter box drop pamphlets.

What you cannot claim for

While it is important to have professional tools for use within your business, and branding on these tools can help improve the end consumer's overall impression of your business, some items are not eligible for cooperative advertising support. These items include:

- New website development
- Business stationery such as quote books and business cards, and
- Work uniforms.

Advertisement requirements

Your advertisement must contain the following to be eligible for cooperative advertising support:

- Your own business brand and exclusive promotion of Prowler Proof brand or products. No other security screen brands can be featured
- The Prowler Proof logo must be present on the advertisement and not take up more than 30% of the total area, and
- Prowler Proof logos used must be the most recent version and not be stretched or altered in any way.

Annual allowance

Total cooperative advertising support will not:

- Exceed 3% of the previous financial year's Prowler Proof spend, and/or
- Equal more than 30% of the total value of invoices submitted for support.

Claiming

To submit a claim for cooperative advertising support, you must:

- Ensure you meet the eligibility criteria defined in the 'Who can claim' section
- Submit your artwork proof and details of what you intend to claim for, prior to proceeding with the advertising, to info@prowlerproof.com.au. Prowler Proof will review your proof and provide pre-approval or request changes



- Submit your final claim within 90 days of the date of advertising invoice to info@prowlerproof.com.au or your Prowler Proof Business Development Manager, including:
 - A copy of the advertising invoice you have paid
 - A copy or proof of the final advertisement, and
 - An invoice from your business to Prowler Proof for the pre-approved amount