

IRON MOUNTAIN CO-OP ADVERTISING PROCESS

Dixie Sales Co. offers co-op advertising credits to help our dealers promote the Iron Mountain line of power sports products. CO-OP dollars are accrued at a rate of 1.5% of your total unit purchases.

All unused CO-OP dollars expire on 12-15 of each year and do not roll over to the following year.

CO-Op dollars are redeemed in the form of a credit to the dealers open account that may be used against any outstanding balance.

CO-OP dollars may be used for any form of promotion of the Iron Mountain line of product. TV , RADIO , PRINT as well as in store promotions such prize drawings for give a way

CO-OP credits are issued to the dealer on a 50/50 share basis. Please see the following example

Dealer runs an add in local paper that cost the dealer 500.00. The dealer has purchased year to date 25,000.00 in units accruing \$ 375.00 in CO-OP funds. Dealer will receive a credit to their account in the amount of 250.00 leaving a balance of 125.00 for future ads. Additional unit purchases will add dollars back to the fund thru 12-15 of the given year.

**Ads that feature products other than Iron Mountain will be prorated for calculation of credit
If an ad that cost 500.00 contains Iron Mountain in 50% of the ad the dealer will receive 50/50 Share on 250.00 of the ad. For a credit of 125.00.**

Ads that feature other lines of POWERSORT products will receive no CO-OP consideration

HOW DO I FILE FOR CO-OP CREDIT ?

Once you have run you ad under the described guild lines please send in to Dixie Sales Co.

**A copy of the ad and invoice from the advertising agency. If in store promotions are used
Please provide copy of ad featuring give a ways and detail on any winners that received product.**

MAIL TO PO BOX 1408 GREENSBORO N.C. 27402 ATTN. Iron Mountain CO-OP DEPT.

Once received your account's CO-OP fund balance will be calculated thru a process of units purchases for the year @ 1.5% minus any credits previously issued year to date. Once the ad has been reviewed for compliance with the guidelines a credit will be issued for the proper dollar amount. NOTE if fund balance is less than 50% of the cost of submitted ad, credit will be issued for an amount equal to the dealers fund balance available at that time.

Claims must be submitted with in 15 days of ad date. All claims received after 12-31 will not receive CO-OP funding.

Please Call 866-816-7169 for additional information.