

# CASE IH Wholegoods CO-OP MARKETING PROGRAM

## 2018 Program Guidelines

---

*The following Program Guidelines are effective January 1, 2018  
and will remain in effect until further notice.*

### **Case IH Co-op Marketing Program Hotline**

Toll Free: 1-866-848-0099  
Fax: 901-345-8812  
E-mail: [caseih@acbcoop.com](mailto:caseih@acbcoop.com)

October 2017

---

## WHAT IS THE CASE IH CO-OP MARKETING PROGRAM?

---

The Case IH Co-op Marketing programs are designed to encourage Dealer advertising and promotion of Case IH Wholegoods in a way that supports increases in Dealer sales and market share, and positively promotes the Case IH brand.

---

## CO-OP MARKETING PROGRAM ENROLLMENT AND ALLOCATIONS

---

**Case IH Coop Marketing Program:** All Case IH dealers are eligible to participate in the Case IH Co-op Marketing Program. To enroll in the Co-op marketing program and to be eligible to receive a 2018 Co-op advertising allocation for Wholegoods, dealers must complete the Assessment and Marketing section of the Pinnacle Program.

- 2018 allocation for Wholegoods will be determined on a dealer by dealer basis. Total dealer annual allocation takes into consideration NET retail settlements (less returns) including an additional additive for livestock retail settlements on volume eligible products from October 1, 2016 – September 30, 2017.
- NO ENROLLMENT FEE will be charged to a dealer who wishes to participate in the 2018 Case IH Co-op Marketing Program for Wholegoods.

---

## NEW DEALERS

---

For newly contracted dealers and/or a dealer involved in a buy/sell situation, the Start Up wholegoods allocations will be \$3,000 per location. New dealer allocations are valid for the current program year.

---

## GENERAL GUIDELINES

---

- Co-op reimbursement is paid up to dealer Co-op allocation. Any expenditures that exceed the balance of Co-op funds (i.e. Dealer Group, Sponsorships) are charged back to the dealer.
- Reimbursement is restricted to media within your SSA/SSM (Sales & Service Area/Sales & Service Market).
- You may use Case IH-developed ads or develop your own materials as long as Co-op requirements are met.
- You are encouraged to use the ads and direct mail materials available on Marketing Resource Central (MRC) but it is not mandatory to receive 50% reimbursement for Wholegoods advertising. In MRC, you can select a "pre-built" ad, direct mail or build your own targeted content, in a matter of minutes and have them mailed to your selected customers. MRC materials meet all the Co-op requirements and are pre-approved for 50% reimbursement.
- No need to submit a claim form and documentation for MRC-created Direct Mail materials, as it is done for you automatically. If you cannot find an ad or Direct Mail piece on MRC that fits your needs, please call Marketing Resource Central customer service at 1-888-544-4MRC (4672) or email [support@marketingresourcecentral.com](mailto:support@marketingresourcecentral.com).
- By utilizing the MRC, all dealers have the ability to store and maintain individualized mailing lists for their direct mail postcards.
- Case IH-branded product illustration or graphic must be included in new equipment ads.
- Abuse or neglect of the Co-op guidelines will result in the forfeiture of remaining Co-op allocation and termination from the program.

- All photos showing equipment operators and farm workers must comply with OSHA and other safety requirements.
- Case IH reserves the right to refuse Co-op reimbursement for any advertising that does not meet the guidelines. In matters of interpretation and application of Co-op guidelines, the decision of Case IH and its agents is final.
- Logo Usage - all ads must prominently and properly display the current, approved Case IH logo. When using the CNH Industrial Capital or CNH Industrial Genuine Parts logos, the ad must also contain the Case IH logo.
- Media must be purchased at lowest available rate. All rate savings and earned discounts must be passed on to Case IH.
- Any dealer/media found to be improperly overcharging, double billing, or not passing on discounts to Case IH will lose eligibility for Co-op participation, and will be required to make complete restitution of all improperly paid funds.
- Reimbursements for Canadian dealer group ads will be issued in US dollars based on the bank exchange rate in effect on the first day of the month the dealer group claim is processed.
- All or any part of the Case IH Co-op program may be changed or cancelled at any time by Case IH without notice. Any changes to the program will be communicated to the dealers. Transactions already in process will not be affected by any change or cancellation.

### EXCLUSIONS

---

- Advertising/practices that violate governmental laws, guidelines or are considered detrimental to the Case IH brand in Case IH's sole discretion.
- Advertising that has no direct commercial value, such as public service, complimentary ads or sponsorship ads.
- Agency fees, commissions and/or GST taxes.
- Advertising that makes claims not made in Case IH's own advertising and/or specifications.
- Advertising that portrays or describes unsafe operating practices.
- Production charges for inserted pre-printed pieces, radio or TV commercials.
- Barters and trades of equipment in exchange for advertising.
- Costs associated with developing links to other sites, or internet service provider fees.
- Calendars, donations, signage, electronic messaging boards, links to other sites, on-hold messaging programs outside of the MCOMM, Media Place and Sigma Marketing managed programs, and imprint items/promotional specialties.
- Plant, depot, or CNH Industrial facility visits that do not include customer prospects or serve a business purpose.

### CLAIM SUBMISSION DEADLINE

---

- Claims submitted after December 15, 2018 will not be eligible for 2018 Co-Op. Approved claims for the entire month of December will be pro-rated and paid.
- Claims submitted that have exceeded dealer allocation will be charged back to the dealer's open account.
- Claims must be received no later than sixty (60) days from date of advertising, airing, posting or event.
- Any claims "pending" missing information must be resolved within thirty (30) days from request for missing materials.
- Deadline for submitting 2018 claims is December 15, 2018 (postmark date). Any claims postmarked after December 15, 2018 will not be paid.

## ELIGIBLE MEDIA (Details can be found below within the 2018 Wholegoods Reimbursement Table)

- Print
- Radio/Television/Cable TV
- Direct Mail
- Outdoor
- Case IH Plant, Depot Tour (For Customer Prospects)
- Customer Events (Shows/Exhibits/Open House/Seminars)
- On-Hold Messaging (by MCOMM or Media Place)
- In-Store Video Signage (by MCOMM or Media Place)
- Online Advertising
- Farm Forum Magazine Dealer Copies
- Sponsorships
- Case IH Produced Point of Purchase Displays/Signage
- Calendars and Related Material by Sigma Marketing

## ADVERTISING MATERIALS/GUIDELINES

Requests for Co-op support of advertising activities not covered by the Case IH Co-op Marketing Program should be presented by dealer or TSM to the Case IH Channel Marketing Manager, Jim Mangone, via e-mail prior to execution, in an effort to provide dealer with an understanding of out-of-pocket expenses. Cost estimates and background information will need to be gathered and shared. Direct your e-mails to [Jim.Mangone@caseih.com](mailto:Jim.Mangone@caseih.com) with a copy to your TSM.

For questions regarding Co-op allocations, balances, and claim activity, access the Co-op Program Website found on Dealer Portal. If unable to access tool, contact the Case IH Co-op Hotline at: **(866) 848-0099** or e-mail at [caseih@acbcoop.com](mailto:caseih@acbcoop.com).

For further explanation of the audit codes and descriptions found on either the Co-op Claim Summary Page that accompanies a reimbursement acknowledgment or an Audit Report sent if no payment is being made, please contact the Case IH Co-op Hotline at: **(866) 848-0099** or e-mail at [caseih@acbcoop.com](mailto:caseih@acbcoop.com).

For Parts & Service Co-Op Program information that cannot be answered by first contacting the Co-Op Hotline (866-848-0099) or [caseih@acbcoop.com](mailto:caseih@acbcoop.com), contact Julie Boehme at [julie.boehme@cnhind.com](mailto:julie.boehme@cnhind.com).

## CONTACT INFORMATION- CASE IH CO-OP ALLOCATIONS, CLAIM STATUS & PRE-APPROVALS

Advertising Checking Bureau, Inc.  
5775 Summer Trees Drive  
Memphis, TN 38134  
Attn: Case IH Co-op Program  
Telephone: (866) 848-0099 Fax: (901) 345-8812  
E-mail: [caseih@acbcoop.com](mailto:caseih@acbcoop.com)

## TERMINATING PARTICIPATION

To terminate your participation, complete the **Case IH Dealer Enrollment/Change Form** and email to [caseih@acbcoop.com](mailto:caseih@acbcoop.com). Alternatively you may FAX your form to Case IH Co-op Program at (901) 345-8812. The Case IH Dealer Enrollment/Change Form can be requested via email at [caseih@acbcoop.com](mailto:caseih@acbcoop.com) or contact at (866) 848-0099. Termination will take effect at the beginning of the quarter following receipt of your Change Form.

**IMPORTANT**

Failure to adhere to the outlined Co-op requirements for specific eligible media will impact final amount of reimbursement.

Concerning dealer-sponsored finance advertisements, neither CNH Industrial America LLC, CNH Industrial Canada Ltd., nor CNH Industrial Capital, nor the Case IH brand identities are liable or required to honor any financing terms and conditions offered by individual Case IH dealerships.

**2018 WHOLEGOODS REIMBURSEMENT TABLE**

CATEGORY	CASE IH %	DESCRIPTION
<b>Print Ads:</b> Newspapers, Magazines, Event Program Guides and Directories. Dealer Group and Single Dealer	50%	New and used Wholegoods. Placement costs only. Case IH exclusive. Group ads must have two or more dealer complexes advertising in the same ad.
<b>Radio, Cable And Television Spots:</b> Dealer Group and Single Dealer	50%	Placement costs only (excludes creative and production costs). Pre-approval recommended. Case IH exclusive. B-roll footage of Case IH equipment available at no charge for creating customized TV spots.
<b>Direct Mail:</b> Flyers, Bi/Tri-Fold Brochures, Newsletters	50%	Flyers, postcards, bi-/tri-fold brochures, newsletters, printing and postage costs only (excludes creative and production costs.) Pre-approval recommended.
<b>Sigma Marketing Calendars and Related Materials</b>	50%	Dealer calendars and related materials by Sigma Marketing. Claims for reimbursement are submitted directly by Sigma Marketing.
<b>Outdoor</b> <b>Case IH-Produced Display/Signage</b>	50%	Outdoor: Rental and production fees only (excludes creative costs). Includes banners or billboards for posting at sporting venues. Must include product illustration and Case IH logo. Pre-approval recommended. Case IH exclusive. Case IH-Produced Display/Signage: contact Case IH Channel Marketing Manager for displays/signage approval.
<b>Case IH Plant Tours</b>	50%	Pre-approved North American and European plant tours up to \$1,000 (USD) per customer with a limit of \$7,500 (USD) per plant location per year. Pre-approval is required. Fax Case IH plant tour visit request form to 901-345-8812 or e-mail to <a href="mailto:caseih@acbcoop.com">caseih@acbcoop.com</a>

<p><b>Customer Events:</b> Shows/Exhibits/Open House/Seminars</p>	<p>50% Prorated</p>	<p>Limited to Case IH exhibit/booth space fees. Competitive square-footage will be pro-rated. Case IH logo and equipment must be prominently displayed. Open Houses/Seminars limited to supplies, rental equipment and professional resources to host the event. Excludes gifts and novelty-type items. Pre-approval recommended.</p>
<p><b>On-Hold Messaging and In-Store Video Signage</b> (MCOMM and Media Place)</p>	<p>50%</p>	<p>Set up fees and monthly fees of the MCOMM and Media Place managed on-hold messaging and in-store video Signage programs. Ads must be exclusive to Case IH.</p>
<p><b>Digital Advertising:</b> Banner Ads Used Equipment Websites Keyword Search (Pay-Per-Click Ads) Dealer Websites  Dealer Digital Assistance (Dealer Spike)</p>	<p>50%     NEW</p>	<p>Pre-approved banner ads, used equipment site subscription fees, PPC ads (i.e. Google AdWords) and dealer websites are eligible for reimbursement (excludes creative and production costs).</p> <p>Monthly subscriptions to used equipment websites paid up to a maximum of \$5,000/year per dealer location.</p> <p>Monthly keyword search paid up to a maximum of \$1,000/month per dealer location.</p> <p>Monthly dealer websites fees reimbursed up to \$2,000/month.</p> <p>Website initial set up and development costs are eligible up to the dealer's allocation amount.</p> <p>Set up fees and monthly fees of Dealer Spike web services are eligible.</p>
<p><b>Social Media</b></p>	<p>50%</p>	<p>Pre-approved Facebook social media ads. Ads must be exclusive to Case IH with quality image and current approved logo.</p>
<p><b>Sponsorships</b></p>	<p>50%</p>	<p>Pre-approved Sponsorships (athletic teams, local events, professional organizations, truck and tractor pulls, etc.) NTPA is approved at the 50% Co-Op reimbursement rate.</p>

**MEDIA & CONTENT REQUIREMENTS**

You are encouraged to use the Case IH- created ads available on **Marketing Resource Central (MRC)** as they meet all the noted Co-op requirements and are pre-approved for full Co-op reimbursement. You can build your own ads, selecting from many photos and titles for all Case IH products, or select a Pre-Built ad and just add your dealership logo, location and phone number. Dealers should access **MRC** through their dealer portal. Under “Links”, look for Marketing Resource Central. Dealer’s media can register for access to **MRC** by visiting <https://www.marketingresourcecentral.com/IMLogin.asp>

If you cannot find or build an ad on **MRC** that fits your needs, please call **Marketing Resource Central** customer service at **1-888-544-4MRC (4672)** or email [support@marketingresourcecentral.com](mailto:support@marketingresourcecentral.com).

**PRINT**

<u>ELIGIBLE</u>	<u>NON-ELIGIBLE</u>	<u>REQUIREMENTS</u>	<u>PROOF OF PERFORMANCE</u>
<p>50%</p> <p>Newspapers and magazines circulated only in your Sales &amp; Service Market area</p> <p>Publication must be audited. Approved audits are conducted by BPA (Business Publications Audit Bureau of Circulation). Contact the Case IH Co-op hotline if you need verification of audit approval for a publication</p>	<p>Artwork and production costs do not qualify</p> <p>All-text classified ads are ineligible for Co-op reimbursement</p>	<p>Case IH logo must be prominently and properly displayed in all ads</p> <p>Pre-approval is required for advertising in any unaudited publication</p> <p><b>See below for additional ad requirements by type</b></p>	<p>Completed Co-op Reimbursement claim form</p> <p>Copy of Pre-approval form, as required</p> <p>Paid invoice from publication showing the ad date and net cost</p> <p>Original tearsheet (no photocopies) with publication date reflected on the page. (if original tearsheet is not available, an authorized full-page electronic tearsheet from publication is acceptable)</p> <p>If MSRP listed, copy of invoice for advertised piece(s)</p>

**REQUIREMENTS BY TYPE OF PRINT AD**

---

## SINGLE DEALER ADS

A single dealership mentioned in an ad is solely responsible for advertising costs not reimbursed by Co-op funds.

---

## MULTIPLE DEALER ADS (DEALER GROUP ADS)

Two or more dealers referenced in ad and who share the advertising costs.

- If you participate in dealer group advertising, YOU WILL NOT NEED TO SUBMIT A CLAIM FOR REIMBURSEMENT. The publication will direct bill each participating dealer location for its 50% portion of the net advertising cost. They will also submit a claim to ACB and will be paid directly by ACB for the other 50% of the net cost of the advertising.
- You may continue to participate in Dealer Group Advertising over and above your annual allocation. However, those dealers who exceed their current year allocation may see a charge back to their open account in the first Quarter of the following year.

---

## NEW EQUIPMENT ADS

- Case IH-branded product illustration or graphic (photo or line art) and Case IH logo must be included in all ads.
- For Co-op reimbursement, ads must be exclusive to CASE IH or CNH Industrial.
- New equipment ads cannot reference prices (except for Manufacturer's Suggested Retail Price [MSRP] or rental/lease price). If MSRP listed, dealer must submit copy of invoice for advertised unit with claim form.

---

## USED EQUIPMENT ADS

- Used equipment must be prominently labeled as "used" to qualify for reimbursement. The Case IH logo must be included in all new/used equipment ads.
  - Used equipment advertising is eligible for 50% reimbursement.
-



**RADIO/CABLE/TELEVISION**

<u>ELIGIBLE</u>	<u>NON-ELIGIBLE</u>	<u>REQUIREMENTS</u>	<u>PROOF OF PERFORMANCE</u>
<p>50% reimbursement for placement costs only when spots are placed with licensed radio, television and cable stations.</p>	<p>Creative and production Costs are ineligible for reimbursement</p> <p>Media costs that exceed the costs published in the station's rate card for time period and frequency</p> <p>Radio spots of less than 30 Seconds, and TV spots less than 15 seconds in length are ineligible for reimbursement</p>	<p>Exclusive Case IH brand Copy</p> <p>Case IH brand name must be mentioned twice in a 30 second spot and three times in a 60 second spot</p> <p>For TV and cable, Case IH logo must be properly displayed in closing frames</p> <p>Only MSRP or lease/rental prices may be advertised</p> <p>Pre-approval is recommended for dealer-produced spots to ensure maximum reimbursement eligibility: caseih@acbcoop.com</p>	<p>Completed Co-op Reimbursement claim form</p> <p>Copy of pre-approval form</p> <p>Paid invoice from station and/or notarized affidavits of performance from station indicating dates and times script/commercial ran</p> <p>Notarized** station script or storyboards with ANA/TVB or ANA/TVB verification (official Station signature suffices) or copy of commercial as run (VHS tape or DVD)</p> <p>If MSRP listed, copy of invoice for advertised unit</p> <p>Station's rate card if this is your first claim with the publication</p> <p><i>** notary is not required for Canadian radio scripts</i></p>

**DIRECT MAIL**

<u>ELIGIBLE</u>	<u>NON-ELIGIBLE</u>	<u>REQUIREMENTS</u>	<u>PROOF OF PERFORMANCE</u>
<p>50% reimbursement for dealer ads</p> <p>Pre-approved direct mail pieces as specified above</p> <p>Printing and postage costs associated with flyers, postcards, bi-/tri-fold/invites, newsletters and newspaper supplements featuring Case IH equipment.</p> <p>Printing and postage costs associated with announcements for special events such as open houses, customer appreciation days, etc.</p>	<p>Creative and production Costs do not qualify for reimbursement</p> <p>Competitive references will be pro-rated out when calculating proper reimbursement</p>	<p>50% of piece (in full pages) must be Case IH - exclusive</p> <p>Case IH logo must be prominently and properly displayed on exclusive front or back page</p> <p>Case IH-branded product illustration or graphic (photo or line art) must be included</p> <p>Pre-approval is recommended for dealer-produced pieces to ensure maximum reimbursement eligibility. Send your request for pre-approval to: <a href="mailto:caseih@acbcoop.com">caseih@acbcoop.com</a></p>	<p>Completed Co-op reimbursement claim form - required for dealer-developed mail only</p> <p>Copy of pre-approval if dealer-generated</p> <p>Dealer generated: paid invoice for printing expenses and dated postal receipt. Or, if internal postage meter, notarized letter stating number of mailers and total postage cost.</p> <p>Two original samples of direct mail piece</p> <p><i>Note:</i> for Marketing Resource Center-generated direct mail, you do not need to submit any Co-op reimbursement paperwork, nor is pre-approval needed. MRC direct mail materials are pre-approved and the necessary paperwork is submitted for you automatically.</p>

**OUTDOOR AND CASE IH-APPROVED DISPLAY/SIGNAGE**

<u>ELIGIBLE</u>	<u>NON-ELIGIBLE</u>	<u>REQUIREMENTS</u>	<u>PROOF OF PERFORMANCE</u>
<p>50% reimbursement for dealer space</p> <p>Rental/leasing costs for outdoor billboards and indoor sporting event/arena billboards and banners</p> <p>Point of Purchase Displays and Signage approved by Case IH</p>	<p>Artwork and production costs do not qualify for reimbursement</p>	<p>Case IH logo must be prominently and properly displayed</p> <p>Design must include a product illustration (i.e., a photo or line art) of Case IH equipment and/or an attachment</p> <p>Exclusive Case IH copy/ graphic/logos</p> <p>In order to retain viewer interest, ensure product relevance, and maintain quality colors, billboard graphics must change at a minimum of once every twelve months. However, it is strongly suggested that graphics be updated bi-annually, if not quarterly.</p> <p>Pre-approval is recommended. Prior to posting, submit electronic file of proposed design to <a href="mailto:caseih@acbcoop.com">caseih@acbcoop.com</a></p>	<p>Completed Co-op reimbursement claim form</p> <p>Copy of pre-approval form</p> <p>Copy of paid invoice for space cost showing posting dates and location(s) of the billboard(s) or banner(s)</p> <p>Photo of billboard, display, signage or banner</p>

**CASE IH PLANT TOURS**

<u>ELIGIBLE</u>	<u>NON-ELIGIBLE</u>	<u>REQUIREMENTS</u>	<u>PROOF OF PERFORMANCE</u>
<p>50% reimbursement up to \$7,500 USD /CO-OP MARKETING PROGRAM per location per year on all expenses (excluding personal automobile mileage allocation).</p>	<p>Entertainment activities for customers tied into the same time period or location as the Case IH plant tour- for example, fishing trips, baseball games, etc.</p>	<p>Pre-approval is required. Fax Case IH plant tour visit request form to 901-345-8812 or e-mail to <a href="mailto:caseih@acbcoop.com">caseih@acbcoop.com</a></p>	<p>Completed Co-op Reimbursement claim form. Copy of pre-approval e-mail. Complete list of all participants in attendance, and date(s) of event. Co-op expense summary form #ag-001091p via fax or e-mail.</p> <p>Copies of dated receipts for all expenses.</p>

**CUSTOMER EVENTS: (SHOWS/ EXHIBITS/OPEN HOUSE/SEMINAR)**

<u>ELIGIBLE</u>	<u>NON-ELIGIBLE</u>	<u>REQUIREMENTS</u>	<u>PROOF OF PERFORMANCE</u>
<p>50% reimbursement for exhibit space only</p> <p>Competitive equipment will be pro-rated out when calculating reimbursement</p> <p>Open House/Seminar equipment, supplies and professional resources</p>	<p>Shows/Exhibits: Any costs other than exhibit space. i.e. setup, teardown, electrical, freight, telephone lines, A/V equipment, equipment detailing or fuel, convention center or union labor signage, literature, or promotional/imprint items (wearable, collectibles, door prizes etc.), accommodations, transportation, car rental, mileage, tolls, gas, food, beverage or entertainment</p> <p>Open House/Seminar: Food, beverages, gifts/giveaways, promotional/imprint items</p>	<p>Minimum of 50% of exhibit space must be dedicated to CASE IH products and/or services</p> <p>Case IH logo and equipment must be prominently and properly displayed</p> <p>Pre-approval is recommended</p>	<p>Completed Co-op Reimbursement claim form</p> <p>Copy of Pre-approval</p> <p>Copy of exhibit/booth space contract (if separate from invoice).</p> <p>Copy of paid booth/exhibit space invoice indicating date(s) of the event and percent of space dedicated to Case IH products and/or services</p> <p>Two photos of booth/exhibit, at minimum one of entire display and one of the Case IH portion of your display, including the signage clearly showing the use of the brand logo</p>

**SPONSORSHIPS**

<u>ELIGIBLE</u>	<u>NON-ELIGIBLE</u>	<u>REQUIREMENTS</u>	<u>PROOF OF PERFORMANCE</u>
<p>50% reimbursement of pre-approved costs</p>		<p>Pre-approval is required. Contact TSM or Channel Marketing Manager</p>	<p>Completed Co-op Reimbursement claim form.</p> <p>Copy of pre-approval e-mail</p> <p>Copies of dated invoice</p>



**THE CASE IH BRANDED MEDIA PROGRAM  
ON-HOLD MESSAGING AND IN-STORE VIDEO SIGNAGE**

<u>ELIGIBLE</u>	<u>NON-ELIGIBLE</u>	<u>REQUIREMENTS</u>	<u>PROOF OF PERFORMANCE</u>
<p>Set up fee</p> <p>50% reimbursement on the service fee of the MCOMM managed on-hold messaging and in-store video signage programs. (MCOMM and Media Place vendor only)</p>	<p>Programs other than the MCOMM and Media Place managed on-hold messaging program are ineligible</p>	<p>Monthly fee qualifies for 50% Co-op up to the dealers’ allocation amount.</p> <p>In-store video signage requires approved, signed contract and annual payment cycle</p> <p>Minimum of 50% Case IH product or financing spots and/or 50% of the total ad run time will be required in each playlist used each month.</p> <p>Choose from an extensive Case IH-approved library of static, animated and video spots or script options on the MCOMM or Media Place systems.</p> <p>For example, if you choose to play 30 total spots in your video or on hold script playlists, 15 of them must be from the pre-approved Case IH libraries</p>	<p>MCOMM and Media Place produced: you will not need to submit a claim for reimbursement</p> <p>MCOMM and Media Place will invoice each participating dealer location for its 50% portion</p> <p>MCOMM and Media Place will submit a claim to ACB and will be paid directly by ACB by check for the 50% Co-op portion of the cost of the program</p>

**DIGITAL ADVERTISING**

<u>ELIGIBLE</u>	<u>NON-ELIGIBLE</u>	<u>REQUIREMENTS</u>	<u>PROOF OF PERFORMANCE</u>
<p><b>Banner ads, used equipment site subscription fees, keyword search (PPC), dealer websites and social media</b></p> <p>50% reimbursement for banner ads exclusive to Case IH products</p> <p>Monthly subscriptions to used equipment websites up to a maximum of \$500.00/mo., per dealer location</p> <p>Keyword search – pay-per-clicks ads only (list of acceptable key words found in the Addendum) up to \$1,000/mo. per dealer location</p> <p>Dealer website includes website hosting, production, construction and maintenance. 50% reimbursement up to \$2,000/mo. per dealer website</p>	<p>Artwork and production costs do not qualify</p>	<p><b><u>Banner ads</u></b>                      CASE IH logo must be prominently and properly displayed in all ads.                       Case IH logo must be of equal or greater size to the dealer logo                       Pre-approval of website (URL) required and limited to your sales &amp; service marketing area</p> <p><b><u>Keyword search</u></b>                      Keywords may not include competitors’ names and must be included in “acceptable keyword list” found in the Case IH Keyword Search Guide.                       Ads must be Case IH exclusive.                       Website landing page must be Case IH exclusive and include a Case IH logo of equal or greater size to dealer logo                       Targeting is limited to your Sales &amp; Service Market area                       Reimbursement is net of any dealer discounts by the search engines (Google, Bing, Yahoo)</p> <p><b><u>Dealer website</u></b>                      Website landing page must be Case IH exclusive and include a Case IH logo of equal or greater size to dealer logo                       Website is up to date and accurate with the latest Case IH product offering and supporting content</p>	<p>Completed Co-op Reimbursement claim form                      Copy of signed Pre-approval form</p> <p><b>Additional items required by media are listed below:</b></p> <p><b>Banner ads</b></p> <ul style="list-style-type: none"> <li>• Online website media kit and yearly rate</li> <li>• Invoice from publisher showing dates and cost</li> <li>• Site placement information (URL, location of page, location of ad within the page.)</li> <li>• Screen shot of the web page with banner ad showing</li> </ul> <p><b>Used equipment site Subscription fees</b></p> <ul style="list-style-type: none"> <li>• Copies of invoices received from websites</li> <li>• Site placement information</li> <li>• Copy of web page</li> </ul> <p><b>Keyword search (PPC)</b></p> <ul style="list-style-type: none"> <li>• Refer to Case IH Keywords Search Guide for recommendations and Proof of Performance requirements</li> </ul> <p><b>Dealer websites</b></p> <ul style="list-style-type: none"> <li>• Third party invoice with dates and net cost</li> <li>• Screen shot of home page and URL of website</li> </ul>

**DIGITAL ADVERTISING continued**

<u>ELIGIBLE</u>	<u>NON-ELIGIBLE</u>	<u>REQUIREMENTS</u>	<u>PROOF OF PERFORMANCE</u>
<p>Search Engine optimization and Search Engine management 50% reimbursement up to \$1,000/mo. per dealer</p> <p>50% reimbursement for Social Media - Pre-approved Facebook, Twitter and Instagram ads up to \$1,000/mo. Per dealer.</p> <p>Digital Dealer Assistance programs and digital support from Dealer Spike will be reimbursed at 50% up to \$2,000/mo. per dealer.</p>		<p><b><u>Social Media</u></b> Ads must be exclusive to Case IH with quality image and current approved logo</p> <p><b><u>Dealer Website Guidelines/Policy</u></b> <b>Layout</b></p> <ul style="list-style-type: none"> <li>• Case IH color scheme preferred (i.e. no competitor’s colors)</li> <li>• Dealers brand color scheme eligible</li> <li>• Logo – only Case IH in the site header</li> </ul> <p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>• Advertised = MSRP only</li> </ul> <p><b>Disclaimers</b></p> <ul style="list-style-type: none"> <li>• List all disclaimers</li> </ul> <p><b>Inventory</b></p> <ul style="list-style-type: none"> <li>• Must use a used equipment (iframe)</li> </ul> <p><b>Navigation Minimum Requirements</b></p> <ul style="list-style-type: none"> <li>• About us</li> <li>• Contact us with maps and hours of operation</li> <li>• Parts form</li> <li>• Request a Quote</li> </ul>	<p><b>SEO and SEM Management</b></p> <ul style="list-style-type: none"> <li>• Invoice from vendor with dealer name and dates clearly stated</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>• Screen shot of ad</li> <li>• Landing page URL associated with each ad</li> <li>• Screen shot of landing page, including URL</li> <li>• Number of clicks and number of impressions</li> <li>• Invoice with dealer name and dates clearly stated</li> </ul>

## RESOURCES AVAILABLE TO ALL DEALERS

### CO-OP MARKETING PROGRAM WEBSITE

Case IH offers online access to submit Co-op claims and to check the status of fund balances and claims submissions.

Dealer Portal: <http://my.dlrportal.com>. Go to “Links” and click on Co-op Program Website. No additional login or password is required.

**Website:** <http://www.acbincentives.com/cnhcoop>

#### Available Forms

The following forms are available on the Co-o Program Website, via email at [caseih@acbcoop.com](mailto:caseih@acbcoop.com), or via CASE IH Co-op Toll Free Hotline (866) 848-0099.

- Case IH Co-op Claim Form
- Case IH Dealer Group Co-op Claim Form

The following forms are available by contacting the Case IH Co-op Hotline (866) 848-0099 or via email at [caseih@acbcoop.com](mailto:caseih@acbcoop.com)

- CO-OP MARKETING PROGRAM Enrollment/Change/Change Form
- Case IH Dealer Show Pre-Approval Request Form
- Case IH Plant Tour Visit Request Form

### DIGITAL ASSET LIBRARY

Case IH offers dealers a comprehensive electronic library of digital assets, such as photos, video clips, TV ads and more.

Dealer Portal: <http://my.dlrportal.com>. Go to “Links” and click on Digital Asset Library. No additional login or password is required.

**Website:** <https://www.caseihdigital.com>

### MARKETING RESOURCE CENTRAL (MRC)

Provides ALL dealers the ability to produce high impact direct mail (i.e., postcards, bi-folds, etc.) and Co-op ads in a matter of minutes. By utilizing MRC all dealers have the ability to store and maintain individualized mailing lists for use in developing direct mail (i.e., postcards, bi-folds, etc.).

Dealer Portal: <http://my.dlrportal.com>. Go to “Links” and look for Marketing Resource Central.

Telephone (U.S.): (888) 544-4672

Telephone (Canada): (708) 420-5624

E-mail: [support@marketingresourcecentral.com](mailto:support@marketingresourcecentral.com)

**Website :** <http://www.marketingresourcecentral.com>

### LITERATURE DOCUMENT MANAGEMENT CENTER

To order Case IH technical information and marketing literature, access the Document Management Center.

Dealer Portal: <http://my.dlrportal.com>. Go to “Links” and click on Document Management Center (DMC).

**Website:** <http://dmcpubs.com/case>

Telephone: (262) 636-7540 or 1-800-635-4913

Fax: (262) 636-7530

### STAPLES PROMOTIONAL PRODUCTS

Case IH licensed Merchandise Open House kits, merchandise for gifting and re-sale

Website: [www.caseih.corpmerchandise.com](http://www.caseih.corpmerchandise.com)

E-mail: [caseih@cs.staples.com](mailto:caseih@cs.staples.com)

Telephone: (800) 624-8629

### THE MAREK GROUP

Branded Merchandise

Website: [www.casihstore.com](http://www.casihstore.com)

Email: [dealersupport@marekgroup.com](mailto:dealersupport@marekgroup.com)

Telephone: (855) 231-2621