

Gerard Roofing Technologies  
Co-op Advertising Program 2006-2007

**General Policy and Procedures**

Dear Valued Customer;

Gerard Roofing Technologies has developed the following co-op advertising program to support our customers with flexible marketing options. We are pleased to support our customers with their advertising efforts in order to help increase local awareness as quality roofing installers. When our customers succeed is when we succeed so in addition to supporting our loyal customers its no surprise that we also want to build brand awareness in the respect that Gerard manufactures the highest quality of steel roofing systems on the market today.

The following pages are to serve as guideline with regards to supporting our customers advertising/ marketing initiatives. Please be advised that the pages enclosed may be altered at any time by the roofing division's marketing department. And remember if you are not sure of eligibility of any media please contact the marketing department.

We wish your business much success and if there is anything we can do to help your business grow please call us. It's what we are here for.

Sincerely,

Jane Swayze  
Director of Marketing  
Metals USA-Roofing Division  
1-800-265-9357

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## **1.0 ADVERTISING CONTENT**

Gerard Roofing's co-op advertising program has been developed to share with our contractors in the media costs of promoting specific features/benefits and the installation of our products. Therefore, other competitive companies and or their brand names featured in a Gerard advertisement will disqualify that ad from any co-op reimbursement. However, a generic mention that installation is available for products such as asphalt, clay or fiber-cement is acceptable.

PLEASE NOTE: All ads are subject to final approval by Metals USA- Roofing Division's marketing department. If you are unsure of the eligibility of an ad, seek marketing's approval before insertion or scheduling. All proofs may be emailed directly to [jswayze@metalsusa.com](mailto:jswayze@metalsusa.com)

### **1.1 Approved Media**

Newspapers, magazines, shopping circulars, flyer inserts, direct mail, door hangers, billboards, job signs, radio spots, television spots and home shows are all considered acceptable forms of media in which Gerard Roofing Technologies is willing to help compensate up to 50% of the costs. Any other forms of media must be approved by the marketing department.

### **1.2 Non-Qualifying Media**

Classified advertising, newsletters and promotional items such as hats, pens, t-shirts, calendars etc. are not included in our program.

PLEASE NOTE: Any production costs incurred in the creation of new advertising materials are not covered with in the co-op program. Again, if there's any question of the eligibility of an item please check with the marketing department.

## 2.0 ACCURALS

As a guideline your advertising co-op availability is guided by taking 2.5% of your net purchases (excluding returns, discounts, freight and taxes) from the current calendar year. If you do not have a 12 month purchase history with Gerard an allowance will be set by the marketing department, any advertising submitted against this accrual will be co-oped at a rate of 50% and the available dollars is reduced accordingly.

Example:

Net Purchases	\$400,000
Co-op Allowance	\$10,000 (2.5% of \$400,000)
Advertising claim is \$1200 (50% is co-op)	<u>-\$600</u>
New Allowance Available	\$4,400

Claims submitted to an account where the available allowance will be exceeded fund will be reimbursed up to the available amount. Claims submitted to an account where the available allowance has already been exceeded will be denied co-op funds.

All advertising must be scheduled or inserted with in the current calendar year. After December 31st your co-op allowance will be reverted back to zero and a new 2.5% allowance will be calculated for the year after.

PLEASE NOTE: Unused co-op funds can not be carried forward in to the following year. Unused co-op funds can not be redeemed for cash or credit and are not transferable.

## 3.0 REIMBURSEMENT

Upon approval of a Gerard advertising claim, co-op reimbursement will be issued either in the form of a Gerard Gold certificate. This certificate is used as cash toward the future purchase of Gerard Products. Please allow approximately two weeks processing time for receipt of reimbursement.

## **4.0 SUBMITTING CLAIMS**

All co-op advertising claims should be submitted on the appropriate claim forms (see forms section) along with the applicable documentation ie) copies of applicable insertion orders/ contracts and mailed to:

Metals USA- Roofing Division  
C/O Marketing Department  
PO Box 220  
Courtland, Ontario Canada  
N0J 1E0

Information may also be sent via courier to  
Metals USA- Roofing Division  
C/O Marketing Department  
RR#2 Hwy #3 Property #581  
Courtland, Ontario Canada  
N0J 1E0  
Ph: 519-688-2200

PLEASE NOTE: Mailing from the USA to Canada may take up to 14 business days

All co-op advertising claims must be submitted with in 60 days of the advertising publication date. In order to close out the year all claims must be submitted and post marked no later than January 31<sup>st</sup> to be eligible for co-op reimbursement. Claims post marked after this date will be denied.

The director of marketing reserves the right to reject claims for co-op which is determined to be injurious, detrimental, malicious, offensive or otherwise inappropriate. The marketing director also reserves the right to change this program with out notice. Metals USA- Roofing Division's interpretations of these guidelines will be final.

## **5.0 ADVERTISING GUIDELINES**

### **5.1 Newspaper and other print media**

All print advertising must contain text to describe the features or benefits of the roof system being advertised. Additionally, all ads must contain a Gerard logo. Please contact our marketing department for high resolution logos. As well camera ready ad mats are available. If you are unsure of the eligibility of an ad seek marketing's approval before running it.

Documentation for print media includes the original full page tear sheet from each publication date and a copy of the paid invoice for each ad ran.

## **5.2 Direct Mail**

Direct mail advertising may be submitted for co-op whether it is done in house or through a direct mail marketing agency. If handled in house, Gerard Roofing Technologies will co-op printing, mailing list fees and postage if bulk rate permit is used and a mailing receipt can be provided. Reimbursement for individual postage stamps will not be accepted. If an outside agency is used, co-op fees for printing, mail lists, handling and postage of each piece is available. Be advised however, that lay-out and production costs associated with the creation of the mail piece will not be eligible. (Printing excluded)

To assist with your direct mail needs, Gerard has ready to use 4 color direct mailer cards. This mailer can be personalized with your company name and contact information. Quantities are available free of charge up to 10,000 pieces per calendar year. Quantities above this will be billed direct to the customer at a cost of 6 cents each.

If you require additional assistance with your direct marketing campaign, we have sourced a company who can provide any or all of your mailing needs including, mail lists, custom printing and bulk mailing. For more information on this contact the marketing department.

Documentation required when enabling a direct mail program includes a sample of the direct mail piece and a copy of the paid invoices for the applicable charges.

## **5.3 Door Hangers**

The distribution fee from a recognized door to door delivery service is eligible for co-op reimbursement. However, production costs to create a door hanger other than printing are not eligible for co-op. Gerard currently has a door hanger piece that can be personalized with your business information including special offers as well as a business reply card. This attention getting piece is available at no charge up to a quantity of 5,000 per calendar year. Quantities above this amount will be billed at 15 cents each. The cost to personalize this marketing tool may also be submitted for co-op.

Documentation required includes the sample of the door hanger, copy of the paid invoice for distribution fees and a copy of the printers invoice for the printing and personalization.

## **5.4 Outdoor Advertising**

When it comes to renting a billboard Gerard Roofing Technologies requires that a Gerard product must be the focal point of the message or visual. The corresponding company logo must also appear on the board. If you are unsure of the eligibility of the design please contact the marketing department directly.

Documentation required for billboard advertising includes a photograph of each billboard for each location as well as a copy of the paid invoice and the billboard locations.

PLEASE NOTE: Artwork and production costs are not eligible for co-op.

## **5.5 Job Site Signs**

Banners or signs that are placed at the site of installation which feature a Gerard Logo and the words “Stone Coated Steel Roofing” may be submitted for co-op reimbursement. As with other media, Gerard must be the only brand name featured on the sign.

Documentation required includes a sample or photograph of the produced sign or banner and a copy of the paid invoice detailing the quantities and an adequate description.

PLEASE NOTE: Production and creative fees with the exception of printing are not eligible for co-op

## **5.6 Broadcast Media (Radio & TV)**

Gerard must be the prominent part of the message with product features/ benefits incorporated in to the message. The Gerard name must be mentioned at least twice in a 30 second spot and at least 3 times in a 60 second spot. TV commercials must show the applicable product and have the corresponding logo superimposed on the screen at least once. If you are unsure if your spot qualifies for co-op please contact marketing before airing it.

Documentation required includes an original notarized script for each spot or an audio visual media file electronically sent to [jswayze@metalsusa.com](mailto:jswayze@metalsusa.com) along with a copy of the paid invoice for each spot.

## **5.7 Home Shows**

Gerard will co-op up to 50% of the exhibit space dedicated to promoting each companies products. Inclusion of other products or brands with in the booth will cause the total booth cost to be prorated proportionately to the amount of space dedicated to each brand. Set up, tear down, and show expenses incurred over and above the actual booth space may not be submitted for co-op reimbursement.

Documentation required to co-op home shows includes photographs of the entire display once set up, and a copy of the invoice reflecting proof of payment.

PLEASE NOTE: Contract for exhibit space will not be accepted as proof of payment.

## **5.8 Websites**

Currently co-op for web design and or search engine positioning is not part of this policy. However, we do appreciate having our products featured and links from your company's website. In order to help you with your site, marketing does have a number of low resolution logos and product images for Gerard that are available for uploading. Please contact us for these files.

**ALL OTHER FORMS OF ADVERTISING MUST BE SUBMITTED TO THE  
MARKETING DEPARTMENT FOR APPROVAL**

## **6.0 QUESTIONS & ASSISTANCE**

Should you have any questions regarding advertising eligibility, current accrual balance, copy of applicable forms, status of submitted claims or simply in need of additional help with copy and content with in an ad please contact the marketing department directly.

Our department is open Mon-Fri 8 am-5 pm EST our toll free number is 1-519-732-6851