

BRIDGEVIEW

www.bridgeviewmanufacturing.com

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Co-op Ad Policy

Bridgeview will pay for up to 50% of a dealer's advertisement that features Bridgeview products under the following terms.

Annual Limit:

- Coop ad reimbursements are limited per calendar year
- Reimbursable values and wholegood purchase calculations are per corporate dealer groups (not per store location)
- The maximum reimbursable value per year is calculated as follows based on total wholegood purchases in the previous calendar year

<i>Wholegood purchases</i>	<i>Coop Credits Earned</i>	<i>Maximum</i>
Up to \$100000	0.5%	Max \$500
\$100000 - \$500000	\$500 + 0.25% of excess above \$100000	Max \$1500
>\$500000	\$1500 + 0.1% of excess above \$500000	Max \$5000

- In the case of a new dealer group, the reimbursable value will be based on current year sales up to the maximum's listed in the above table

Ad Details:

- Proof of ad must be submitted to Bridgeview along with the claim
- Bridgeview will reimburse a ratio equal to the proportion of the ad that features Bridgeview products.
- Bridgeview will not reimburse for ads that feature competitive product lines

Claim:

- Claims must be sent using the Co-op Advertising Claim Form
- Claim forms are available at www.bridgeviewmanufacturing.com/media
- Approval of claims are at Bridgeview's discretion
- Approved credits will be applied to the dealer's account. Cash payouts are not allowed

SEE EXAMPLE ON FOLLOWING PAGE

Example:

- Dealer group X has 4 locations
- The corporate group has purchased \$800 000 in wholegoods from Bridgeview in the previous calendar year.
- They are eligible for a maximum annual claim of $\$1500 + 0.1\%(\$800000 - \$500000) = \1800
- They submit a claim for an ad that features 1 Bridgeview product and 2 non-competitive products. The total ad cost is \$900.00
- Bridgeview's portion of the ad is 1/3 (1 product out of 3 featured products). This ad is reimbursable to 1/3 of \$900 = \$300 x 50% = \$150.00.
- This claim process can be repeated per calendar year to a maximum of \$1800 in total credits