



HUSTLER®

P.O. Box 7000 • Hesston, KS 67062

Hustler Turf Equipment Dealer Co-op Advertising Program

Media	Requirements	Limitations/Restrictions	Required Documentation
Newspaper Magazines	<i>Minimum requirement of logo and brand name. Product photo or illustration and product description preferred.</i>	Graphic design fees, special position charges, and agency commissions do not qualify. Classified line ads may qualify without logo.	Original full tearsheet for each advertisement. Copy of invoice including any discounts.
Direct Mail Postcards Fliers	Logo and brand name, product illustration or photo, and product description.	Graphic design fees, special position charges, and agency commissions do not qualify.	Copy of mailer. Copy of all receipts and invoices including any discounts. <i>Must specify zip codes or define markets covered.</i>
Sponsorships	N/A	Sponsorships are not eligible for co-op. This includes but is not limited to: ball teams, golf tournaments, race cars, boats, etc.	N/A
Yellow Pages	Trade name, trade mark, or display ads require minimum of Hustler Turf Equipment logo.	<i>Prior approval required.</i> Fax or e-mail ad proof and costs for approval.	Original full tearsheet for each advertisement. Copy of invoice including any discounts.
Radio Television	Three (3) time mention required. Illustration and logo for TV also required. Full brand name of Hustler Turf Equipment one mention is required.	Production costs and expenses do not qualify. No reimbursement for broadcasts between midnight and 5:00 a.m. Agency commissions do not qualify.	Original station invoice identifying commercial(s), spot length, unit rate, and total cost including any discounts. Notarized copy of each script must be attached.
Billboards	Only artwork approved by Hustler Turf Equipment is eligible.	<i>Prior approval required if not using Hustler Turf artwork.</i> Fax or e-mail proof for approval.	Copy of invoice. Date-stamped photo of each billboard location must accompany claim. <i>Invoice must show list of locations and reference Hustler as billboard product.</i> Claims must be filed monthly. No advanced payments will be made.
Trade Shows Fairs	Only the portion of the booth dedicated to Hustler Turf is eligible for reimbursement.	<i>Prior approval of all charges for booth, equipment, supplies, etc. required.</i> Call or e-mail for approval.	Copy of invoice for booth space and all other charges, <i>noting percentage of booth dedicated to each manufacturer. Photo of entire exhibit.</i>
Open Houses Field Days	Only the portion of the event dedicated to Hustler Turf is eligible for reimbursement.	<i>Prior approval of all charges required.</i> Alcoholic beverages do not qualify. Call or e-mail for approval.	<i>Invoice and receipts for all expenses with explanation of cost as necessary.</i> List of all manufacturers participating. Photos of all display areas.
Promotional Items	Use of current logo is required.	All items not purchased through Atomic Fulfillment Company will require prior approval. Shipping and handling fees do not qualify.	Copy of invoice. Photo or sample of items.
Office Supplies	N/A	Office supplies including but not limited to business cards, invoices, envelopes, etc. do not qualify.	N/A
All Other Products	All forms of advertising not listed require prior authorization.	Call or e-mail for prior approval.	Documentation requested at time of approval, if approved.

Hustler Turf Equipment Dealer Co-op Advertising Program Guidelines:

- Hustler will allow co-op advertising in which our products and logo are shown with other manufacturer's products and logos. In these cases for example, an ad which the dealer shows four manufacturers represented, Hustler will pay 1/2 of 1/4 the cost or 1/2 of appropriate proportion as determined by Hustler. Hustler logo size must be proportionate with other logos used.

NOTE - CHANGE TO CO-OP PROGRAM GUIDELINES EFFECTIVE SEPTEMBER 1, 2007
Co-op funds available to dealer are LIMITED to TWO PERCENT of previous year's wholegoods purchases.

- A separate claim form is required for each invoice. Multiple forms with documentation materials may be mailed together.
- Claims are due within 60 days of invoice. We regret that there are absolutely **no exceptions**.
- Claim forms must be completed correctly and be accompanied by all required documentation.
- *Any expenditure not listed on this chart will require prior approval. If prior approval is not obtained, the claim will not be approved.*
- *Claims submitted incorrectly, failing to follow program guidelines, or without the required documentation will be returned to dealer for correction.*
- *Claims submitted with charges that are not eligible for reimbursement will be returned to dealer.*
- Hustler Turf Equipment will credit dealer account upon receipt and approval of co-op claim. If dealer's account shows credit balance at the end of the month, a check will be issued to the dealer.
- Co-op advertising claim forms and program guidelines can be found on the dealer website as well as www.hustlerturf.com. by clicking on the "H" logo to reach the ad materials site.
- *Shipping and handling fees do not qualify for co-op reimbursement. This includes but is not limited to signs, promotional items, wearables, and all other items.*

Mail claims to:

Hustler Turf Equipment
Co-op Advertising Program
P.O. Box 7000
Hesston, KS 67062

If you have questions or need to discuss prior approval, please contact Shelley Lujano:

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