



# 2023 Co-op Guidelines for Dealers

October 1 - September 30, 2023

All Dealers Can Promote FROG® Products for up to \$1,500 Reimbursed in Free Products

## Co-op Qualifying Opportunities:

- Digital Banner Ads
- Email Blasts
- Paid Social Media Ads
- Radio or Television Ads
- Newspaper/Magazine Ads
- Direct Mail Pieces
- Direct Mail Postage
- Newsletters
- Customized On Hold Messages
- Truck Side Advertising
- Custom Printed Banners/Flags
- Creative Ideas Welcome

## Co-op Requirements:

- FROG product Trademark or Registration must be noted
- Product artwork must represent the most current product features, look and messaging
- Ads must clearly articulate the benefits of a FROG product to the consumer
- Ad text must meet EPA requirements. Use only copy found on FROG packaging, brochures or website.
- Ads must be for King Technology specific SKU's
- Only Minimum Advertised Price (MAP) compliant retailers are eligible

## Co-op Reimbursement:

- Co-op is based on the percentage of FROG coverage in the ad or marketing piece. For example, if FROG takes 1/2 the piece, KTI will reimburse 1/2 your cost (percentage determined at KTI's discretion).
- Maximum Co-op allowance of \$1,500 is per company (not store location)
- All Co-op reimbursement will be paid in select FROG Systems or FROG apparel & promotional items.

## Not Eligible:

- Advertising submitted using only a logo or out of date artwork/messaging
- Logos linking only to KTI's website
- Digital Ads for marketplace resellers
- Replacement products will NOT be used as reimbursement

## Co-op Request Step by Step Instructions:

1. Create an ad with FROG logos and product photos, go to [partners.kingtechnology.com/programs/co-op-advertising](https://partners.kingtechnology.com/programs/co-op-advertising). Pre-made templates available or create your own ad using our image library.
2. Submit your ad or promotion to **King Technology** before publishing to ensure all requirements are met. Once published, submit:
  - A finished (printed) sample or image of the ad or promo piece
  - The invoice showing proof of total cost
3. King Technology will email the approved Co-op Dollar amount with a link to the product order page for reimbursement.
4. Free products will be shipped directly to you, freight paid!

Submissions: [partners.kingtechnology.com/programs/co-op-advertising](https://partners.kingtechnology.com/programs/co-op-advertising) by September 30, 2023  
Questions? Contact [cate.nelson@kingtechnology.com](mailto:cate.nelson@kingtechnology.com)

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