QUALITY FIREPLACES

CO-OP ADVERTSING PROGRAM

Wolf Steel will credit your account with up to 50% of your net cost of all qualifying advertising. All claims must be submitted **within 90 days** of the date of the advertising invoice. Co-op is accrued each month based on **2% of your net purchases**. It is not based on a calendar year, each month's accrual remains in your co-op fund for a 12 month period (ie: July purchases would remain as an eligible co-op allowance until July of the following year at which time it would no longer be available).

REQUIREMENTS:
Only Napoleon stoves, fireplaces and inserts (gas, woodburning, oil and electric) are eligible. In print ads NAPOLEON product must be featured fully or have equal or larger prominence. The NAPOLEON logo must be featured prominently (approved logos are available from the Advertising Department). Radio/TV commercials must feature NAPOLEON product exclusively and make at least two references to the name NAPOLEON (three references in 60 second spots). Illustrations or photographs must be included in print and TV ads. If other products are featured with advertising, you will receive credit on a prorata basis.

QUALIFYING MEDIA:
Display advertising, inserts or supplements in all daily or weekly newspapers
All commercials on radio and TV stations
Consumer shows, mall exhibits and fairs
Yellow Page advertising, provided print advertising requirements are met

CLAIMING YOUR CO-OP CREDIT:
Remit this form with required proof of advertising to Wolf Steel Ltd. Attention: Advertising Department, Re: Co-op.
For prompt processing please be sure the form is filled out completely and include:
Print ads: tearsheet of each ad and invoice of publisher
TV and radio: affidavit of broadcasting, invoice, tape or script
Shows: photo of booth and invoice showing date, size of booth and cost
DO NOT DEDUCT FROM PAYMENT a credit will be issued within 30 days of receipt of your claim. Credit will only be issued when sufficient dollars have been accrued.

Distributor/Dealer Use			Wolf Steel Office Use Only	
Date of Ad	Description of Advertising	Costs (Excluding Taxes)	%	Eligible $
			GST	
			Total	

IF MORE SPACE IS REQUIRED, PLEASE PHOTOCOPY

Distributor: _____
Dealer: _____
Contact Name: _____
_____
Signature/Distributor/Dealer

Address: _____
_____
Telephone: _____
Fax: _____

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