

CraftMaster Cooperative Marketing Program 2009

Objective: To promote the use of CraftMaster Interior Doors to builders, remodelers, contractors and do-it-yourselfers.

Eligibility: CraftMaster dealers, CraftMaster retailers.

Program Offer

Advertising will be reimbursed at 50% of the net cost of retail advertising and promotion up to a combined total of \$500 per dealer/retailer per calendar year. For multiple location dealers or retailers, contact your CMI Sales Representative for program options.

Qualifying Media

- Trade publications (such as national or regional magazines, association publications, Home Builder Association communications, and other regional publications)
- Paid circulation newspapers
- Circulars
- Pre-printed inserts (single page printed advertising inserted in trade magazine)
- Radio Advertising (pre-approval required)
- TV Advertising (pre-approval required)
- Online Advertising (pre-approval required)

The program covers all media sources (Sunday, daily and weekly) that specifically serve trade areas, and whose advertising rates and circulation are published and can be verified through an independent audit.

Qualifying rules for reimbursement:

Print Requirements & Guidelines

CraftMaster: Use the current CraftMaster Logo.

Include the trademark name(s) of the featured door style(s) if illustrated.

Product illustrations and selling price are recommended, but are not mandatory.

Broadcast Requirements and Guidelines (radio and television advertising)

- :30 second spots must feature the name "CraftMaster Doors" at least two times.
- :60 second spots must feature the name "CraftMaster Doors" at least three times.
- Script pre-approval required.

Reimbursement

All reimbursements will be in the form of a check or credit. Reimbursement is limited to 50% of the ad placement cost. Deductions of advertising claims from merchandise remittances are prohibited and will not be honored. No claims for reimbursement of advertising costs of less than \$25 will be processed.

In ads that promote brands and products in addition to CraftMaster Doors, reimbursement will be provided for the portion of the ad that refers to CraftMaster Doors. Claims must be submitted no later than 60 days after the date of advertising.

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To be compensated for eligible advertising, submit the following:

Newspapers and Magazines

1. A full-page tear sheet showing the advertisement, the name of the newspaper or magazine and the date of publication.
2. A copy of the paid invoice for space, indicating the name of the newspaper or magazine, date, size of ad, billing rate charged and any applicable discounts.
3. A completed Cooperative Marketing Claim Form.

Circular/Flyer/Insert

1. A complete copy of the circular/flyer.
2. A copy of the printer's net invoice.
3. A statement certifying the number of pieces mailed, inserted or delivered, or receipts showing dates and quantities mailed.
4. A completed Cooperative Marketing Claim Form.

Radio/TV

1. A copy of the entire pre-approved script.
2. Radio or television station's net invoice showing product advertised, number of commercials, date, class of time and local rate charged for each commercial.
3. A completed Cooperative Marketing Claim Form.

Submit all claims to:

CMI
Attention: Cooperative Marketing Program
500 W. Monroe, Suite 2010
Chicago IL 60661

- Reimbursements will be made in the form of a check. Allow 60 days for payment from date of receipt of claim. Reimbursement for advertising costs less than \$25 will not be honored.
- All advertising must be run during the 2009 calendar year. There is no carry-over to the following year.
- All claims for the calendar year 2009 must be submitted by January 11, 2010.
- CMI reserves the right to terminate or amend the Cooperative Marketing Program at any time.