



## NewFields Ag : Marketing Materials & Co-op Advertising Program for 2024-2025 Sales Year

### **MARKETING MATERIALS**

NewFields Ag will supply Product Literature and/or printable links to the following at no charge:

- Dynamic NewFields Ag website
- Product Brochures
- Product Guides and Sell Sheets
- Technical Binders with product information, yield data, and application/usage instructions
- Advertising Ads/Slicks

To order Product Literature or if you need current price lists email [orders@newfieldsag.com](mailto:orders@newfieldsag.com) . You can also find printable sales literature for products on our website at [www.newfieldsag.com](http://www.newfieldsag.com).

### **Product Displays**

Newfields Ag is happy to assist with the design of Dealer Signs, Magnetic signs, and trailer stickers that can be purchased through an outside vendor. Contact your NewFields Ag representative for more details.

### **CO-OP ADVERTISING**

Eligible Dealers who satisfy active criteria will be eligible during the 12-month period, July 1, 2024 – June 30, 2025, for a co-op advertising credit of 50% of the expenditure of \$500 spent (reimbursement is up to maximum of \$250).

### ***Definition of Advertising***

- The following types of advertising media will be acceptable under the NewFields Ag co-op advertising program. Advertisements in professional trade farm magazines, newspapers with audited circulation, retail catalogs, newsletters, and flyers. Radio spot advertising is also included.

Other applications must be approved by your NewFields Ag Business Development Manager or Home office representative. Please submit items for review and potential Pre-Approval.

### ***Proof of Use***

Proof of use is defined as a copy (physical or electronic) of the advertisement in a flyer, catalog, magazine etc.

Additionally, copies of the invoices for the advertising must be submitted. Proof of use must be submitted within 90 days of an advertisement's appearance, or of the flyer/catalog mailing date.

### **When Credit Reimbursement is Issued**

The amount of the approved credit reimbursement will be issued when sufficient proof of use has been submitted. Note that a credit reimbursement amount will only be issued on the amount that the customer is eligible for.

- How reimbursements are applied:
  - Reimbursements will be paid by check to the dealer within 30 days of approval of submitted expenses.



**Program Details:**

- Dealers will initiate and pay for their own NewFields Ag advertising efforts up front.
- If multiple non-NewFields Ag brands are represented in an ad, NewFields Ag will review the claim submitted and may or may not allocate reimbursement based on a percentage. This is at NewFields Ag's discretion.
- NewFields Ag will reimburse costs up to 50% of \$500 in expenditures. (Receive up to \$250 reimbursement maximum).
- Dealers need to submit advertising validation and cost verification to receive reimbursement.
- Advertising validation includes copy of print ad sheet (electronic or physical), script of radio spot, photo of show booth, etc. and a copy of invoice. (These can be electronic or physical)

All submissions are subject to review before reimbursement is issued.

***Key Requirements:***

- The appropriate NewFields Ag logo, co-op ads, website and current product information must appear within the advertisement to comply with the co-op plan in order to be reimbursed.
- Additional requirement: Any image using NewFields Ag Branding must be approved as a current/contemporary and usable item. Going forward, old images and ads need to be discontinued. For clarification, please submit the item to NewFields Ag representative to view and assess.

**Dealer Marketing Activities to Consider**

Dealer activities eligible for Co-op are:

- Exterior building Signs
- Newspaper Advertising and Magazine Advertising
- Facebook Ads or other social media as pre-approved
- Radio Advertising
- NewFields Ag Logo Hats & Approved Apparel
- Trailer or vehicle wraps (as % of NewFields Ag Brand portion)
- Trailer stickers
- Promo items labeled with NewFields Ag Brand
- For any other potential activity please ask for pre-approval. Call us with ideas.

Dealer Activities NOT eligible for Co-op Program are:

- Food or Beverage
- Hotel Costs
- Travel Costs
- Facility rental for education clinics, chairs, tables, postage, and other such items.

Presentation Guidelines: NewFields Ag monitors the use of its logos and materials. Professional display and use are expected of the dealer.

Please submit your items to the NewFields Ag Home office by Mail or Email at [orders@newfieldsag.com](mailto:orders@newfieldsag.com)

Thank you for your continued promotion, support, and use of NewFields Ag products!