

BR-111™

fashion under foot ®

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co-op advertising program

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# BR-111™ co-op advertising program

As a preferred Fashion Under Foot™ dealer, BR-111™ welcomes you to participate in our generous co-op advertising program. Based on your collective, company-wide wholesale purchases of BR-111™ products, regardless of how many locations or Fashion Under Foot™ display units your company may have, the program is designed as a rewards partnership. The more BR-111™ product you sell, the more co-op advertising you will be eligible to receive. The terms and conditions of this agreement are effective July 1, 2008, replacing all previous co-op advertising programs extended to BR-111™ Fashion Under Foot™ dealers.

## who can participate?

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All authorized BR-111™ Fashion Under Foot™ dealers are eligible to participate in the co-op program, with the exception of dealers that are enrolled in the Fashion Under Foot™ "Essentials" program. Co-op reimbursement is based on a 12-month cycle running from July 1st of the current year to June 30th of the subsequent year. During the cycle, registered dealers must purchase at least \$10,000 of BR-111™ Exotic Hardwood Flooring products at wholesale pricing (net of returns).

If your total BR-111™ wholesale purchases during the 12-month cycle are \$10,000 or more, BR-111™ will match a maximum of 50% of approved dealer advertising based on 2.0% of annual wholesale purchases up to a cap of \$175,000 (wholesale purchases).

### Co-op Reimbursement Examples

Dealer Wholesale Flooring Purchases	Eligible BR-111™ Co-op Match (.02 x Wholesale Purchases)	Dealer Advertising Needed for 50% Co-op Match (BR-111™ Match x 2)
\$10,000	\$200	\$400
\$25,000	\$500	\$1,000
\$50,000	\$1,000	\$2,000
\$100,000	\$2,000	\$4,000
\$175,000	\$3,500	\$7,000

## co-op reimbursement

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Co-op advertising can be submitted to BR-111™ for reimbursement after June 30th for the previous 12-month period. Unused co-op funds will not carryover into the next 12-month co-op period.

To qualify for co-op reimbursement, Fashion Under Foot™ dealers must submit a completed co-op advertising form for each Fashion Under Foot™ display unit, a copy of the insertion order/invoice, and a copy of advertisement(s) to:

**BR-111™ Exotic Hardwood Flooring  
Attention: Annual Ad Co-op  
12800 NW 107th Court  
Medley, Florida 33178**

## eligible media

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The Fashion Under Foot™ advertising program covers a wide variety of media, including print advertising, direct mail, radio spots and television commercials.

### What's Eligible?

- Newspaper Advertising
- Local and Regional Magazines
- Direct Mail Postcards
- Radio Spots
- Television Commercials

### What's Not Eligible?

- Production Costs
- Talent Fees
- Agency fees
- Specialty Promotional Materials
- Coupons
- Yellow Page Advertising

## media guidelines

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To best position the BR-111™ brand and support our network of authorized dealers, BR-111™ has designed print and direct mail advertising for your use. Specific guidelines for radio and television placements are included for your convenience. Media placements that do not adhere to BR-111™ guidelines will not be eligible for co-op reimbursement.

## print advertising

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Pre-designed print ads reflecting BR-111's most recent branding campaign are available for download at [www.br111.com/ads](http://www.br111.com/ads). It is the responsibility of dealers to work directly with their media representative at each publication to adjust ad sizes as necessary. Be sure to include your unique message, logo, store location, phone number and store hours in the allotted space in the template. Only print ads using authorized BR-111™ templates are eligible for co-op reimbursement. Advertising that promotes multiple manufacturers will not be accepted under the guidelines of the program.

## direct mail

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Authorized BR-111™ direct mail postcards are available for download at [www.br111.com/ads](http://www.br111.com/ads). The back panel adjacent to address area has been designated in the template for dealers to tailor their message and to promote the BR-111™ brand. Only direct mail using authorized BR-111™ templates are eligible for co-op reimbursement. Advertising that promotes multiple manufacturers will not be accepted under the guidelines of the program.

## television

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The following guidelines apply to co-op reimbursement when supporting the BR-111™ brand in TV commercials:

The BR-111™ logo must appear alone at least once on the screen, independent of other manufacturers and their products.

A BR-111™ room scene or product image must appear alone on the screen at least once during the duration of the commercial (independent of other manufacturers and their products). Additionally, the product photography must be identified, either through voice-over or text, as BR-111™ Exotic Hardwood Flooring.

**radio**

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Radio scripts must include "BR-111™ Exotic Hardwood Flooring" or "Exotic Hardwood Flooring by BR-111" at least once in every 30-second spot.

**room scene**

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**photography**

BR-111™ will supply dealers, on disk, high-resolution product photography as well as the BR-111™ logo. BR-111™ retains full ownership of its product photography. All product photography must be used specifically and solely to promote BR-111™ Exotic Hardwood Flooring and must be accompanied with proper source credit. Requests for product photography should be made via e-mail to [fashionunderfoot@br111.com](mailto:fashionunderfoot@br111.com).

**need help?**

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At BR-111™, we're only a phone call away. If you have any questions regarding the Fashion Under Foot™ co-op advertising program, please call our dealer service hotline at 877-327-4838.

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# BR-111™ co-op advertising form

Fashion Under Foot™ dealers are extended a generous co-op advertising fund. If your total BR-111™ wholesale purchases during the 12-month cycle (July 1st to June 30th) are \$10,000 or more, BR-111™ will match a maximum of 50% of approved dealer advertising based on 2.0% of annual wholesale purchases up to a cap of \$175,000 (wholesale purchases).

Date: \_\_\_\_\_

Dealer: \_\_\_\_\_ Fashion Under Foot™ Dealer #: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Company E-mail: \_\_\_\_\_

## Calculating Your BR-111™ Co-op Reimbursement

1. List publications, TV/radio stations and the cost for advertising in each below:

Publication: \_\_\_\_\_ Date: \_\_\_\_\_ Cost: \_\_\_\_\_

Publication: \_\_\_\_\_ Date: \_\_\_\_\_ Cost: \_\_\_\_\_

Publication: \_\_\_\_\_ Date: \_\_\_\_\_ Cost: \_\_\_\_\_

Publication: \_\_\_\_\_ Date: \_\_\_\_\_ Cost: \_\_\_\_\_

Publication: \_\_\_\_\_ Date: \_\_\_\_\_ Cost: \_\_\_\_\_

Total: \_\_\_\_\_

2. Annual wholesale purchases July 1st to June 30th . . . . . 2. \_\_\_\_\_

3. Eligible BR-111™ co-op match: *(multiply annual wholesale purchases (line 2) x .02)* . . . . . 3. \_\_\_\_\_

4. Dealer advertising needed to receive full 50% co-op match: *(multiply eligible co-op match (line 3) x 2)* . . . . . 4. \_\_\_\_\_

5. Total cost of dealer advertising submitted for co-op reimbursement from line 1 . . . . . 5. \_\_\_\_\_

6. If line 5 is the same or more than line 4, enter maximum BR-111™ co-op match (line 3). If not proceed to line 7. . 6. \_\_\_\_\_

7. If line 5 is less than line 4, enter 50% of line 5 . . . . . 7. \_\_\_\_\_

8. Enter total BR-111™ co-op reimbursement from either line 6 or line 7 . . . . . **Total BR-111™ Reimbursement:** \_\_\_\_\_  
(not to exceed \$3,500 annually)

Please attach copies of insertion order/ invoice AND a copy of the printed advertisement(s). These items are required to be eligible for reimbursement. Co-op advertising can be submitted to BR-111™ for reimbursement after June 30th for the previous 12-month period. Unused co-op funds will not carryover into the next 12-month co-op period.

## Name of Person Submitting Form

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Direct Phone#: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address to send reimbursement check if different than the address above: \_\_\_\_\_

Submit fully completed form to: **BR-111™**  
**Attn: Annual Ad Co-op**  
**12800 NW 107th Court, Medley, Florida 33178**