

Cashing In On Co-op



RAB[®]

What We'll Cover..

WHY sell co-op?

- The Co-op Opportunity

HOW Does Co-op Work?

WHAT to do

- Work Smarter, Not Harder





WARNING !!

**Co-op is not something else to
sell... it's a way to sell more.**



**Co-op is not a marketing
strategy... it's a funding
mechanism for a marketing
strategy**





WHY
sell
co-op?

HUGE BENEFITS

- ✓ Terrific exposure
- ✓ Cost efficient
- ✓ Focused Local Efforts



Even though it is estimated that 43% of small businesses could receive co-op reimbursement for advertising, less than half actually use the funds they've earned.



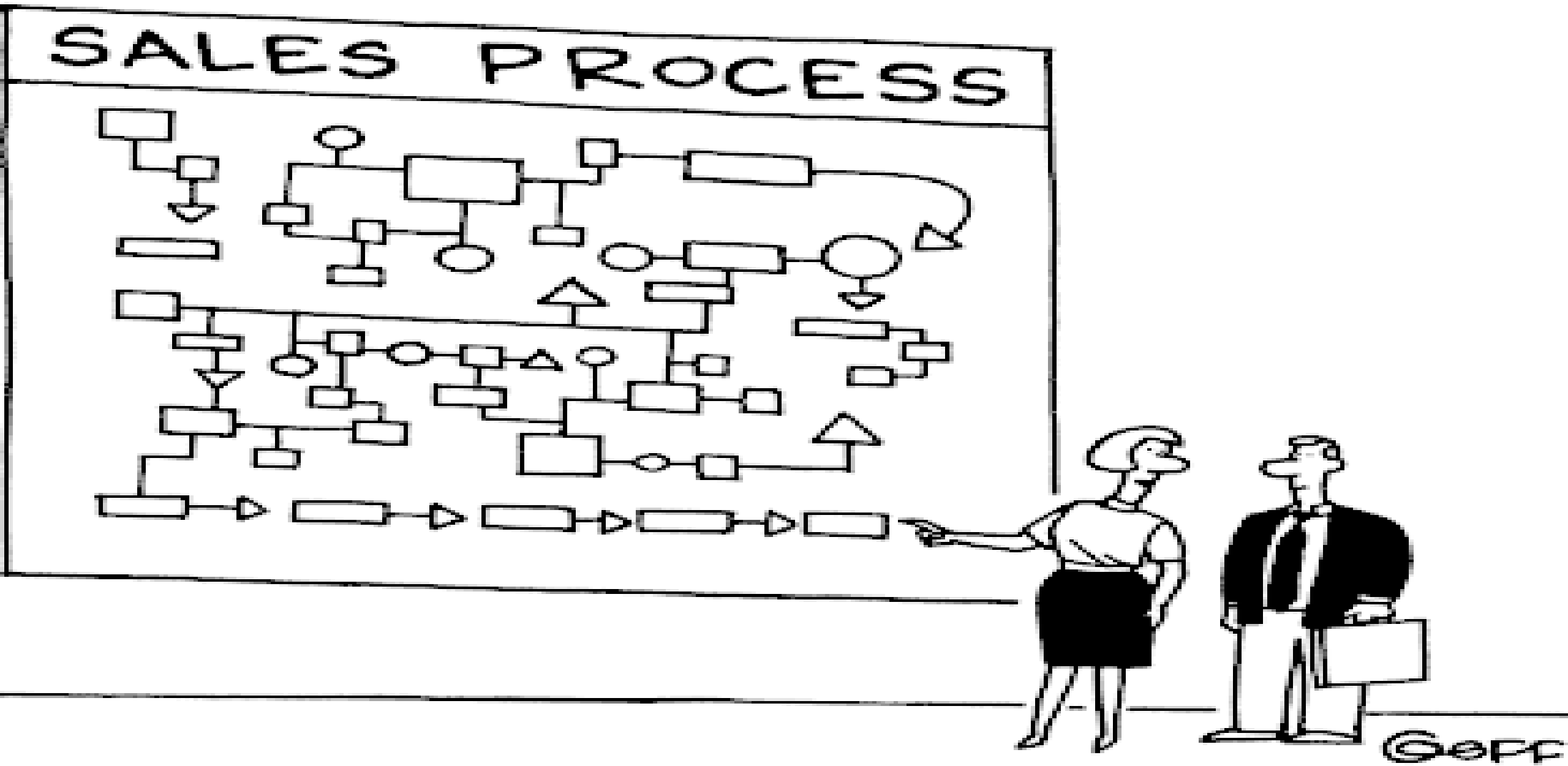
Why?

52% lack of training

12% approval process was too complicated.

15% said they don't have enough time.

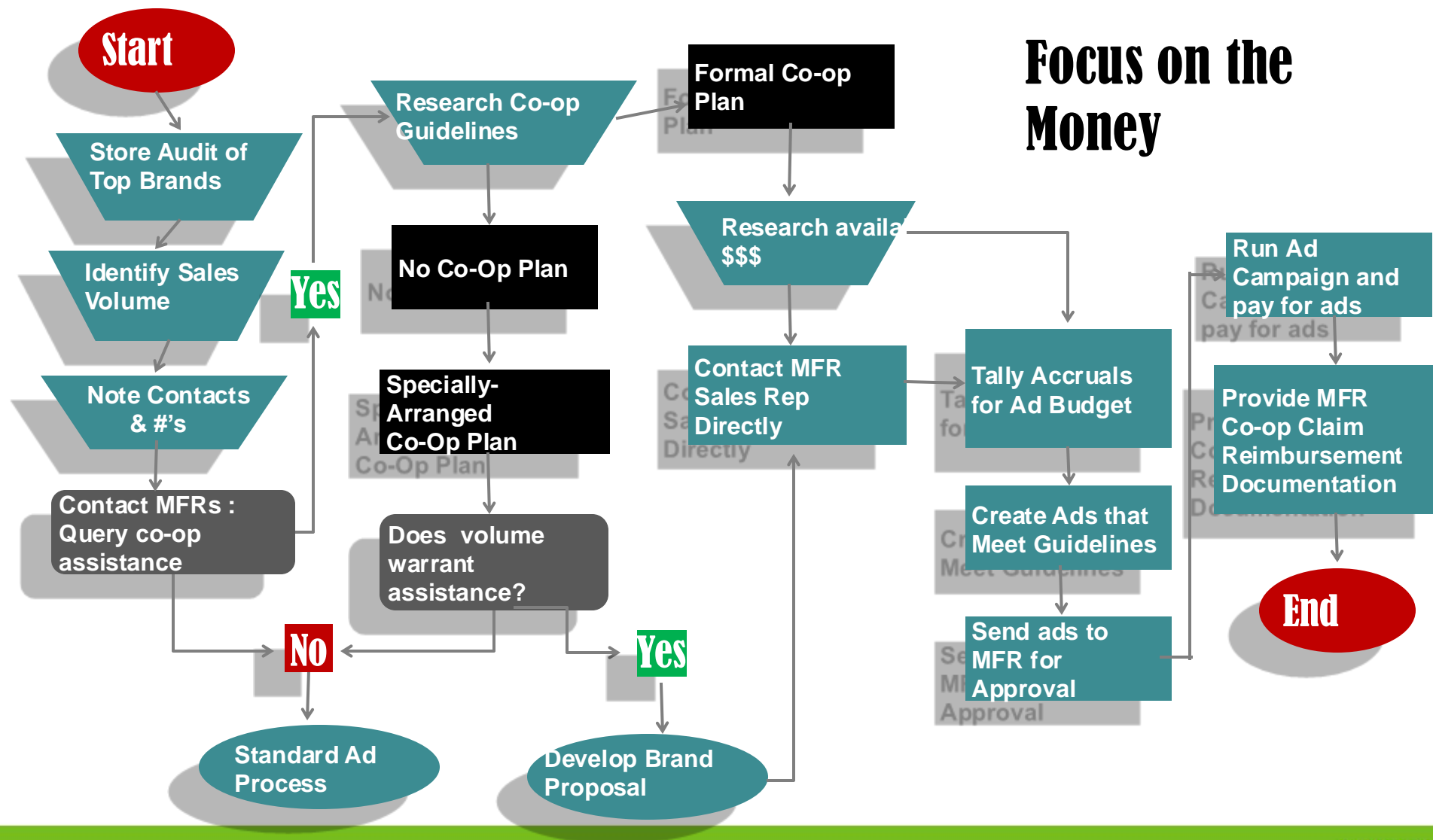
So why don't **we** help them
access those co-op funds?



"And then you'll close the sale."

WTH?

“Typical CO-OP Workflow”







Brands spend about \$70 billion on co-op advertising programs each year.

... \$30 billion in co-op ad dollars go unused each year!





2024 HOW
does co-op
work?



CREDIT CARD

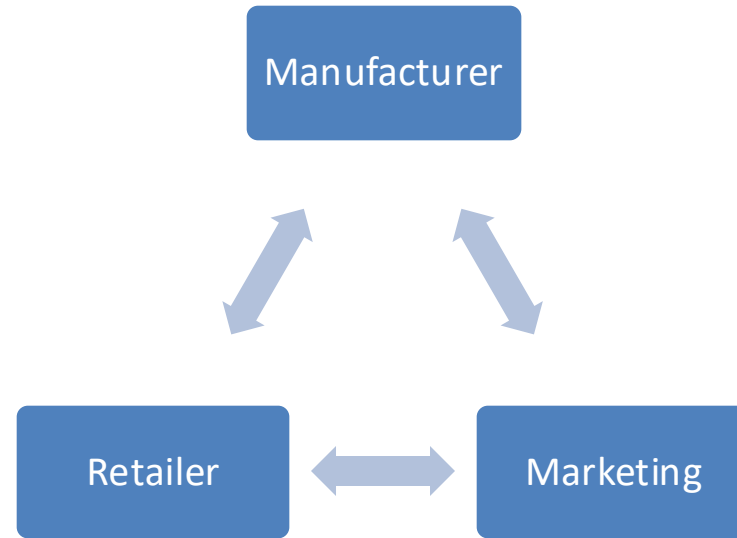


1234 5678 9012 3456

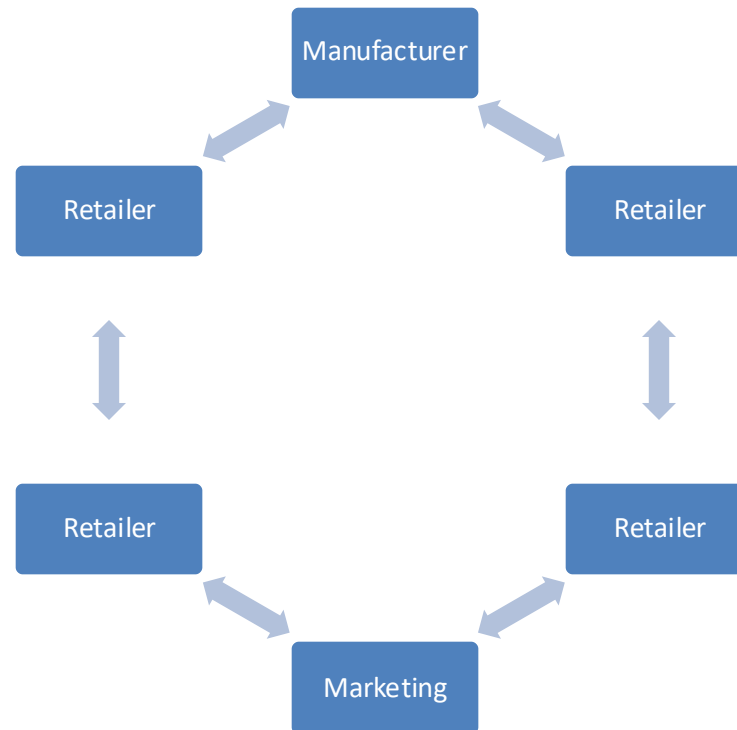
VALID THRU 03.23



Common Co-op Partnership



Can also apply to multiple retailers on one promotion! (Dealer group)





WHY Does Co-op Work?

INCREASES....

- ✓ Product Movement
- ✓ Sales Volume
- ✓ Profit Margins

... FOR ALL PARTIES!

BE YOUR CLIENTS' HERO WITH CO-OP!

Co-op advertising is a cost-effective way to minimize marketing expenses and media costs.

Help boost ROI goals by reaching more of the target audience.

Increase the impact of your advertising by including big name brands within your ads.

By expanding exposure without expanding the ad budget, co-op programs directly benefit the locally-owned business.

Common Co-op Terms:

Accrual

Participation

Accrual Percentage

Participation Percentage

Accrual Period

Performance Period

(Current or Prior Year)

Accrual

Money earned by a retailer for advertising; usually based on a percentage of purchases from a brand manufacturer. Example: TOWER PAINT

Manufacturer: Glidden

2% accrual

Tower Paint Purchases:

\$1,000,000 of paint

Accrual Balance:

$\$1,000,000 \times 2\% = \$20,000$



Participation/Reimbursement

Percentage of advertising that a manufacturer will *reimburse*, provided the retailer has sufficient accruals to cover that cost and ads meets manufacturer guidelines.

Mfr Participation Rate:	50%
Dealer Accrual Balance:	\$20,000
Cost of Local Ads:	\$40,000

Manufacturer Contribution:
 $\$40,000 \times 50\% = \$20,000$



Co-op Plan
Example:

Ace Hardware - Ace Brand & Paint

Plan ID #006133 -- Plan Type: Active Plan



Manufacturer & Manufacturer Brand Links

Ace Hardware - Ace Brand & Paint

[Mfr Web Site](#)

[Dealer Locator](#)

[Mfr Ad Planner](#)

[All Artwork](#)

Manufacturer Contact Information

Manufacturer Address

Ace Hardware - Ace Brand & Paint
2200 Kennsington Ct.
Oak Brook, IL 60523

Claim Address

,

Manufacturer Contact

Annie Hunter
Phone: (630) 990-6789
Fax: (630) 928-9616
800#: (800) 777-6797
E-mail:

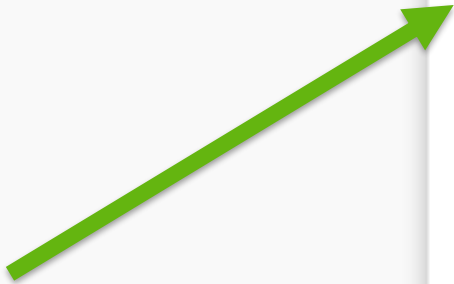
Co-op Administrator:

Phone: 833-589-7561
Fax:
E-mail: AMM@brandmuscle.com

Trade Promotion Structure

Qualifying Products	Accrual %	Accrual Comment	Participation %
Paint and Private label products			75%
Ace Paint (Clark+Kensington & Royal)	5%		
Ace Brand products	1%		
Advertising featuring both Clark+Kensington & Royal			75%

Trade Promotion Structure



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Advertising featuring both Clark+Kensington & Royal			75%
Ace quarterly direct mail program			75%
Ace Paint truck decals (purchase only) from Signature Graphics			75%
Advertising featuring Clark+Kensington and Valspar together			75%

Product Category: **Paint & Wallcoverings**

Accrual Info

Accrual Period:

01/01 - 12/31

*Prior Year

Accrual \$s located by third party:

Yes

Authorization Paperwork: Standard

Authorization Required

Performance Info

Performance Period:

01/01 - 12/31

Availability:

Retailer

Claim Info

Claim Period:

Within 90 days of ad run

Form of Reimbursement:

Credit memo

Plan Comments

Co-op program is available to all Ace retailers who have purchased Ace Paint or Ace Private Label products in the previous year. Ace Paint funds are earned at 5% and Ace Brand funds are earned at 1% of previous years warehouse purchases. Ace Brand and Ace Paint have been separated into two programs. Ace Brand Co-op can be utilized to advertise Ace's Best Brands: Weber, Big Green Egg, YETI, Toro, Stihl, Traeger, Craftsman, Milwaukee, EGO and Duracell Advanced Automotive Keys. Ace Paint Co-op can be utilized to advertise Magnolia paint. Ace corporate produced preprints as well as third party preprints do not qualify for co-op. Classified ads and Yellow Pages advertising do not qualify for co-op. Mfr. recommends only running local radio and TV advertising when there are gaps in Ace's national advertising (see plan). Ace Marketing Muscle provides refreshed dynamic templates and various levels of marketing support. Some new elements

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2024

WHAT
to do
(to sell co-op)

WORK SMARTER, NOT HARDER

KNOW THE DIFFERENCE

HAVE A PLAN

DO YOUR HOMEWORK



Show Me
The
Money!

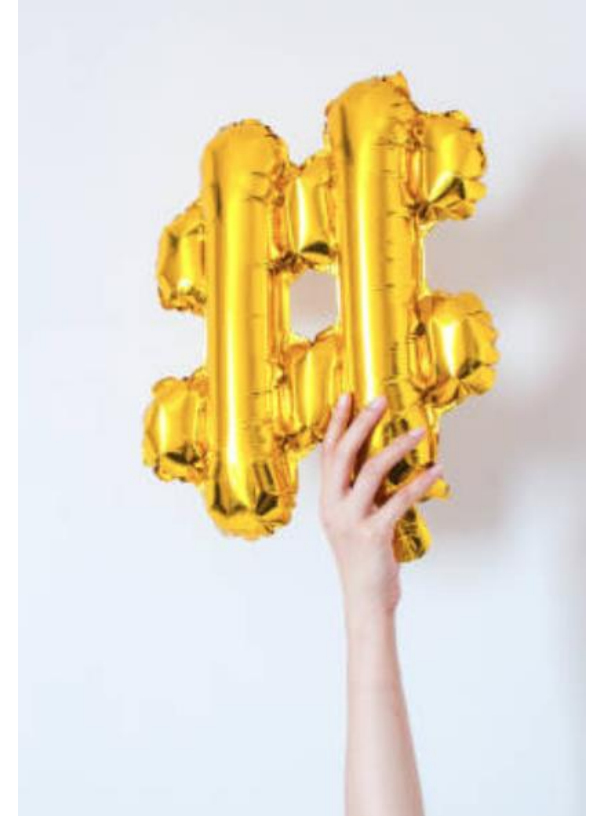
CO-OP applies to everything you sell...



Radio



Digital



Social Media

KNOW THE DIFFERENCE

GOOD PROSPECTS

Independently owned or franchisees

(because they buy at the local level)

ex) Ace Hardware, Great Clips, Paint Depot

NOT GOOD PROSPECTS

Big box stores,
Corporate owned stores

(because they buy at the national level)

ex) Target, Home Depot,
Pizza hut, Walgreens

HAVE A PLAN

- A. Start with the local retailer and research their brands
 - Walk the Store! - Predominantly featured Signage & Displays will tell you which brands are important to the store's overall business.
- B. Start with the category and research brands
 - Then find local retailers that sell those brands using RAB Co-op Directory!



Start the Conversation CNA

What to say when
you are ready to
approach your
customers about co-
op advertising
opportunities

TOP 7 CO-OP CNA QUESTIONS:

1. What Brands does this store do the most business with? *TOP 3-6
2. Where do they buy products? (Manufacturer or distributor or both?)
3. Which MFR reps do they have the best relationship with? (may not apply)
4. Have you ever used co-op before?
5. Good or bad experience?
6. What's your impression of co-op?
7. If we can research your balances for you would be ok with that? We will need your account number.

Great Co-Op Categories to Prospect Year-Round



AUTO PARTS &
SUPPLIES



WIPERS / TIRES /
FILTERS / ENGINES



HOME
IMPROVEMENT



HARDWARE / PAINT
/ FLOORING /
DOORS &
WINDOWS



HOME
FURNISHINGS



MATTRESSES /
LIGHTING



HOME APPLIANCE



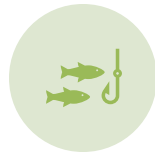
WASHERS /
REFRIGERATORS /
TV/ STOVES



POWER
EQUIPMENT



LAWN /
AGRICULTURE /
CONSTRUCTION /
GENERATORS



HUNTING &
FISHING



FIREARMS / SAFES /
BOATING / LURES



APPAREL



FOOTWEAR /
CLOTHING /
ACCESSORIES



JEWELRY



WATCHES / RINGS /
DIAMONDS /
PENDANTS

Why Target by Quarter?



Targeting gives you a plan of action.



Plans based on Prior Year Accrual.



Think about selling seasons for co-op.



Have a reason to see your advertiser.



RAB's Secret Weapons

- Top Business Trends
- Prospecting Report
- Radio Sales Today

Top Business Trends





Top Business Trends 2023

	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	8.4	8.3	8.2	25.0	8.3	8.3	8.3	24.9	8.4	8.4	8.5	25.3	8.4	8.2	8.2	24.8
Appliance Stores	7.9	7.5	8.6	24.0	7.7	8.4	8.6	24.8	8.2	9.1	8.3	25.5	8.4	8.9	8.5	25.8
Auto Dealers (New)	7.6	7.5	8.8	24.0	8.4	8.9	8.8	26.1	8.6	9.0	8.5	26.2	8.1	7.6	8.1	23.8
Auto Dealers (Used)	7.4	8.3	10.2	26.0	9.0	9.2	8.6	26.8	8.4	9.1	8.3	25.7	7.8	7.1	6.6	21.5
Auto Parts, Acc.&Tire Stores	7.5	7.4	8.6	23.5	8.3	8.9	9.0	26.2	8.6	9.2	8.6	26.5	8.2	7.9	7.7	23.8
Beer, Wine, Liquor Stores	7.1	7.1	7.9	22.1	7.9	8.6	8.6	25.1	8.7	8.3	8.2	25.2	8.2	8.6	10.9	27.6
Book Stores	11.0	6.7	7.1	24.8	6.9	7.8	7.0	21.7	7.0	10.5	8.7	26.2	7.0	7.4	13.0	27.4
Building Supply Stores	7.1	6.8	8.3	22.3	8.4	9.9	9.2	27.5	8.5	9.0	8.1	25.5	8.7	8.2	7.8	24.7
Consumer Electronic Stores	8.0	7.4	8.2	23.6	7.2	7.9	7.9	23.0	7.8	8.3	8.3	24.4	8.0	9.4	11.5	28.9
Department Stores	5.9	6.9	7.5	20.4	7.6	8.3	7.5	23.4	7.1	7.2	7.1	21.4	8.3	10.6	16.1	34.9
Discount Stores	7.2	7.1	8.0	22.2	7.9	8.1	7.8	23.8	8.1	8.9	7.7	24.7	8.2	9.2	11.9	29.3
Drug Stores	8.2	7.7	8.6	24.4	8.1	8.7	8.6	25.4	8.3	8.8	8.5	25.6	8.2	7.9	8.5	24.6
Electronic Shopping & Mail-Order Houses	7.7	7.3	8.2	23.2	8.0	8.6	8.2	24.8	8.4	8.6	8.1	25.1	7.9	9.1	9.9	26.9
Family Clothing Stores	6.0	6.2	7.9	20.0	7.9	8.3	8.0	24.2	8.5	8.9	7.8	25.2	8.2	9.7	12.7	30.5
Food and Beverage Stores	8.1	7.6	8.3	23.9	8.2	8.5	8.3	25.0	8.5	8.5	8.2	25.2	8.3	8.4	9.1	25.9
Fuel Dealers	12.2	10.8	10.4	33.4	6.6	5.9	5.6	18.1	4.6	5.7	6.1	16.5	9.4	10.0	12.6	32.0
Furniture Stores	8.0	7.8	8.8	24.6	7.6	8.1	8.4	24.1	8.2	8.5	8.4	25.0	8.7	8.9	8.7	26.3
Gasoline Stations	7.5	7.1	8.2	22.8	8.0	8.5	8.4	24.9	8.5	9.1	8.7	26.3	9.4	8.6	7.9	26.0
Gift, Novelty & Souvenir Stores	5.7	5.9	7.1	18.7	7.1	8.1	8.4	23.7	9.3	8.2	8.7	26.2	12.5	7.7	11.2	31.5
Grocery Stores	8.2	7.6	8.3	24.1	8.2	8.5	8.3	25.0	8.5	8.5	8.2	25.2	8.4	8.4	8.9	25.7
Hardware Stores	6.9	6.6	8.3	21.8	8.5	9.8	9.5	27.8	8.6	8.9	8.1	25.7	8.2	8.0	8.5	24.7
Health/Personal Care Stores	8.1	7.7	8.6	24.4	8.1	8.7	8.6	25.4	8.2	8.7	8.5	25.4	8.0	8.0	8.8	24.8
Hobby/Toy/Game Stores	7.1	6.8	7.6	21.4	6.8	7.1	7.1	21.0	7.0	7.5	8.1	22.6	8.6	12.7	13.7	34.9
Home Furnishings	8.0	7.7	6.8	22.5	3.6	5.7	7.9	17.2	8.6	9.5	9.2	27.3	8.9	9.7	10.6	58.4
Jewelry Stores	10.2	9.9	5.7	25.8	1.8	4.4	8.4	14.6	9.5	9.9	10.0	29.4	9.9	9.6	10.6	60.2
Limited Service Eating Places	7.7	7.5	8.7	23.8	8.5	8.9	8.9	26.4	9.0	8.9	8.5	26.5	8.0	7.5	7.9	23.4
Men's Wear Stores	11.6	11.9	10.6	34.1	9.3	3.9	7.6	20.8	10.2	9.5	10.1	29.8	9.9	10.6	15.0	71.0
Motor Vehicle and Parts Dealers	7.5	7.6	9.0	24.1	8.5	9.1	8.9	26.5	8.6	9.0	8.5	26.2	8.0	7.5	7.8	23.3
Office Supply Stores	9.3	7.6	8.7	25.7	7.6	7.9	7.5	23.1	8.0	10.5	8.2	26.7	7.9	7.3	9.3	24.5
Paint & Wallpaper Stores	6.8	7.0	8.7	22.5	8.2	9.8	9.6	27.6	8.8	9.7	8.7	27.2	8.7	7.4	6.6	22.8
Full-Service Restaurants	7.6	7.6	8.7	23.9	8.2	9.0	8.8	26.0	8.7	8.9	7.9	25.5	8.0	7.8	8.8	49.2
Shoe Stores	5.9	6.7	8.4	20.9	7.9	8.3	7.8	24.0	8.6	10.6	7.8	27.1	7.9	8.7	11.4	28.0
Sporting Goods Stores	6.3	6.4	8.2	20.9	8.2	8.5	9.0	25.7	8.9	9.3	7.7	25.9	7.7	8.2	11.5	27.5
Supermarkets	8.2	7.6	8.3	24.2	8.2	8.5	8.3	25.0	8.5	8.5	8.2	25.2	8.3	8.4	8.9	25.7
Used Merchandise Stores	8.3	8.0	8.9	25.2	9.3	8.5	7.9	25.7	8.1	8.2	8.3	24.6	8.0	8.6	7.9	24.5
Warehouse Clubs/Superstores	7.7	7.3	7.8	22.8	8.2	8.5	8.4	25.1	8.5	8.6	8.2	25.3	8.5	8.6	9.8	26.8
Women's Wear Stores	6.2	6.8	8.4	21.4	8.3	9.1	7.8	25.1	8.0	8.1	7.9	24.0	8.3	9.6	11.5	29.4

RAB Member Response

Hotline: 800.232.3131

Email: member_response@rab.com

Web: www.rab.com

READING THIS CHART:

Numbers are monthly percentages of each category's yearly business.

"HOT" months (8.6% or more of annual sales) are in **RED**.

Average months (8.0% - 8.5%) are in **BLUE**.

Below average months (under 8%) are in **BLACK**.

These trends are based on national three-year industry averages to minimize such variables as moveable holidays, inflation or recession, product shortages, and so forth. Actual local or regional curves may differ due to climate, market variation, etc.

Note: Full data for categories highlighted in **yellow** was not available for 2023 at the time of this report.

Source: [Data from the U.S. Department of Commerce](#) as of November 2023.



RAB

Prospecting Report

RAB RAB PROSPECTING REPORT

RAB INSTANT BACKGROUND REPORTS: September 16th, 2024 – September 22nd, 2024

Category	Rank by # Views	RAB Observations
Halloween	1	Preparing for Halloween sales
Winter Holidays	2	Getting ready for holiday retail seasons
Auto Service and Repair	3	Targeting auto repair shops
Family and Fine-Dining Restaurants	4	Targeting full-service restaurants
Home Improvement/Hardware Stores	5	Prospecting home improvement retail stores

Source: RAB.com, Instant Backgrounds, Top 5 Page Views (Weekly)

RAB THE PITCH: September 16th, 2024 – September 22nd, 2024

Advertiser Category	Rank by # Views	RAB Observations
Banks & Credit Unions	1	Targeting regional banks
Pest Control	2	Providing pest extermination services
Senior Living	3	Understanding the assisted living industry
Chiropractors	4	Insights on the chiropractic industry
Cosmetic Enhancements	5	Prospecting cosmetic surgeons

Source: RAB.com, The Pitch, Top 5 Page Views (Weekly)



RAB PROSPECTING REPORT

RAB CO-OP CATEGORIES: September 16th, 2024 – September 22nd, 2024

Advertiser Category	% Searched	RAB Observations
Farming Equipment & Supplies	3	Equipment and supplies for farming
Motorcycles & Snowmobiles	2	Sales on motorized vehicles
Heating, Air Conditioning & Plumbing	1	Adjusting HVAC units for the Fall season
Home Furnishings	1	Upgrading garage doors
Building Materials & Construction	1	Tools and equipment for construction

Source: RAB.com, Co-op, Page Views (Weekly)

RAB TOP SEARCHED CO-OP PLANS: September 16th, 2024 – September 22nd, 2024

Advertiser Category	# of searches	Description
Clopay Corporation	1	Garage doors
Case Agriculture/CNH	1	Case IH Agriculture Wholegoods
New Holland Agriculture	1	Agriculture Wholegoods
Hyundai Motors	1	New Vehicles
Polaris Industries - Off-Road Vehicles	1	ATV's, UTV's and Side-by-Sides

Source: RAB.com, Co-op, Plan Views (Weekly)

**RAB****Prospecting
Report**

RADIO SALES TODAY®

AS A BENEFIT OF RAB MEMBERSHIP

[HOME](#) | [DAILY SALES TIPS](#) | [RST ARCHIVE](#) | [TRAINING CALENDAR](#) | [PRESS](#) | [SUBSCRIBE](#) | [ARCHIVE](#) | [ADVERTISE](#)

Listen Up!

Local Radio + The Cause of Children's Health
= Thriving Partnerships



INDUSTRY NEWS



National Retail Federation

Nearly half of Halloween shoppers to start purchasing items before October

Nearly half of Halloween shoppers begin making purchases before October, up from 37% five years ago. Total spending for 2024 is expected to reach \$11.6 billion, with candy, costumes and decorations driving the bulk of holiday purchases.

[READ MORE](#)

RAB NEWS

CO-OP DIRECTORY

Co-op Funds Will Help Support Your Local Advertisers!

Business are once again open, and consumers are ready to shop. **As you look to find ways to keep local businesses growing, take advantage of these co-op funds to help your advertisers accelerate their sales.**

THESE FUNDS EXPIRE, so take action while these co-op dollars are available. **These brands want to sell, and co-op funds help you AND them.**

These are some of the organizations that are currently conducting special promotional events that are eligible for co-op funding. For more information on the many offers that are available, check out the [RAB Co-op Directory](#) in the **Sales Tools > Prospecting** section of **RAB.com** (or by clicking the previous link).

- Mazda's Educators Appreciation Program! offer expires 8/31/2021
- Simmons Beautyrest Labor Day Event! offer valid 8/18/2021 - 9/13/2021
- New Holland Harvest Days Sales Event! offer expires 9/30/2021
- Kawasaki Good Time to Ride Green! offer expires 9/30/2021
- Tacori Love Platinum Promotion! offer expires 12/31/2021

DAILY SALES TIP

Jeff Schmidt, RAB

How Do You Feel?

DO YOUR HOMEWORK

Prepare with RAB Tools and Resources

RAB's Co-op Page & Directory

- Over 8,000 listings
- Active plans with information for radio, digital and other media
- Help section and videos



DEALER ADVERTISING
CO-OP PROGRAM

Required Claim Documentation Guide



BRIGGS & STRATTON



**MODEL YEAR 2022 DEALER COOPERATIVE
ADVERTISING PROGRAM RULES & GUIDELINES**





TRANE

It's Hard To Stop A Trane.

DEALER ADVERTISING CO-OP PROGRAM



MAX
MARKETING ADVERTISING EXPRESS



[RADIO FACTS](#) ▾

[PLANNING / BUYING](#) ▾

[SALES TOOLS](#) ▾

[CREATIVE](#) ▾

[TRAINING](#) ▾

[STAFF](#) ▾

[MY RAB](#) ▾

[DASHBOARD](#)



Members Only

Live Presentations

Don't miss these upcoming RAB Live Presentations. Register and get on the list. Click below.

[REGISTER NOW](#)

Prospecting

Qualify and find new prospects

Appointments

Get more 1st appointments

Research

Prepare for your client meetings and presentation

CNA

Uncover your client's biggest marketing challenges

Presentations

Write client-focused presentations

Daily Sales Tip

Great advice from sales leaders

Political Advertising

The latest guides for political advertising

Radio Sales Today

Visit the archive for RAB's daily newsletter

RAB Video Wall

RAB's video library for AE's

Upcoming >

RAB LIVE PRESENTATION

**SELL MORE
WITH CO-OP**



REGISTER NOW

OCT. 2 AT 12PM CT

Welcome! Would you like a quick tour?

[TOUR RAB.COM](#)

[TOUR DASHBOARD](#)



Co-op

Join the thousands of radio sales professionals who constantly find new ways to fund radio campaigns with the cooperative advertising information contained in the RAB Co-op files. The Co-op Directory has over 8,000 freshly updated listings, weekly sales leads for retailer promotions, new digital co-op plans with ready-to-use web ads and quick and easy video tutorials



[RADIO FACTS](#) ▾

[PLANNING / BUYING](#) ▾

[SALES TOOLS](#) ▾

[CREATIVE](#) ▾

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Add to MY RAB menu

Search More Than 8,000 Co-op Plans

 [CLICK HERE TO START SEARCHING](#)

Video Tutorial

How to use the co-op directory - (length:8:59)

Want a Deeper Dive into Co-op?

[See the presentation.](#)



Co-op Search Page:

Quick Search

Advanced Co-op Section

RAB RADIO ADVERTISING BUREAU

Quick Co-op Search

Search

Co-op Advertising Home | Ad Material Warehouse | Co-op Sales Leads | Tutorials | RAB.com

Quick Co-op Search

Simply type in a manufacturer name, manufacturer product or brand. If nothing pops up try just typing the first few letters of your search criteria. This should help in your search efforts.

Quick Search

Advanced Co-op Search

Search by:

Manufacturer Name ▾	Starts with ▾ <input type="text"/>
Participation %	Is ▾ = to <input type="text"/> (0-100)
Expiration Date between	<input type="text"/> and <input type="text"/>
Year (Prior/Current):	<input type="text"/> ▾

<input type="checkbox"/> Formal Co-op	<input type="checkbox"/> Special Arranged Co-op
<input type="checkbox"/> Fixed & Unlimited	<input type="checkbox"/> Accrual Dollars Found
<input type="checkbox"/> Website	<input type="checkbox"/> Dealer Locator
<input type="checkbox"/> Artwork	<input type="checkbox"/> Scripts
<input type="checkbox"/> E-mail	
Media <input type="text"/> ▾	Print Media <input type="text"/> ▾

Categories (*Select all desired)

Aircraft, Accessories and Supplies
Animal and Pet Supplies
Automobiles and Trucks
Automotive Accessories
Beauty Products and Toiletries
Bicycles, Accessories and Supplies

Ace Hardware - Ace Brand & Paint

Plan ID #006133 -- Plan Type: Active Plan



Manufacturer & Manufacturer Brand Links

Ace Hardware - Ace Brand & Paint

[Mfr Web Site](#)[Dealer Locator](#)[Mfr Ad Planner](#)[All Artwork](#)

Manufacturer Contact Information

Manufacturer AddressAce Hardware - Ace Brand & Paint
2200 Kennsington Ct.
Oak Brook, IL 60523**Claim Address**

,


Manufacturer ContactAnnie Hunter
Phone: (630) 990-6789
Fax: (630) 928-9616
800#: (800) 777-6797
E-mail:**Co-op Administrator:**Phone: 833-589-7561
Fax:
E-mail: AMM@brandmuscle.com

Trade Promotion Structure

Qualifying Products	Accrual %	Accrual Comment	Participation %
Paint and Private label products			75%
Ace Paint (Clark+Kensington & Royal)	5%		
Ace Brand products	1%		
Advertising featuring both Clark+Kensington & Royal			75%



[Shop](#)  [Services](#)  [Projects & Tips](#)  [Savings](#) 

 What can we help you find?

Find Your Local Ace Hardware Store

Alexandria, MN

Find Stores

 Filter Stores By...

Ace Hardware

406 Broadway St
Alexandria, MN 56308-1421
(320) 763-5200

[Store Details](#)

Set as my store

0.21 mi

Ace of Glenwood

24 Minnesota Ave W
Glenwood, MN 56334-1531
(320) 634-4770

[Store Details](#)

Set as my store

16.23 mi

Ace Hardware

226 12th St S
Sauk Centre, MN 56378-1614
(320) 352-0309

[Store Details](#)

Set as my store

23.64 mi

Ace Hardware

820 Commerce Rd
Long Prairie, MN 56347-1523
(320) 732-2185

[Store Details](#)

Set as my store

25.22 mi

Ace Hardware

710 Atlantic Ave
Morris, MN 56267-1138
(320) 589-3822

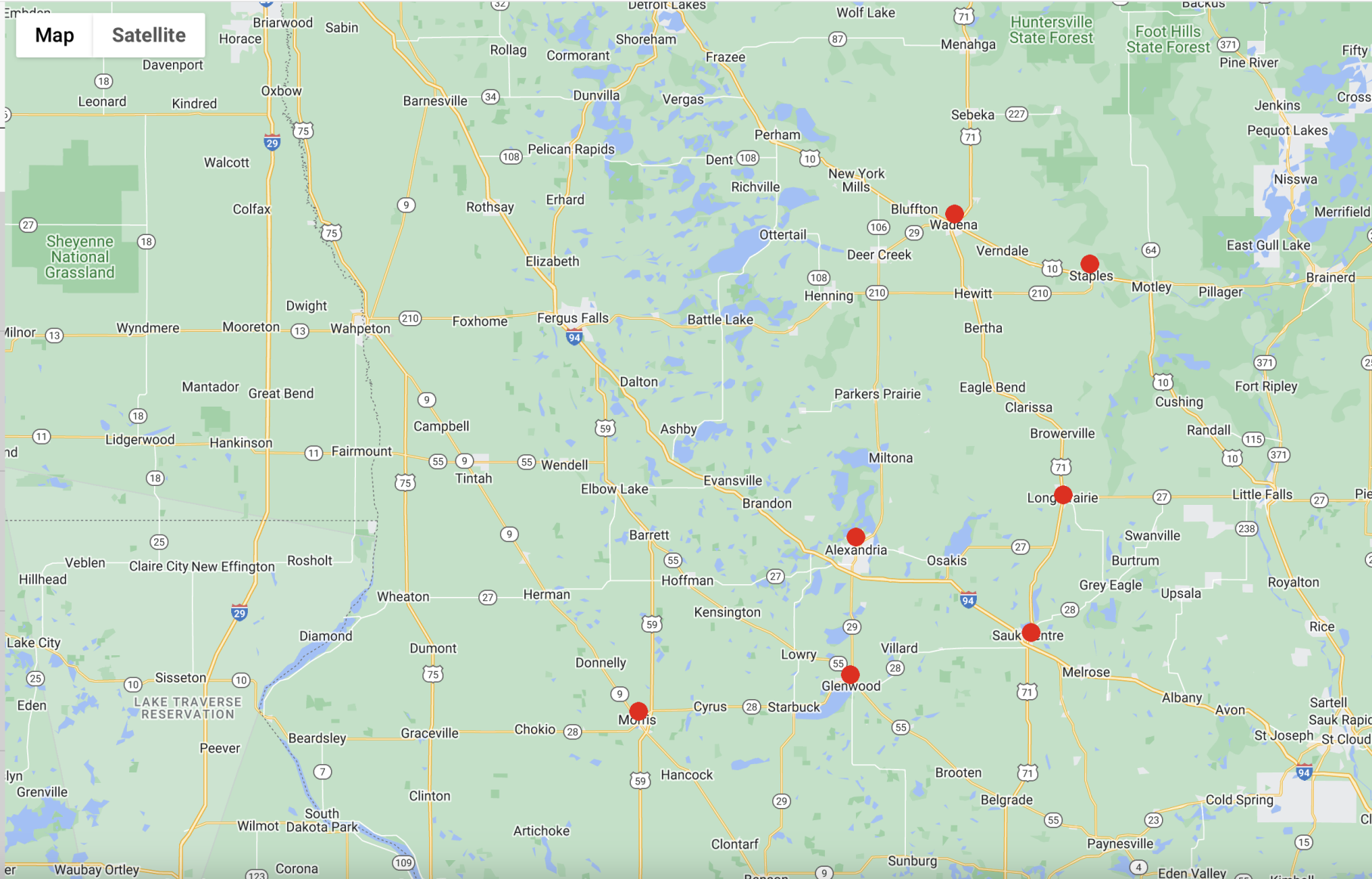
[Store Details](#)

Set as my store

33.09 mi

Map

Satellite



Let's Get Started with Co-op

Use the tabs below to find co-op resources, forms and tools to help you access a bigger share of manufacturer funds.

Co-op Plans and Promotions

Co-op Information and Resources

Guide to Selling Co-op

CO>OP Connect Concierge



Co-op Plans and Promotions

Use our Search and Advanced Search features to discover all co-op plans & promotions in our database, as well as additional tools needed when searching for co-op opportunities.

- [Search All Available Co-op Plans](#)
- [NEW Weekly Co-op Promotions](#)
- [Ad Material Warehouse](#)
- [Top Business Trends](#)

09-06-24

Sealy Fall Savings Event!

The Offers:

- Let your Sealy retailers know about this savings event. Save up to \$400 on select Sealy adjustable mattress sets. Visit your local Sealy retailer for complete offer details. Offer valid October 1, 2024 – October 15, 2024. Use the co-op program to share all qualifying promotional costs.

These promotion details may be subject to change at any time. Verify specifics related to your Retailer(s) with the manufacturer before committing to any ad program. The featured image is for sample only.

Use the [Sealy co-op program](#) to share the cost of local retailers' advertising.

The retailer can receive 100% reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-op advertising.



[Find your local Sealy Retailers:](#)

Accrual Period: 01/01 – 12/31 Current Year

Performance Period: 01/01 – 12/31

Qualifying Media: Print, Radio, TV, Cable TV, Outdoor, Digital and Yellow Pages.

Ad Planner Availability:

Contact the regional sales representative for further ad materials.

This information is provided by Co>Op Connect to assist you in selling more advertising, both to new and existing clients. Use it to take a complete advertising solution to your local retailers.



09-05-24

Spartan Mowers Fall Sales Event!

The Offers:

- Let your Spartan Mower dealers know about this sales event. Save up to \$1,000 on select new 2024 and older Spartan Mower models. Visit your local Spartan Mowers dealer for complete offer details. Offer expires October 31, 2024. Use the co-op program to share all qualifying promotional costs.

These promotion details may be subject to change at any time. Verify specifics related to your Dealer(s) with the manufacturer before committing to any ad program. The featured image is for sample only.

Use the [Spartan Mowers co-op program](#) to share the cost of local dealers' advertising. The dealer can receive 50% reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-op advertising.



Let's Get Started with Co-op

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Co-op Plans and Promotions

Co-op Information and Resources

Guide to Selling Co-op

CO>OP Connect Concierge



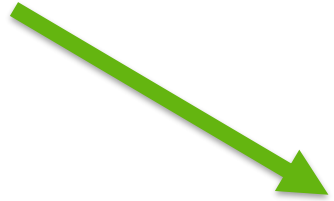
Co-op Information and Resources

Use our forms and templates area to gain access to important co-op documents such as Co-op Request Forms, Prior Approval Letters and Advertiser Authorization Forms.

- Co-op Forms and Templates
 - Co-op Request Form
 - General Authorization Letter
 - General Authorization Letter w/Header
 - Accrual Balance Fax Sheet
 - Accrual Request Letter to Manufacturers
 - Retailer to Manufacturer Letter
 - Letter to Retailer
 - ANA/RAB Tearsheets - Manual Billing
 - ANA/RAB Tearsheets - Digital Billing
 - Profiling your Account
- Co-op Request Form
- Co-op Authorization Letter

Let's Get Started with Co-op

Use the tabs below to find co-op resources, forms and tools to help you access a bigger share of manufacturer funds.



Co-op Plans and Promotions

Co-op Information and Resources

Guide to Selling Co-op

CO>OP Connect Concierge




Guide to Selling Co-op

Use our getting started guide and helpful targeting tools as a basic co-op reference and product how-to. It will walk you through the site, terminology and basic steps to uncovering co-op dollars.

- Co-op 101: Getting Started - Understanding Co-op/ Why Co-op Matters
 - Co-op Basic Training
 - What is Co-op Advertising?
 - Co-op Funding for Local Advertising
 - Co-op Requirements and Reimbursement
 - Different Types of Co-op Programs
 - Reading a Co-op Plan
 - Why Should You Use Co-op
 - Asking the Right Questions
 - Positioning Your Co-op Services to your Retailer
 - Figuring Co-op Potential in Your Marketplace
 - Handling Co-op Objections
- Targeting Co-op Prospects
 - Targeting Your Best Prospects
 - Best Categories for Co-op
 - NEW Weekly Co-op Promotions
 - Basic Research on Dealer Co-op Funding
- Co-op Glossary

Let's Get Started with Co-op

Use the tabs below to find co-op resources, forms and tools to help you access a bigger share of manufacturer funds.



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Guide to Selling Co-op

CO>OP Connect Concierge



RAB Introduces CO>OP Connect Concierge

The number one barrier to stations maximizing co-op dollars is the amount of paperwork and time involved in handling the details. Because of our relationship with CO>OP Connect, RAB's provider for co-op plans, we are pleased to share a new opportunity available exclusively to RAB members for an additional cost - CO>OP Connect Concierge service.

You will continue to receive all the benefits of the RAB co-op directory, and all of the resources currently provided to our members. This additional tool could be of significant value, if you are looking for beginning-to-end support and a seamless co-op experience.

With an exceptional lineup of subscriber services, CO>OP Connect Concierge will accelerate and simplify every aspect of co-op advertising. They will work with you to manage the entire co-op process by doing brand research and analysis, obtaining accrual balances, submitting prior approvals and obtaining necessary invoices, creating performance reports, and anything else required in the preparation of the claim package for you and your customer.

RADIO

Thorough Plan Details & Claim Requirements for Proof of Performance

[Print](#)[Radio](#)[TV](#)[Cable TV](#)[Outdoor](#)[Digital](#)[All](#)

Eligible Media (Radio)

Media Approval Required

Radio;

Advertising Specs

Prior approval for all dealer prepared Radio advertising; Ace recommends only running local radio spots when there are gaps in Ace's national advertising (see plan); Clearly identify retailer as an Ace retailer; Store identification information should not exceed 25% of the ad space (ie., devoting at least 75% of the ad space to the qualified advertising message and/or products); ACE PAINT: Include full product name; Include product price or some indication of consumer value; ACE BRAND: Product brand name adhering to current identity standards and messaging.

Claim Requirements

Copy of paid invoice; Notarized script with approved ANA/RAB certification and net cost of spots.

Eligible Media (Online)

Media Approval Required

Search Engine Marketing; Social Media; Banner advertising;

Advertising Specs

Banner: Prior approval for all Internet advertising; Clearly identify retailer as an Ace retailer; Use of the Ace logo and Ace Identity Standards are not required for Individually Branded Retailers; Store identification information should not exceed 25% of the ad space (ie., devoting at least 75% of the ad space to the qualified advertising message and/or products); No pay production, talent, agency fees; ACE PAINT: Include full product name; Current product label illustration and include product price or some indication of consumer value; Refer to Clark+Kensington and the Paint Studio Style Guides; ACE BRAND: Ace Hardware logo adhering to current identity standards and messaging; Must include any of the following: retail/sale price, dollar/percent discount or some indication of consumer value. Social Media: Prior approval for all Internet advertising; Facebook boosted and paid ads, Instagram paid ads and LinkedIn paid ads qualify; Administrative fees for posting and boosting do not qualify; Clearly identify retailer as an Ace retailer; Use of the Ace logo and Ace Identity Standards are not required for Individually Branded Retailers; Store identification information should not exceed 25% of the ad space (ie., devoting at least 75% of the ad space to the qualified advertising message and/or products); ACE PAINT: Include full product name; Current product label illustration and include product price or some indication of consumer value; Refer to Clark+Kensington and the Paint Studio Style Guides; ACE BRAND: Ace Hardware logo adhering to current identity standards and messaging; Must include any of the following: retail/sale price, dollar/percent discount or some indication of consumer value. Search: Prior approval for all Internet advertising.

Claim Requirements

Banner: Copy of paid invoice; Screenshot of ad from website or mobile app. Social Media: Copy of paid invoice; Image of creative: Screenshot of ad from website or mobile app. Search: Copy of paid invoice; Post campaign analytics.

DIGITAL

Thorough Plan Details & Claim Requirements for Proof of Performance

Print **Radio** **TV** **Cable TV** **Outdoor** **Digital** **All**

Eligible Media (Outdoor)

Media Approval Required

Billboard displays; Vehicle Signage;

Advertising Specs

Prior approval for all Outdoor advertising and for all vehicle graphics done by local vendors; Clearly identify retailer as an Ace retailer; Must contain some indication of value (branding or price/product); Use of the Ace logo and Ace Identity Standards are not required for Individually Branded Retailers; Store identification information should not exceed 25% of the ad space (ie., devoting at least 75% of the ad space to the qualified advertising message and/or products); Rental costs qualify for reimbursement; No pay for production, printing and paper costs; ACE PAINT: Include full product name; Current product label illustration and include product price or some indication of consumer value; ACE BRAND: Ace Hardware logo adhering to current identity standards and messaging; Ace paint Truck graphic decals are eligible for 75% reimbursement; Installation fees do not qualify.

Claim Requirements

Billboards: Image of "live" billboard; Copy of paid invoice; Only billboards running in current year qualify for reimbursement. If contracts are running over multiple years, separate invoices are needed and should be filed in the year they run. Vehicle Wraps: Copy of paid invoice; Image of vehicle.

OUTDOOR (Events & Sponsorships)

**Thorough Plan Details
& Claim Requirements for Proof
of Performance**

Ace Hardware - Ace Brand & Paint

Plan ID #006133 -- Plan Type: Active Plan



Manufacturer & Manufacturer Brand Links

Ace Hardware - Ace Brand & Paint

[Mfr Web Site](#)

[Dealer Locator](#)

[Mfr Ad Planner](#)

[All Artwork](#)

Manufacturer Contact Information

Manufacturer Address

Ace Hardware - Ace Brand & Paint

Claim Address

,

All Approved Artwork!

Artwork provided on some plans but still confirm with Manufacturer

Search Result Details

Subscribed: 27

Ad Material Warehouse - 27

Refine Your Search

Current keywords used:

006133

Options

Keyword:

Products: Ad Material Warehouse

[Refine Now](#)

Download MyLibrary Cart Related Not Flagged 1 Month 1-2 Months 2+ Months



Formats: EPS 72 dpi

Product: Ad Material Warehouse
File: VLogo02_417



Formats: EPS 72 dpi

Product: Ad Material Warehouse
File: VLogo01_417



Formats: EPS 72 dpi

Product: Ad Material Warehouse
File: CKLogo02_417



Formats: EPS 72 dpi

Product: Ad Material Warehouse
File: CKLogo01_417



Formats: EPS 72 dpi

Product: Ad Material Warehouse
File: AVLogo01_417



Where to Find CO-OP

Signage & Displays

Tell you which brands are important to the store's overall business.



8 simple steps to successfully selling Co-op

1. Prospect by Opportunity
2. Set up the meeting
3. Client Needs Analysis
4. Get signed Authorization Letter
5. Conduct Co-op Research
6. Create & Close Proposal
7. Get manufacturer pre-approval
8. Provide claim documentation

10 Best Practices for Improved Co-op

- 1. Make Co-op an integrated part of the sales process**
- 2. Have a local champion**
- 3. Hold sales leaders accountable for Co-op results**
- 4. Track performance**
- 5. Eliminate complexity**
- 6. Develop a list of target accounts**
- 7. Communicate!**
- 8. Provide ongoing training**
- 9. Contests and promotions**
- 10. Arm yourself with research**

Co-op is not something else
to sell... it's a way to sell
more.



**Co-op is not a marketing
strategy... it's a funding
mechanism for a marketing
strategy**



Thank You!

Jeff Schmidt

SVP – Professional Development

JSchmidt@RAB.com

972-753-6765



Questions?



PROFESSIONAL
DEVELOPMENT

Powered by **RAB**