



Co-op Advertising Program 2024



KYOCERA SENCO Industrial Tools, Inc
Co-op Advertising Program
Calendar year 2024

SENCO's 2024 Co-op Advertising program is designed to help support your advertising efforts while increasing brand awareness of SENCO in the market.

Eligibility

- Participation in SENCO's 2024 Co-op Advertising Program is determined and approved by SENCO Sales Representatives.
- For consideration in the Program, the reseller must be an active direct SENCO customer in good credit standing at the time the cooperative advertising reimbursement claim is submitted for payment.
- New accounts are granted a New Account Allowance of \$250.00 and will accrue additional funds at 1.5% of their 2024 SENCO Branded purchases.
- Resellers with zero direct purchases from January 1, 2023 through December 31, 2023 are considered "New accounts".

Qualifying Sales & Products

- Accruals are based on SENCO Net Sales by resellers (sales amount after all discounts and deductions).
- All SENCO tools, nails, staples, parts, compressors, and accessories are eligible.
- Products sold under the SENCO Container Program (SENCO branded or Private label) are not eligible for Co-op Advertising accrual.

Earned Accrual

- Reseller co-op advertising allowances are based on 105% of their 2023 SENCO Branded purchases.
- Unused accruals do not extend from one program year to the next.

Reimbursement Percentage

- SENCO Co-op Advertising Program will reimburse up to 100% of qualified advertising costs.
- Advertising costs include all printing, media and postal cost.
- SENCO will not reimburse for Agency commissions.
- SENCO will not reimburse for sales tax.
- Reimbursements will be paid with proof of performance. See media requirements for detail and proof of performance guidelines.
- SENCO will not reimburse for creative and production costs.

Method of Payment

- All reimbursement of approved Co-op Advertising claims will be made via credit applied to your account.
- SENCO will not reimburse any claim that the net reimbursement is \$10 or less.
- NO DEDUCTIONS FROM MERCHANDISE INVOICES will be allowed.

Approved Media:

- | | |
|--------------|---------------|
| • Apparel | • Circulars |
| • Billboards | • Direct Mail |
| • Calendars | • Internet |
| • Catalogs | • Merchandise |

- Newspapers
- Radio
- Sales Events
- Television
- Vehicle/Fleet Graphics

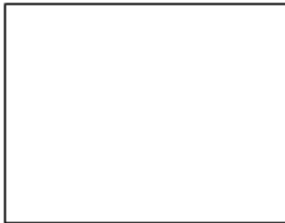
Prior Approvals Required on the Following Media

All requests for co-op advertising reimbursement for the following require written approval from SENCO's Marketing Department 30 days prior to production. Failure to receive prior approval will result in denial of the claim. Refer to the "Specific Media Requirements and Documentation" section for details.

- Apparel
- Billboards
- Calendars
- Radio
- Sales Events
- Television
- Vehicle/Fleet Graphics

Art and Copy Requirements

- All advertising must feature the approved SENCO logo and/or an approved product illustration/photograph. Illustrations and photographs may be obtained through your Representative.
- SENCO logo must be a minimum of 16 lines or 1 column inch. See box below for "16 lines" requirement.



- SENCO will reimburse only for the portion of the advertising featuring SENCO logo and/or products provided.
- In multiple product advertising, SENCO will allow a pro-rata share of space for advertising, headline and signature copy.
- When advertising SENCO products in multiple product circulars and catalogs with competitive products, a distinguishable separation must exist between SENCO and the competitive brands.
- Advertising may not feature performance claims and/or guarantees not warranted by SENCO. It is permissible to use exact language from SENCO literature. Language must relate to the specific product that is being advertised.
- Below is the approved SENCO logo:



Specific Media Requirements and Documentation

The chart below lists the media reimbursement guidelines for submitting claims. If you cannot find the answer to your question, please contact your SENCO Sales Representative.

Media	Qualifications	Required Documentation
NEWSPAPERS 100% Reimbursement	<p>All general interest daily, Sunday and weekly newspapers, provided they have primary coverage in your trading area for which retail rates and circulation data can be verified by independent audit.</p> <p>Space devoted to SENCO's logo and products must be at least 32 line or 2 column inches.</p> <p>In multiple Brand advertising, SENCO will allow a pro-rata share of space for advertising headline and signature copy.</p>	<p>SENCO Co-op Advertising Claim Form. Publisher's invoice (with size, date, and cost).</p> <p>Full page original tear sheet or (Electronic tear sheets are acceptable pending approval from SENCO's marketing department).</p> <p>For multiple ad claims, a tear sheet should be submitted for each.</p>
RADIO 100% Reimbursement	<p>Requires prior written approval from SENCO's Marketing Department.</p> <p>Submit written script 30 days prior to production date. Failure to receive prior approval will result in denial of the claim.</p> <p>Radio scripts must be run on FCC licensed stations.</p> <p>Radio ad must exclusively feature SENCO. SENCO must be mentioned:</p> <ul style="list-style-type: none"> Once for every: 15 spot Once for every two references of the dealer/distributors name <p>Talent and agency fees, residuals and production costs do not qualify for reimbursement.</p>	<p>SENCO Co-op Advertising Claim Form.</p> <p>Copy of prior written approval from SENCO's Marketing Department.</p> <p>Itemized station invoice detailing:</p> <ul style="list-style-type: none"> Cost per spot Actual net cost Ad dates and times <p>Notarized script with ANA/RAB Documentation Statement signed by station official.</p>
TELEVISION 100% Reimbursement	<p>Requires prior written approval from SENCO's Marketing Department.</p> <p>Submit written script 30 days prior to production date. Failure to receive prior approval will result in denial of the claim.</p> <p>Television scripts must be run on FCC licensed stations (TV or CATV).</p> <p>TV spots must exclusively feature SENCO.</p> <p>The required mentions for the SENCO brand name in the audio portion of the television advertising must be in the following ratios:</p> <ul style="list-style-type: none"> Once for every: 15 spot Once for every two references of the dealer/distributors name <p>In the video portion of the TV spot, the SENCO logo along with a tool must be shown for minimum of three seconds.</p> <p>Talent and agency fees, residuals and production costs do not qualify for reimbursement.</p>	<p>SENCO Co-op Advertising Claim Form.</p> <p>Copy of prior written approval from SENCO's Marketing Department.</p> <p>Itemized station invoice detailing:</p> <ul style="list-style-type: none"> Cost per spot Actual net cost Ad dates and times <p>Notarized script with ANA/RAB Documentation Statement signed by station official.</p>

Media	Qualifications	Required Documentation
<p>CIRCULARS, CATALOGS, FLYERS, DIRECT MAIL 100% reimbursement</p>	<p>Must include current SENCO logo and product photography.</p> <p>When advertising SENCO products in multiple product circulars and catalogs with competitive products, a distinguishable separation must exist between SENCO and the competitive brands.</p> <p>In multiple Brand advertising, SENCO will allow a pro-rata share of space for advertising, headline and signature copy.</p>	<p>SENCO Co-op Advertising Claim Form. Printing, postal and distribution invoices.</p> <p>All invoices showing the number of copies printed and distributed, including complete particulars of costs and methods of distribution.</p> <p>Complete copy of the printed piece. Providing photo copies or only the page(s) with SENCO mention is not acceptable.</p>
<p>BILLBOARD 100% reimbursement</p>	<p>Requires prior written approval from SENCO's Marketing Department.</p> <p>Submit design layout 30 days prior to production. Failure to receive prior approval will result in denial of the claim.</p> <p>In the event that the billboard is exclusive to Senco and our products, Senco will pay 100% of the associated cost. In multiple Brand advertising, SENCO will allow a pro-rata share of space for advertising, headline and signature copy.</p> <p>Creative and production costs do not qualify for reimbursement.</p>	<p>SENCO Co-op Advertising Claim Form.</p> <p>Copy of prior written approval from SENCO's Marketing Department.</p> <p>Invoice from the outdoor posting company or transit system listing the number of postings and the monthly cost per posting.</p> <p>Photograph of installed billboard on location.</p>
<p>SALES EVENTS 100% reimbursement</p>	<p>Requires prior written approval from SENCO's Marketing Department 30 days prior to the event. Failure to receive prior approval will result in denial of the claim.</p> <p>A SENCO Sales Representative must attend to promote the SENCO Brand & Demo products. Unoccupied booths will not be reimbursed.</p> <p>Dealer must promote the event through advertising to maximize sales and attendance.</p> <p>Booth fees will be calculated based upon the entire booth cost multiplied by the percentage of Senco presence in the booth.</p> <p>Show/Booth Fees must not exceed 33% of annual co-op advertising allowance.</p>	<p>SENCO Co-op Advertising Claim Form.</p> <p>Copy of prior written approval from SENCO's Marketing Department.</p> <p>Copy of advertisement promoting the event.</p> <p>Photograph of SENCO's booth taken at the event.</p>

Media	Qualifications	Required Documentation
<p>CALENDAR 100% of reimbursement</p>	<p>Requires prior written approval from SENCO's Marketing Department.</p> <p>Submit design layout 30 days prior to production. Failure to receive prior approval will result in denial of the claim.</p> <p>Senco will only reimburse for the portion of the advertising featuring SENCO products provided no competitive products are mentioned in the same month spread.</p> <p>SENCO's logo and or products must be featured in the body and or on the cover of the calendar to qualify. Disposable covers, shipping, or freight protective covers do not qualify.</p> <p>In multiple Brand advertising, SENCO will allow a pro-rata share of space for advertising, headline and signature copy.</p>	<p>SENCO Co-op Advertising Claim Form.</p> <p>Copy of prior written approval from SENCO's Marketing Department.</p> <p>Printing, postal and distribution invoices.</p> <p>All invoices showing the number of copies printed and distributed, including complete particulars of costs and methods of distribution.</p> <p>Complete copy of the printed piece. Providing photo copies or only the page(s) with SENCO mention is not acceptable.</p>
<p>VEHICLE/FLEET SIGNAGE 100% reimbursement</p>	<p>Requires prior written approval from SENCO's Marketing Department.</p> <p>Submit design layout 30 days prior to production. Failure to receive prior approval will result in denial of the claim.</p> <p>In multiple Brand advertising, SENCO will allow a pro-rata share of space for advertising, headline and signature copy.</p>	<p>SENCO Co-op Advertising Claim Form.</p> <p>Copy of prior written approval from SENCO's Marketing Department.</p> <p>Itemized invoice from the sign/graphics company.</p> <p>Color layout.</p> <p>Actual size of graphics.</p> <p>Photograph of installed graphics on vehicle(s).</p>
<p>APPAREL 50% reimbursement</p>	<p>When designing and developing custom apparel through an outside source, Senco requires prior approval of apparel type (hat, shirt, jacket...) design, layout, and logo treatments. Failure to receive prior approval will result in denial of the claim.</p> <p>Custom apparel can be submitted for a reimbursement of 50% not to exceed 10% of the total co-op accrual.</p> <p>SENCO must be exclusively featured on the garment along with the dealer logo if applicable. Where Senco is not the only brand featured SENCO will allow a pro-rata share of space for advertising, headline and signature copy. The exception would be customer logos.</p>	<p>SENCO Co-op Advertising Claim Form.</p> <p>Copy of prior written approval from SENCO's Marketing Department (Required for apparel not purchased through the SENCO Gear website).</p> <p>Itemized invoice from the printer.</p>

Media	Qualifications	Required Documentation
Merchandise 50% reimbursement	<p>When designing and developing custom merchandise, Senco requires prior approval of merchandise type (clocks, pocket knives, golf balls...) design, layout, and logo treatments. Failure to receive prior approval will result in denial of the claim. Custom merchandise can be submitted for a reimbursement of 50% not to exceed 10% of the total co-op accrual.</p> <p>SENCO must be exclusively featured on the merchandise along with the dealer logo if applicable. Where Senco is not the only brand featured SENCO will allow a pro-rata share of space for advertising, headline and signature copy the exception would be customer logos.</p>	<p>SENCO Co-op Advertising Claim Form.</p> <p>Copy of prior written approval from SENCO's Marketing Department.</p> <p>Itemized invoice from the merchandising company.</p>
INTERNET 100% reimbursement		<p>SENCO Co-op Advertising Claim Form.</p> <p>Screen prints of website prior to development updates.</p> <p>Screen prints of website after development updates.</p> <p>Copy of development invoice with details of the work completed.</p>

Notes and reminder: SENCO Co-op Advertising funds do not cover: Program sponsorship, talent and residuals, agency fees, art and production costs. Only airtime costs are covered for broadcast media, not production.

Claim Submission:

Prior Approvals	Claim Submittal
<p>KYOCERA SENCO Industrial Tools, Inc Attn: Dealer Support 8450 Broadwell Rd. Cincinnati, OH 45244</p> <p>Email: dealersupport@kyocera-senco.com</p>	<p>KYOCERA SENCO Industrial Tools, Inc Attn: Dealer Support 8450 Broadwell Rd. Cincinnati, OH 45244</p> <p>Email: dealersupport@kyocera-senco.com</p>

Claim Submittal

- Claims must be submitted within 60 days of advertising date and no later than February 28, 2025.
- Please submit all required documentation and a copy of the attached Co-op Advertising Claim Form for processing.

Questions? Contact your SENCO Sales Representative



KYOCERA SENCO Industrial Tools, Inc
2024 Co-op Advertising Program
(Please Type or Print)

Claim #: _____
Please enter your Last 4digits of Acct#

Date: ____/____/____
MMDDYYYY

SESCO Sales Representative: _____

Dealer Name: _____ Account #: _____

Contact Name: _____

Address: _____

City: _____ ST: _____ Zip Code/Postal Code: _____

E-Mail: _____ Phone: _____ Fax: _____

Please submit this claim form along with all required documentation to:

Email: dealersupport@kyocera-senco.com

OR

KYOCERA SENCO Industrial Tools, Inc.
Attn: Dealer Support
8450 Broadwell Rd.
Cincinnati, OH 45244

**See SENCO's 2025 Co-op Advertising Program for requirements.*

Item	Date(s) of Advertising	Media Name & Description	Total Cost	Amount Claimed

**Claims submitted without required documentation will be denied.
All reimbursements will be made via Credit Memo.**

Apply credit to account #: _____

Authorized Signature

**Subject to the terms and conditions of current program guidelines.
All claims must be submitted within 60 days of the Advertising date.**

