

Empire / Broilmaster / Rasumussen / Solaire
Ad Content Requirements for Payment at 50/50 up to 2% of Purchases

No pre-approval for co-op is necessary, provided the following program requirements are met.

- Only product-oriented, display advertising containing prominent illustrations of PMA products will qualify. The primary function of the ad must be to promote features and benefits of the products and communicate the consumer-oriented sales promotions. Classified advertising or exclusively service or service parts advertising will not qualify.
- Dealer's signature (name and address) required; however, it must not exceed space for products advertised unless several dealer names are listed.
- The product registered logo must appear prominently in the ad or in the portion of the ad
- Include the products Web site address.
- If a retailer's price is quoted, that price must be accurately stated and all pricing statements must comply with federal and state laws and regulation. Specifically, if more than one dealer is listed on the ad, a footnote (or other means) must make it clear that prices are "Suggested Retail Price, subject to local dealer options".
- An illustration of the model(s) must be shown and, if a price is quoted, copy must include the correct model numbers and descriptions for the products priced. Illustrations are available through your PMA sales representative.
- If competitive products are featured jointly in a print ad with PMA products, the PMA portion must be equal to or greater than the portion devoted to a competitive produce. Reimbursement will be based upon the net cost of the PMA portion of the ad.
- The content or promotion conforms to accepted principles of the law, ethics, and good taste.
- False or misleading advertising, or advertising which misuses PMA product trademarks, service marks or trade names will not qualify for payment.

Procedure For Filing Claims And Reimbursements:

1. **Claims must be submitted to PMA within 60 days of the end of the month when the advertising took place.**
2. All claims must include a copy of the paid media invoice at net amount to reflect any discounts or contract rates. Handwritten or typed invoices are not acceptable. Claims for non-cash, barter, trade or payment in kind are not co-opable.
3. PMA reserves the right to audit all claims and supporting documentation and may verify net payment amounts directly with the retailer or media.

If help is needed or there are questions about how an ad should appear, or qualifications, please contact Sue Richardson at PMA 630-377-3000 ext. 230