

# Co-Op Advertising Program



*The Clear Choice Is Crystal*

Effective 1/1/14

The co-op advertising program by Crystal California (Crystal) has been set up to assist Crystal authorized dealers in promoting the Crystal name as well as their own company's name.

## CO-OP REIMBURSEMENT

Crystal will reimburse up to 50% of the net cost of qualifying media space. The reimbursement is prorated to reflect our portion when only a portion of the media space is dedicated to Crystal. Reimbursement will be in the form of a credit to your account at a rate not to exceed 2% of all qualified purchases. If there is any direct or indirect reference to a Crystal competitor, there will be zero reimbursement.

## PURCHASE REQUIREMENTS

Crystal customers whose net purchases for the calendar year are over \$25,000 are eligible for the program providing they are in good credit standing. Purchases that are paid for out of the agreed upon credit terms do not qualify. Large projects that require a special volume discount may not qualify.

## TERMS & CONDITIONS

The Crystal logo must appear prominently in each qualified item. All reimbursement requests must be made in writing with proper documentation within 90 days of the event. All advertising must be in compliance with all state, local and federal laws. It is highly recommended that the Crystal marketing department review all potential co-op items prior to use. Failure to do so may result in rejection of the reimbursement request. Please submit all requests in writing to Crystal.

## QUALIFIED MEDIA

These items usually qualify: trade publications, periodicals, mailers, door hangers, signage, and trade show booths. Additional items may qualify, but please check with Crystal. Proof must be submitted with reimbursement request (e.g., copy of the space dedicated to Crystal and invoice including publication name, date and duration).

## PROMOTIONAL ITEMS

Displays, literature, signage, and other items that are normally chargeable by Crystal may qualify providing you have written approval in advance.

ACCT NAME \_\_\_\_\_

ACCT NO. \_\_\_\_\_

CONTACT \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

FAX \_\_\_\_\_

**Crystal Window & Door Systems (Crystal California)**  
1850 Atlanta Ave, Riverside, CA 92507  
Ph 951-779-9300 1-888-955-9988 Fx 951-779-6300

*Crystal will not be held responsible or liable for any ads, statements or claims that are made in your advertising.  
Crystal reserves the right to change or cancel this program at any time without notice.*