



Dealer Cooperative Advertising Program/Policy

The Espoma Company will pay the cost of advertising space devoted to Espoma branded products up to 3% of the dealer's net purchases. This policy is subject to the restrictions below*.

Restrictions – All Media

- A product image is required from company supplied artwork. All images must be up to date – images can be downloaded [here](#).
- Espoma products must NOT be shown adjacent to competing brands or be used in “Compare & Save” ads.
- Espoma will NOT reimburse for agency commissions, production costs, special position charges, or special handling charges.
- Espoma will NOT reimburse for advertising space devoted to Espoma Holly-tone and/or Plant-tone 50lb. Commercial SKU's*
- Ads must run between March 1 and October 31.
- Claims must be submitted within 60 days after the ad is run. No claims will be accepted for the prior year's advertisements. Minimum claim is \$50.
- Espoma will only reimburse for the cost of space devoted to Espoma products.
- Use of Co-op for employee apparel is not acceptable.
- All radio, television, email messages and Internet marketing/advertising require prior approval for reimbursement.

Requirements for Print Claim:

- Full page tear sheet of the ad (no photocopies, video, or email message).
- Publisher's invoice
- Proof of purchases (invoices) to establish budget.
- Incomplete claims will be returned for required documentation.

E Mail / E Marketing Co-Op Policy

- The Espoma Company will reimburse for email campaigns on the following schedule:
 - Espoma brands shown with other products \$4 / m messages sent
 - Email dedicated to only Espoma brands \$8 / m messages sent
 - Maximum payment per email message is \$100

Requirements for E Mail Claim:

- A copy of the email message
- A statement from an email list manager (i.e. Constant Contact) noting the following:
 - The total number or recipients
 - Date & time the message was sent
 - The bounce, open & click through rates associated with the message one week or more from the day of delivery.
- If a custom email marketing plan is desired please contact your Espoma Territory Sales Manager



SOCIAL MEDIA CHANNELS:

Requirements for Reimbursement:

- Espoma will not reimburse for production costs or for posts without an ad spend.
- Ad must not contain competing product
- Minimum claim is \$50
- Campaigns that spend over \$100 require prior approval
- Send publishers invoice featuring dates of run, spend, audience demographics, and ad views / clicks along with copy of ad

Best Practices:

Ad content should include:

- A product image or pre-approved video clip. – images can be downloaded [here](#).
- Espoma tagline - 'A Natural in the Garden Since 1929' or 'When You Use the Original, It Shows'
- Tagged @espomaorganic
- At least one Featured Hashtags: #espoma, #espomaorganic, or #espomagrown
- Ad link to either a direct sale opportunity for the featured product or retailer's product page

Send claims to:

The Espoma Company / Cooperative Advertising Dept.
6 Espoma Rd.
Millville, NJ 08332

Or E Mail to: custsvc@espoma.com

Call 1-800-634-0603 with questions.