



# ORGANIC<sup>®</sup>



**AMERICA'S ORIGINAL ORGANIC FERTILIZER**

**2027 Dealer Early Order Program**

# 2027 EARLY ORDER PROGRAM

Earn up to **5%** early order discount on your entire Espoma order.

NOTE NEW  
'ORDER BY'  
DATES

## Early Order Discount

Order Received By	Ship Date	Discount	Dating
Sept.1	October	5% Off	June
Oct. 1	November	5% Off	June
Nov. 1	Dec. 1-18	3% Off	May
Dec. 1	January	3% Off	May
Jan. 5	February	3% Off	April
Jan. 5	March	3% Off	Net 30

\*Received by Espoma ~ Requires Approval From Your Distributor.

## How to Qualify:

- ✓ A dealer must purchase a minimum of 300 units on a drop shipment.
- ✓ There is a limit of three deliveries per store (minimum 300 units per delivery).
- ✓ Orders must be received by 1/4/27.
- ✓ First delivery must be taken by 3/1/27, and the last by 3/31/27.
- ✓ Drop shipments are not available in all states. See below for details.
- ✓ **\*NEW!** Once you qualify for the 300 unit drop shipment a dealer can add up to 2 pallets of 1 or 2 CU FT All Purpose Potting Mix - Full Pallets Only. \*Limited geography. See your TSM for Details.



### SHIPPING INFORMATION:

**Drop Shipments:** Minimum 300 Units. Normally available in: CT, DE, DC, GA, FL (320-323, 326-328, 344, 347), IL, IN, KY, MA, MD, ME, MI (480-495), MN (550, 551, 553, 554), MO, NC, NH, NJ, NY, OH, PA, RI, SC, TN, VA, VT, WI (530-537, 539-544, 546-549), & WV. For availability outside these areas contact your Espoma Territory Sales Manager. Distributor credit approval is required before any order can be scheduled for delivery. LTL orders have an \$85 stop charge and are subject to matching for delivery. Liftgate service on orders of 7 pallets or fewer, if available, will have a \$300 charge. There is a \$85 fee for driver assisted unloading.



1-800-634-0603 | [www.espoma.com](http://www.espoma.com)

# 2027 SOIL EARLY ORDER PROGRAM

**\*Early Order Discount 5% off 20 Pallets**

**\*Minimum for delivery - 10 Pallets**

June 1 Terms \*Orders must be received by  
1/4/27 to qualify for the Early Order Discount.

Orders ship 10/1/26 - 4/30/2027.



## FREIGHT MINIMUM:

Full Truck Load is 20 Pallets. Half Truckload order is 10 pallets & an \$85 stop-charge will be applied. 10 Pallet orders require coordination and matching for delivery. Items must be ordered in full pallet quantities. Delivery by flatbed trailer will be \$300.00 additional when available.

## DROP SHIP AREAS:

AL, AR, CT, DC, DE, FL, GA, IA, IL, IN, KY, LA, MA, MD, ME, MI, MN (550-560) MO, MS, NC, NH, NJ, NY, OH, OK (730-731, 734, 740-741, 744-745, 747, 749) OR, PA, RI, SC, TN, TX (750-767, 770, 773, 775-778, 781-782, 786-787, 789, 795-796) VA, VT, WA, WI, WV. For availability outside this area, contact your Espoma Territory Sales Manager.

\* AP8D and EC16 only available in CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT

\* LWS1 not available in AL, AR, FL, GA, LA, MO, MS, OK, TN, TX



Follow, Tag & Share



# Dealer Cooperative Advertising Program For 2027

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 at: [www.espoma.com/image-download-library](http://www.espoma.com/image-download-library)
- 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, TV, 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 of 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:

- Espoma tagline - 'A Family Tradition Since 1929'
- 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 CLAIM TO:

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