

The Western Producer Co-op Advertising

Co-op advertising combines the best of two worlds – the image, brand name and creative presentation of national advertising with the personalization of the local dealer and local market.

Ad material is normally prepared by the manufacturer and is enhanced with dealer name(s) and contact information, giving exposure to all parties while maximizing everyone's advertising investment.

The Western Producer Co-op department organizes dealer group ad campaigns, feature pages, supplements and special vendor programs. These could include anniversaries, geographical inserts or specific market segments (ie: agriculture, education, financial, transportation, etc.) featuring the national brands endorsed with dealer advertisements.

Co-op advertising can be an effective addition to your marketing programs.

Good Business Sense

Co-op Advertising is an agreement between a manufacturer or distributor and a local retailer(s) to share the advertising investment and create brand name awareness at the local level.

Co-op is part of a complete marketing strategy designed to make the most of available advertising dollars.

Working with both the manufacturer and the dealer group, *The Western Producer* can deliver a single sales message to prominent consumers in the local trading area, or reach a mass market of western Canadian farmers.

Benefits of Co-op Advertising

For the dealer, his business becomes part of a highly visible advertisement or campaign that is delivered to a targeted, prosperous audience. A large advertisement is more visible and readable, and attracts greater attention.

The association of the dealership with a national brand name product or service will stimulate sales activity and interest.

Co-op advertising is a cost effective way to get increased awareness of your business.

Your business can maximize its yearly advertising investment by utilizing the co-op funds available to you.

For the manufacturer, co-op advertising is an excellent way to stay in communication with your dealers, strengthen the business relationship, resulting in product awareness and increased sales. By sharing the advertising investment with your dealers, you create dealer confidence. Your advertising dollars are maximized while you keep

prospective customers informed about your products or services.

Co-op Department Services

The Western Producer's Co-op Department will work with a group of businesses or manufacturers, distributors, territory managers and their dealers to develop a complete advertising plan, providing advertising strategies, professional support and advice for your ad campaign.

The Western Producer will assist manufacturers and their dealer groups to execute special co-op programs. We will contact each dealer for their voluntary participation in the program.

The Co-op Department will work with you in establishing an invoicing procedure that will work for you and your dealer group.

Graphic services are available from our in-house Creative Department, offering assistance in designing effective ad layouts.

Co-op Opportunities

Co-op Advertising is available in *The Western Producer* and all other publications it produces including all supplements. Your advertising message can be targeted to a specific geographical area, a personalized address (by insert), or it can be delivered to our unique subscriber base in its entirety.

The Western Producer Co-op Department also organizes used and new equipment flyers, showcasing products for a specific manufacturer with participation from its dealers across the prairie provinces. These flyers are inserted in the paper, and provide national brand awareness while giving the

Continued on reverse side



Quick facts:

- Co-op advertising is available in all of *The Western Producer's* publications.
- Co-op is the most cost-effective way to create awareness and increase selling opportunities.

Revised January 1, 2011

**THE WESTERN
PRODUCER**

Box 2500
2310 Millar Avenue
Saskatoon SK
S7K 2C4
Ph (306) 665-3500
Fax (306) 653-8750
www.producer.com

Co-op Department

Neale Buettner

(306) 665-9686

Dennis Eklund

(306) 665-9601

Laurie Michalycia

(306) 665-3562

Catherine Wrennick

(306) 665-3513

Toll Free

1-888-820-8555

Are you making the
best use of existing
co-op funds for your
company?

We can help.

Continued from front

local dealers an economical outlet to showcase their equipment.

Contact the Co-op Department for information on co-op advertising, and for available publications.

Co-op Terminology

Fixed Plan - A set or fixed amount of money set aside to be used for advertising, regardless of the amount of dealer purchases. It does not matter how much product is purchased, or where the product is purchased; the retailer still gets the fixed amount of money.

Unlimited Plan - A plan designed to pay 50% of the ad costs on an unlimited number of ads. It does not matter how much product is purchased or where the product is purchased; the retailer can usually run an unlimited number of ads.

Performance Period - The time period an ad must run in order to qualify for co-op reimbursement.

Claim - The process and the form used by the retailer to get reimbursement for advertising expenditures. Reimbursement is usually in the form of a credit memo, cheque or product.

Vendor support - Money above and beyond co-op accruals that is given for special events such as grand openings or anniversaries.

Co-op FAQs

What if our company doesn't have a co-op program?

No problem.

The Western Producer Co-op department has worked extensively with many manufacturers, and not just the major and shortline manufacturers of agricultural equipment. It has experience with many manufacturers of products related to the agricultural industry, including ATVs, automotive, building, chainsaws, construction equipment, electronics, furniture, lawn & garden, small engines, water treatment, and the list goes on and on ... We can help.

What is required of our company?

Not much.

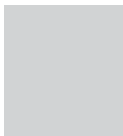
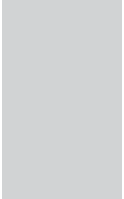
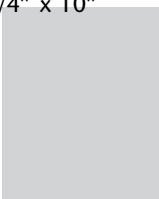

Provide us with a few minutes of your time and a list of the dealers you would like contacted. We can then determine the products to be promoted and the appropriate timing, and describe invoicing options for you and your dealers.

What is the lead time for ad placement?

This is dependent on two things – when we receive your dealer list, and the number of dealers we need to contact. A typical program takes a week. Once we have your dealer list, the rest is easy.

Typical Co-op Ad Sizes

The Western Producer ROP

3 x 100 6-3/16" x 7-1/8" 	3 x 196 6-3/16" x 14" 	Junior page 4 x 140 8-1/4" x 10" 	Full page 5 x 196 10-3/8" x 14" 
---	--	--	---

Note: These sizes represent some of The Western Producer ROP sizes only.

Talk to your Co-op Sales Representative and see the Media Kit for other publications, sizes and pricing.