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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.

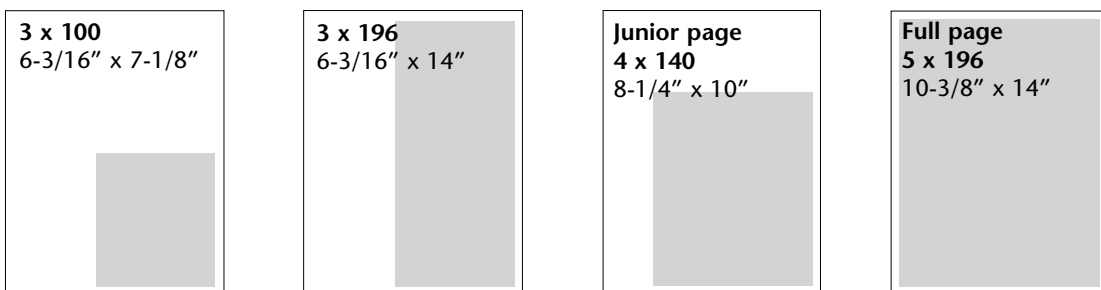
Provide us with a few minutes of your time and a list of the dealers you would like contacted. We can then determine the products to be promoted and the appropriate timing, and describe invoicing options for you and your dealers.

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



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.