



Kellogg Garden Products

2007 Co-op Advertising Policy (p 1 of 3)

Questions and/or Ad Approval:

If you have any questions or need product images, verbiage or logos, please refer to our website at www.KelloggGarden.com. If, after reviewing this information, you still have questions contact your Kellogg Territory Manger or Co-op Coordinator Joanne O'Hanlon. Joanne can be reached at 800.232.2322 x5034 or by e-mail: joanneohanlon@KelloggGarden.com.

Effective Period:

Your Co-op funds are available for use from **January 1 to November 30** of each calendar year. Funds **DO NOT** carry over to the next year.

Co-op Accrual:

Co-op funds are calculated based on Kellogg purchases during the previous fiscal year (July 1 through June 30):

Five percent (5%) of the first \$50,000 in Kellogg purchases and three percent (3%) of purchases over \$50,000.

If your Kellogg purchases were under \$5,000 for the previous fiscal year, Kellogg extends a courtesy fund of \$250 for the year.

Please contact us to determine your available Co-op fund amount BEFORE advertising.

Approved Ad Material and Images:

ONLY authorized logos and product images qualify for co-op. These are available on our website: www.KelloggGarden.com. **All newspaper advertisements must include a picture of a Kellogg Product, the brand logo and, preferably, a price.**

***Refer to "Other than Print Advertising (below) for SPECIAL REQUIREMENTS.**

Approved Products For Advertising:

ONLY the following brands qualify for advertising:

Kellogg:

Amend, Gromulch, Topper, N'Rich, Kellogg All Natural Garden Soil, Concentrated Nitrohumus, Patio Plus, Champion's Blend, Palm & Cactus, Kellogg Potting Soil and Kellogg Azalea.

Gardner & Bloome:

G&B Acid Mix, G&B Blue Ribbon Premium Potting Soil, G&B Farmyard Blend, G&B Potting Soil, G&B Rose & Flower Planting Mix, G&B Harvest Supreme, G&B Planting Mix, G&B Premium Chicken Fertilizer, G&B Soil Building Compost, G&B Top Soil, G&B Worm-Gro and G&B Horticultural Products.

(cont'd on page 2)



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Approved Products For Advertising (cont'd):

Greenhouse:

Greenhouse All-Purpose, Starter, Azalea, Camellia & Rhododendron, Flower & Blooming, Citrus & Avocado, Fruit, Nut & Berry, Rose, Tomato & Vegetable, Lawn Fertilizers.

Gardeners:

Greenhouse Bark, Mini-Mulch, Redwood Soil Conditioner, Orchid Bark, Walk-on Bark, Cedar Mulch, Gorilla Hair, Organic Compost, Topsoil Planter Mix and Potting Soil.

Distributed Brands: Although the following Distributed Brand co-op claims are reimbursed by Kellogg, they are calculated and paid from separate co-op funds for each individual distributed brand. Participants are urged to check with their Territory Manager or Co-op Coordinator Joanne O'Hanlon for available funds before advertising.

**Dr. Earth
Gro-Power**

Ineligible for Co-op reimbursement:

The following items **DO NOT** qualify for Co-op and will not be reimbursed:

- Generic Steer Manure
- Use of only the words: "Kellogg Garden Products," Kellogg Supply, Inc." or "Cascade Forest Products"
- Use of dated, inappropriate, altered and/or old clip art
- In-store printed material

*Other than print advertising:

- **Trunkliner Credits:**
Trunkliner purchases are invoiced at, and you are expected to pay, the full amount. Your account will be automatically credited for half of the purchase price approximately 30 days later. This credited amount will be deducted from your co-op account.
- **Radio and Television Ads:**
Radio and Television advertising **MUST RECEIVE PRIOR APPROVAL FROM YOUR KELLOGG DISTRICT MANAGER FOR APPROVAL PRIOR TO AIRING.** Twenty percent (20%) of the actual airtime dedicated to Kellogg products will be paid. No production cost will be paid. Directly competing products may not appear in the same ad. Claims, including proof of performance, must be submitted as usual.
- **Electronic Newsletters:**
Contact your Kellogg Territory Manager or Co-op Coordinator Joanne O'Hanlon, Co-op Claims, for details and claim reimbursement policies.



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Placing a Print Ad: (Newspaper, Newsletter and/or Mailer:

Open an account with the newspaper and place the ad. All ads must be billed and paid by you. We will not accept direct billing from newspapers. **Reimbursement:**

Co-op claims should be submitted within 60 days of the ad date and **MUST** include the following:

- Completed "**Co-op Claim Reimbursement Invoice**" (available on our website).
- **Proof of Performance** – One copy of entire, original newspaper page (not a photocopy) showing your ad. Page should include date and newspaper name. Ask your newspaper rep for a "tearsheet."
- Copy of the **original invoice** you received from the publication, with date of ad, total size and total ad cost.

Submit Co-op claims no later than December 30 to:

Attn: Joanne O'Hanlon (800.232.2322 x5034)

Kellogg Garden Products

Mktg, Graphics & Co-op Coordinator

350 W. Sepulveda Blvd.

Carson, CA 90745

Payment is based on proof of performance only. Rate of reimbursement applies **only to the actual amount of space used to promote Kellogg products, NOT the total ad cost.** Amount Reimbursement is limited to the maximum amount of dollars available in your Co-op fund and deducted from your Co-op fund. If your Kellogg account is past due, Kellogg will issue a credit to your account.

Please do not deduct any advertising expense from your Kellogg bill.

Note: **Master Nursery** co-op program is administered by them. Submit all claims directly to their office:

MNGC

Attn: Wilwida Soberon

2151 Salvio Street, #255

PO Box 1056

Concord, CA 94520

925.288.3060

925.939.3061 FAX