

Co-Op Advertising Program Policy 2012

Nordic Naturals Co-Op Promotions

Standard Promotions:

There are several promotional opportunities that are available through the Co-Op Program. They are detailed here for your review. We strongly suggest that each promotion be paired with an approved cooperative advertisement and that it be featured off shelf or on an end cap.

In order to participate in these promotional opportunities, please note:

- Discounts are not given automatically. Promotions must be set up at least 2 weeks in advance of the promotional start date
- Buy-in dates for each promotion are the 24th of the prior month – 23rd of selected promotion month.
- There are 12 possible promotions per year, including 2 full Line Drives
- Stores may have **two** Line Drives per year, not to occur in consecutive quarters
- Stores may have **ten** “Essential” Promotions per year
- Stores may participate in **one** Pet Promotion per quarter in addition to their standard promotions
- Stores may create their own 6-SKU “Pick-6” promotions if they do not wish to use a Nordic Naturals Essential Promotion for any given month
- Online-only accounts may not participate in Co-Op Promotions; however, volume discounts apply. See Retail Policy document or Order Form for volume discount details.
- A reflection of a 15% - 25% discount to the end user is required for all promotions. Must comply with our Minimum Advertising and Pricing Policy (MAP).

Nordic Naturals Co-Op Advertising

Coop Ad Dollars

Advertising dollars are accumulated from a percentage of Nordic Naturals total sales in your territory.

Coop Advertising Setup

- Co-Op forms are to be filled out by Brokers / Clients and faxed to Attn: Angie Rios at (800) 976-4186 for approval.
- All associated Co-Op forms must be completed and submitted before approved. Verbal approvals are void without the necessary paperwork.
- Once reviewed Broker / Client will be verbally notified of promotional status via verbal verification. – Approve / Decline.
- Nordic Naturals reserves the right to decline advertising requests at its discretion.

In-House Graphic Attention

- If you are requesting an ad, all specifications such as dimensions, resolution, type of ad, circulation, ad cost and discount to be reflected to end user must be completed and submitted to Angie Rios for approval.
- Minimum of 4-week lead-time must be given to avoid rejections due to in-house graphic needs. If you cannot supply the requested lead-time please call (831) 724-6200 ext.143 to confirm availability.
- All store logos must be 300 dpi resolution and formatted in tiff, eps or jpeg for inclusion in print ads.
- All Nordic Naturals ads are created in 300 dpi resolution and do not include a bleed, please specify otherwise if needed.
- Ads Not Pre-Approved by Nordic Naturals and/or that are in violation of our policies will not be reimbursed.

Outsourcing Graphic Attention

- A copy of the intended publication must be mailed or faxed before we can approve Co-Op participation (flyers, newsletter, ads, In store handouts, etc).
- A proof must be submitted to Angie Rios for approval *prior* to publication.
- Nordic Naturals reserves the right to refuse any publication that does not adhere to Nordic Naturals quality & prestige, or that is in violation of our policies.
- Charges for photography, artwork, layout or production will not be allowed.
- Ads must be a *minimum* of two column inches.
- Nordic Naturals logo and/or graphics of the advertised product(s) must be depicted to qualify as a Co-Op advertisement.

Pre-Made Flyers

- A Co-Op form must be submitted for pre-made flyers with the desired quantity to be sent to client indicated on the form
- Submissions of Pre-Made Flyers must be submitted before the first week of promotional month.
- These promotion-specific flyers are free of charge and are printed in-house; *they cannot be altered.*

Method of Payment:

- Nordic Naturals provides two methods for advertising reimbursements.
 1. Credit Memo – Nordic Naturals issues a credit into the clients account for the total dollar amount per the total coop ad dollars allotted after both the invoice and ad publication have been approved. Can only be applied to Net 30 accounts.
 2. Check – Nordic Naturals will issue a check for the dollar amount per the Co-Op ad dollars allotted after both the invoice and ad publications have been received and approved by the Promotions Coordinator. Checks will not be issued to Net30 accounts unless previous arrangements have been made with Nordic Naturals Promotions Team.
 3. **A Note On Deductions:** *Please note that unauthorized deductions off invoice will not be allowed.* Clients who deduct off invoice without prior written approval from the Promotions Coordinator risk being put on credit hold until they reimburse Nordic Naturals for the entire amount deducted. A subsequent Credit Memo will be issued **only after** Nordic Naturals has been fully reimbursed.