

Nordic Naturals' Cooperative Advertising Program is a great way to boost your sales and increase awareness of your store! Pair your promotions (selections are detailed below) with a Co-Op Ad to take full advantage of this unique opportunity. For more information on Cooperative Advertising with Nordic Naturals, contact your Nordic Naturals Sales Representative.

Promotions Guidelines:

- Discounts are not given automatically. Promotions must be set up at least 2 weeks in advance of promotional start date
- Buy-in dates for each 30-day promotion are the 24th of the prior month through the 23rd of selected promotion month*
- All promotions receive 20% off standard wholesale
- No promotion may be used in consecutive quarters
- You may have 12 standard promotions per year:
 - ⇒ 2 Line Drives
 - ⇒ 10 Essential Promotions
- You may have one (1) Pet Essentials Promotion per quarter, in addition to your standard promotions.
- Reflection of a 15%-20% discount to the end user is required for all promotions
- A minimum of on-shelf "call out" is required with off-shelf/end cap placement preferred.

You may have two Line Drives per year, not to occur in consecutive quarters.

Line Drive	Products Included
ALL Product Line Drive	ALL Nordic Naturals Products

You may choose 10 Essential Promotions per calendar year. Essential Promotions may not overlap with Line Drives.

Essential Promotions	Products Included
Children's Essentials	Children's DHA, Baby's DHA, Omega 3.6.9 Junior, Omega 3.6.9-D Junior, Nordic Berries, Nordic Omega-3 Gummy Worms, Nordic Omega-3 Gummies, Nordic Omega-3 Fishies, Ultimate Omega 500, Ultimate Omega Junior
Cod Liver Oil ("CLO") Essentials	Arctic Cod Liver Oil, Arctic-D, Arctic Cod Liver Oil Soft Gels, Children's DHA, Baby's DHA
Complete Essentials	Complete Omega, Complete-D, Omega-3.6.9.-Jr, Omega-3.6.9-D-Jr, Omega Woman
DHA + EPA Essentials	DHA, DHA 1000, EPA, EPA Xtra, Children's DHA, Baby's DHA, Prenatal DHA
Heart Health	Omega LDL, Ultimate Omega +CoQ10, Ultimate Omega, Ultimate Omega Xtra, Ultimate-3.6.9., EPA, EPA Xtra, Kenai Wild Alaskan Salmon Oil
New Releases	Daily Omega, Daily Omega Kids, Daily DHA, DHA 1000mg, Kenai Wild Alaskan Salmon Oil, Omega-3 Effervescent, Prenatal DHA 180ct, Ultimate Omega Jr., Ultimate Omega Fish Gels, Ultimate Omega SPORT, Ultimate Omega Xtra, Omega-3 Fortify, Ultimate-3.6.9.
Omega-3 Essentials	Omega-3, Omega-3D, Omega-3 <i>Fish Gels</i> , Effervescent, Omega-3 Fortify, Omega-3 <i>Pet</i> , Nordic Omega-3 Gummies, Nordic Omega-3 Fishies, Nordic Omega-3 Gummy Worms
Top Sellers	Ultimate Omega (60ct, 120ct, 180ct), Complete Omega (60ct, 120ct, 180ct), Omega-3 (60ct, 120ct, 180ct), Children's DHA (90ct, 180ct, 360ct)
Ultimate Essentials	Ultimate Omega, Ultimate Omega-D3, Ultimate 500, Ultimate Omega SPORT, Ultimate Omega Fish Gels, Ultimate Omega Junior, Ultimate Omega Xtra, Ultimate-3.6.9
Vitamin D + Healthy Aging	Arctic-D, Omega 3.6.9-D Junior, Complete Omega-3.6.9-D, Omega-3D, Ultimate Omega-D3, Vitamin D3, Omega-3 Effervescent, Omega Blood Sugar, Omega LDL, Omega Vision, Omega Joint Xtra, Omega Probiotic
"Pick-6" Promotion	Any 6 Nordic Naturals SKUs (your choice)

You may choose 4 Pet Essentials Promotions per calendar year (1 per quarter), in addition to your Line Drives & Essential Promotions

Pet Essentials Promotion	Products Included
ALL Nordic Naturals Pet Products	Omega-3 Pet, Pet Cod Liver Oil

***Note: Due to our growing product line, promotions are subject to change. Contact your Nordic Naturals Sales Representative for the most up-to-date information.*