



AMERICAN BUILDINGS
A NUCOR COMPANY

2018 Co-Op Advertising Policy

This document outlines the policies and procedures regarding the American Buildings Company Co-Op Advertising Program.

Overview – The American Buildings Company Co-Op Advertising Program is designed to assist ABC Builders in the promotion of their business and the products of American Buildings Company. American Buildings Company is proud to offer an advertising / promotional fund to its Builders. It is also designed to reward the Partnership relationship that is fostered between ABC and its supportive builders. This program is only available to ABC's **American Eagle Builders**.

- Funds are calculated and available to Builders each January on the basis of individual Builder's steel purchases from American Buildings Company - 0.5% of previous year steel purchases. (certain restrictions apply)
- Funds are available to reimburse eligible Builder promotional expenses that co-promote the Builder's business and American Buildings Company.

Co-Op Policy

Calculation - Each Builder's available Co-Op is calculated by the following formula:

Builder name	Total amount of steel purchases invoiced from American Buildings Company for the previous year (excluding freight and taxes).	Multiply by .005	Co-Op Advertising Fund
(Example) - ABC Builder	\$250,000 purchases in 2017	.005	\$1,250

Restrictions and Limitations:

- Minimum Qualification - To qualify for American Buildings Company Co-Op funds a Builder must attain a minimum of \$100,000 in total purchases in the previous year. No Co-Op funds are available to Builders with purchases less than \$100,000
- Financial Qualification – Builders must maintain their account within agreed upon terms. Failure to keep an account within current terms will cause loss of Co-Op advertising funds.
- Maximum Payout - The maximum fund available to Builders will not exceed \$3,500 in a calendar year. Please see the American Eagle Program brochure for complete details on maximum Co-Op payout.
- Carry Over - Submission of eligible expenses to the following calendar year is limited to the first quarter only. – For example – an eligible Co-Op expense is incurred by a Builder in December 2017. The latest date that this expense can be submitted for Co-Op credit is March 31, 2019.
- Credit to be issued - American Buildings Company will credit eligible Co-Op funds to the Builder's statement within 30 days after receipt.

Co-Op Participation – Eligible Co-Op expenses will be shared equally between American Buildings Company and the authorized Builder, on a 50% / 50% basis, up to a maximum of the available funds in the Builder's account. To calculate the available fund, contact your District Manager or Penny Bryan at 334-688-2268 / penny.bryan@americanbuildings.com.

Eligible Builder Expenses:

For **2018** the following promotional programs are eligible for Co-Op funding:

- Yellow Page Advertising
- Website Fees (see qualifications)
- Media – Print / Radio / TV Advertising
- Interactive Marketing and Search Engine Optimization
- Promotional items purchased on the ABC WebStore
- ABC Marketing Literature

- **Yellow Page Advertising Policy**
 - Co-Op funds are available for Yellow Page Advertising through any Company of your choosing. *¹

**¹ Note: Yellow Page Ads must be paid up front 100% in full. Yellow Page Advertising credits are to be claimed through American Buildings Co. Please claim Yellow Page Co-Op credits by using the Co-Op Claim Form with supporting documentation.*

- **Website Policy**
 - The ABC Logo must be present and legible on their site. Their site must link to the American Buildings Website.
 - You may use any Company of your choosing.
 - Acceptable submission methods / formats are fax & PDF by E-mail.

**² Not covered by Co-Op: Domain registration -*

- **Interactive Marketing**
 - Co-Op funds are available for American Buildings Company Interactive advertising and listings through company of your choosing.
 - American Buildings will reimburse Builders for up to 50% of the cost of their Interactive Advertising under the Co-Op Advertising Program provided Co-Op funds are available.³
 - What is valid Interactive Advertising? An advertisement that includes the American Buildings Company logo and/or mentions American Buildings Company as a sponsor or partner in the advertisement. Internet Yellow Page listings include a logo and descriptive text. American Buildings should be featured in at least one of these IYP components. *³ Note: Interactive Marketing must be paid up front 100% in full. Yellow Page Advertising credits are to be claimed through American Buildings Co. Please claim Interactive Advertising credits by using the Co-Op Claim Form with supporting documentation.

- **Media - Print / Radio / TV - Advertising Policy** – Promotional advertising in local Publications or on local TV / Radio stations
 - American Buildings Company will reimburse Builders for up to 50% of the cost of their Media Advertising under the Co-Op Advertising Program provided Co-Op funds are available.
 - Advertising message must contain adequate mention of American Buildings Company name, logo, and products.
 - Advertising message cannot contain any mention / representation of other competitive metal building companies / products.
 - Logo sizes must be proportional to the size of the advertisement. Electronic logo files will be provided upon request.
 - Media Advertising messages must be pre-approved by American Buildings Company to be eligible for Co-Op.
 - Submit Media Advertising messages for pre-approval to:

American Buildings Company	
Attn: Co-Op Program/ Penny Bryan	Fax: 334-688-2261
1150 State Docks Road	E-mail:
Eufaula, AL 36027	penny.bryan@americanbuildings.com

- Acceptable submission methods / formats are mail, fax, & PDF by E-mail.
- **Promotional Items Purchase on ABC WebStore**
 - Co-Op funds are available for American Buildings Company Promotional items that are purchased from the ABC WebStore.
 - American Buildings will reimburse Builders for up to 50% of the cost of their ABC Promotional Items (ABC Logo must be on each item purchased).
 - ABC WebStore **paid** Invoice must be provided along with the Co-Op claim form.
- **ABC Marketing Literature**
 - All ABC Literature is sold at reprint prices.
 - Co-Op funds are available for American Buildings Company marketing literature purchased from the ABC Marketing Department.
 - American Buildings will reimburse Builders for up to 50% of the cost of their ABC Marketing Literature.
 - ABC Literature **paid** Invoice must be provided along with the Co-Op claim form.

Submission of Co-Op Claims

- Submit Co-Op claims to:

American Buildings Company	Fax: 334-688-2261
Attn: Co-Op Program/ Penny Bryan	E-mail:
1150 State Docks Road	penny.bryan@americanbuildings.com
Eufaula, AL 36027	

- Acceptable submission methods / formats are mail, fax, & PDF by E-mail.
- A Co-Op Program Claim Form must accompany all Co-Op claims. This form is available for download from the Marketing section on www.americanbuildings.com.^{*4}
- A copy of the invoice for each Co-Op expense must accompany all Co-Op claims.
- A separate claim form must accompany each invoice.

^{*4} Note: All Co-Op Advertising claims are subject to approval by American Buildings Company.

Disclaimer: American Buildings Company reserves the right to alter and/or cancel any of the services outlined in this document at any time without notification.