



COOPERATIVE ADVERTISING PROGRAM

PROGRAM OVERVIEW

Liberty Trailers is committed to supporting our dealer partners by offering a Co-Op Advertising Program designed to enhance local marketing efforts. This program provides financial assistance for eligible advertising expenses, helping dealers promote Liberty Trailers effectively while maximizing their marketing budgets.

PROGRAM GUIDELINES

Eligibility Requirements

- Dealers must purchase a minimum of **\$50,000 worth of Liberty Trailers** during the accrual period [January 1 – November 30].
- Must be an authorized Liberty Trailers dealer in good standing to be eligible for the co-op advertising program.

Accrual Rate

- Dealers accrue **co-op funds at a rate of 0.5%** of total purchases during the accrual period.

Example calculations:

$\$40,000 \times 0.5\% = \200

$\$1,000,000 \times 0.5\% = \$5,000$

Participation Rate

- Liberty Trailers reimburses **50% of approved advertising expenses** (up to the accrued limit).
- Reimbursement will be processed as **credit toward future trailer purchases**.

Advertising Period

- Advertising expenses must be incurred between **the date the eligibility threshold is met and December 31**.

Submission Deadline

- All claims must be submitted within **60 days** after the end of the advertisement month.
- Claims must include all required documentation (see Submission Checklist below).

Expiration of Funds

- Unused accrual funds by December 31 will be forfeited.

Additional Requirements & Guidelines

- Reimbursement applies to the advertising mediums listed below. Other advertising options must be pre-approved by the Liberty Trailers Marketing Department.
- You will be notified by the Liberty Trailers Marketing Department if your claim is incomplete or supporting documentation is needed. The claim will be held for 30 days while you gather and submit the required information or materials.



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APPROVED ADVERTISING MATERIALS

Digital Advertising

- Paid search (Google Ads, Bing Ads)
- Social media ads (Facebook, Instagram, TikTok, YouTube)
- Banner ads
- Email marketing campaigns (to verified opt-in lists)

Traditional Media

- Print ads (local newspapers, trade magazines)
- Radio ads
- Billboards
- Television ads
- Classified Ads do not qualify

Dealer Website Optimization

- Development of Liberty-branded landing pages
- SEO/SEM expenses for Liberty-related keywords

Event Marketing

- Trade shows (booth space to display Liberty Trailers)
- Local sponsorships promoting Liberty Trailers

Signage at Dealership

- Road frontage signs
- Signage on buildings at dealership

Branded Apparel and Promotional Items

- Purchase of Liberty-branded items from LibertyTrailersGear.com.
- Purchase of items from 3rd-Party supplier with both Liberty branding and Dealership branding.



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GUIDELINES FOR REIMBURSEMENT

Digital Ads

- Campaigns must clearly mention "Liberty Trailers" in ad copy and feature the Liberty logo and/or product imagery. Campaigns must feature quality images of Liberty products and logo (only current Liberty logos and products will be approved). All current product photos and logos are available for download at LibertyTrailers.Media.
- Campaigns must exclusively feature Liberty products and branding (no competitive branding or products).
- Dealership branding is permitted.
- Required Documentation: Screenshots of the campaign with metrics (impressions, clicks) and invoices.

Print Ads

- Ads must clearly mention "Liberty Trailers" in ad copy and feature the Liberty logo and/or product imagery. Ads must feature quality images of Liberty products and logo (only current Liberty logos and products will be approved). All current product photos and logos are available for download at LibertyTrailers.Media.
- Portion of ad featuring Liberty products and branding must be equal to or greater than 50% to qualify.
- Ads must exclusively feature Liberty products and branding (no competitive branding or products).
- Dealership branding is permitted.
- Required Documentation: Copy of the ad and a tear sheet with a verifiable date.

Radio/TV Ads

- The ad must mention "Liberty Trailers" at least three times (30-second spots) or four times (60-second spots).
- No competitive brands or products mentioned.
- Required Documentation: Copy of the script, invoice, and proof of airing.

Billboards

- Must prominently display the Liberty Trailers logo, with at least 50% of the ad space dedicated to Liberty branding.
- No competitive branding or products.
- Required Documentation: Photo of the completed billboard and invoice.

Event Participation

- Booth must exclusively feature Liberty products.
- Required Documentation: Copy of the booth invoice, photos of the booth, and a list of trailers showcased.

Signage

- Signage must be pre-approved by the Liberty Trailers marketing team (send proofs to marketing@libertytrailers.com).
- Minimum size: 36" wide.
- Required Documentation: Photo of completed signage and invoice.

Branded Apparel and Promotional Items

- Must feature only Liberty branding (no competitive branding).
- Dealer branding may be included but must be the same size or smaller than Liberty branding.
- Required Documentation: Invoice for promotional items or branded materials.



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ADDITIONAL DEALER SUPPORT

Liberty Trailers provides creative and strategic support for marketing campaigns, including:

- Access to a content library with high-quality product images, videos, and marketing collateral.
(www.libertytrailers.media)
- Free social media support, including customized campaigns and graphics designed to drive traffic.
(www.libertytrailersmarketing.com)

CLAIM SUBMISSION CHECKLIST

To submit a claim, dealers must provide:

- ☐ Completed Co-Op Advertising Claim Form.
- ☐ Copies of **invoices, proof of performance**, and any required media/documentation.
- ☐ Claims **must be submitted via online.** (www.libertytrailers.com/coop)

For any questions or assistance, please contact marketing@libertytrailers.com.