



## **2015-2016 Ad Planner**

# Welcome to Yetter Co-op Advertising!

Co-op advertising is a great way to get the most out of your advertising dollar! Your customers get to know your product line and will continue to look to your dealership as the leader in equipment solutions!

This kit is intended to help you position yourself as a dealer of the finest, most innovative, profit-making line of farm equipment available today. Creating eye-catching ads that convey this message will enhance your image and help customers think of you FIRST when faced with a purchasing decision. In return, you boost your sales and profits. Your Yetter sales representative can work with you to coordinate an effective advertising program for the coming year.

**The enclosed Yetter Ad Planner contains:**

- **Yetter Co-op guidelines**
- **Information on creating effective advertisements**
- **Ready-to-use ad slicks - just add your name and address**
- **Camera-ready photos of Yetter products**
- **Yetter logos**

Spend some time looking through this kit and see how easy it is to develop effective, hard hitting ads. Make this kit a valuable part of your advertising program. If you need additional information, please feel free to contact me or the Yetter home office.

This is just one more example of Yetter's value-added support for you as a valuable Volume Dealer. Its goal is to keep both your business and the Yetter products you handle in the public eye. And please feel free to call me personally for professional marketing assistance.

Good luck in your advertising efforts and keep selling those innovative, high quality Yetter products!

Sincerely,

Susan Wherley  
Director of Co-op Advertising Services

# **Co-op Guidelines**

## **Fiscal Year 2015-2016**

### **Expires 6/30/2016**

#### **Eligibility**

Dealers who satisfy criteria will be eligible during the 12-month period, July 1, 2015- June 30, 2016 for a co-op advertising credit of 50% of the expenditure for co-op advertising.

#### **Definition of Advertising**

The following types of advertising media will be acceptable under the Yetter co-op advertising program. Advertisements in the recognized trade farm magazines, newspapers with audited circulation, retail catalogs, newsletters, tabloids or flyers.

#### **Proof of Performance**

Proof of performance is defined as a tear sheet from the advertisement or a physical example of a flyer, catalog, tabloid, etc. AND copies of the invoices. NOTE: **Proof of performance must be submitted within 60 days** of an advertisement's appearance, or of the flyer, catalog or tabloid mailing date.

#### **When Credit is Issued**

The amount of co-op credit to be issued will be computed and if sufficient proof of performance has been submitted, a credit will be issued. A credit memo will only be issued on the amount that the customer is eligible for.

#### **Other Considerations**

The appropriate Yetter logo, website and current product picture must appear within the advertisement to comply with the co-op plan.

#### **Refunds on Co-op Credit**

Refunds will not be made on co-op credit that has been issued to an account. Credit must be used on future purchases of Yetter products.

#### **Where to Send Co-op material:**

Yetter Manufacturing Company  
Co-op Advertising Department  
P.O. Box 358  
Colchester, IL 62326-0358

# How To Build An Ad

## Successful Ads

Inside this book are a series of already completed advertisements. They follow the format outlined below and are built in accordance with the Standard Editorial Unit (SEU) column width. However, many magazines and newspapers have varying column widths. Therefore, the magazine or newspaper in which you advertise may need to build the ad to their specifications. IT IS STRONGLY RECOMMENDED THAT THE AD CONFORMS TO THE STANDARDS OUTLINED BELOW.

### Headline

The headline commands attention, sets the tone for the ad and effectively leads the reader into the body copy. Make sure it is attention-grabbing and sells!

### Logo & Website

Always prominently display the appropriate Yetter logo and website address to ensure your co-op reimbursement.

### Artwork

This helps the reader relate to the product by actually seeing it. Make sure it's big!

### Body Copy

Promote the benefits of Yetter products and your dealership. Include ONLY pertinent information. Be brief and to the point.

### Border

The border helps set the boundaries for the ad and separates it from the rest of the newspaper or magazine.


### Dealer Name

Be sure to include your dealership, name, address and telephone number. You may want to include the hours you're open.

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**Dealer Name**  
**Address • Phone**

# Logos

