ENVIRO®
FIREPLACES

Co-op Advertising Program

Program Outline & Instructions

ADVERTISEMENT GUIDELINES

The final amount of any claim is directly affected by the percentage of the ad that is dedicated to Enviro products. Sherwood Industries will evaluate the claimed amount and then credit 50% of the applicable value.

There are a number of factors that can affect the determined percentage of ad related to Enviro:

- Logo size, prominence, and placement.
- Quality of Enviro product imagery.
- Number of times Enviro brand is mentioned in the body of text or script.
- Context of the ad, or relation between services offered and the Enviro brand.
- Prominence of Enviro and/or products in an ad featuring multiple brands.
- Proximity between stove/fireplace images and Enviro logo in an ad featuring multiple brands.
- Please ensure you are using the most up to date version of the Enviro Logo. You can find the correct logo in the Dealer section of the website under Logos & Images.



ENVIRO®
FIREPLACES

Co-op Advertising Program

Program Outline & Instructions

REQUIREMENTS AND LIMITATIONS

- All claims must have proof of cost attached (scanned invoice).
- All print ad claims must include a scanned copy of an actual ad.
- Print ads featuring the Enviro logo without product imagery or additional mention in the ad copy may be evaluated based solely on logo ink coverage, or will be rejected if brand relevance is too low.
- All radio or TV ad claims must include a scanned copy of the script.
- Radio or TV ad scripts should make three or more Enviro brand mentions. Specific Enviro models, if mentioned, may also count towards this requirement.
- Claims may request credit for net costs only; taxes not applicable.
- Co-op claims may be rejected if the dealer has exceeded their available Co-op credits.
- All claims must be filed within 60 days of the invoice date to qualify for reimbursement.
- All Co-op invoices over $5000 must be pre-approved. Please email the quote and a detailed description of the advertisement to claims@enviro.com.
- **It is expected that Distributors will adopt a similar policy for evaluating their dealer's available co-op credits. This helps to ensure that a distributor's total available co-op credit amount is not disproportionately allocated to a few dealers at the expense of others.**
- **Please feel free to confirm ads with Enviro before ordering them to confirm credit coverage.**

ENVIRO® FIREPLACES

Co-op Advertising Program

Program Outline & Instructions

Advertising Category	What We Cover	Requirements & Limitations	Required Documents for Reimbursement	Co-op Eligibility %	Pre-Approval Required
Traditional Print	Magazines Newspaper	Percentage of Co-op dollars allocated will depend on the percentage of the ad dedicated to Enviro.	Invoice & Image of the Advertisement	Up to 50%	No, if under $5000.
Traditional Media	Television & Radio	Percentage of Co-op dollars allocated will depend on the percentage of the ad dedicated to Enviro.	Television & Radio ads must have the invoice and script to the ad attached. For a TV ad, if possible a link to the video is best.	Up to 50%	No, if under $5000.
Outdoor Advertising	Vehicle Wrapping & Outdoor Signage	Percentage of Co-op dollars allocated will depend on the percentage of the ad dedicated to Enviro. All outdoor or vehicle signage must display the current logo and product.	Invoice & Image of the Advertisement	Up to 50%	No, if under $5000.
Events	Home & Trade Shows	The allocated percentage will depend on the presence of the Enviro brand and if other brands are displayed.	Invoice & Image of the entire booth. Multiple images are encouraged. **All Trade Shows must be cleared with your sales manager prior to the show.**	Up to 50% of agreed upon expenses.	Yes

ENVIRO®
FIREPLACES

Co-op Advertising Program

Program Outline & Instructions

Advertising Category	What We Cover	Requirements & Limitations	Required Documents for Reimbursement	Co-op Eligibility %	Pre-Approval Required
POP	Enviro POP Items	Apparel & other POP items ordered directly from Enviro or locally ordered Enviro branded POP.	Items ordered through Enviro must include the receipt from Sherwood Industries. Any locally ordered POP require pre approval from a Marketing Coordinator. Please include a quote and image of the proposed POP.	Up to 50%	Yes on all POP ordered locally.
Digital					
Social Media	Facebook, Instagram, Pinterest, & Houzz	Use of single images, video, carousel, and collection formats. No other brands can be mentioned in the ad.	Attach image of the campaign along with the invoice from the advertisement. Please have "Enviro" in the ad set name. A screenshot of the ad insights. Including customer reach, number of clicks, ect.	50%	Yes
Google Ads	Google Search Ads	The allocated percentage will depend on the presence of the Enviro brand in the ad. No other brands can be mentioned.	Invoice & Image of Advertisement	Up to 50% to a max of $2,000 per year.	Yes

All advertising not specified on this list must be approved prior to completing the advertisement.
Please send all advertising requests to claims@enviro.com.