



Co-Op Advertising Policy: C&B will assist dealers with advertising and promotion expense as follows:

- Print, and/or digital, advertising: C&B will co-op 50% of advertising costs up to 2% of annual purchases of products advertised. C&B will consider requests beyond this limit with prior approval. Ads must be display ads and must be limited to only C&B products. Ad copy must be pre-approved by C&B. Classified ads do not qualify for co-op reimbursement.
- Shows: C&B will co-op 50% of cost of show space dedicated to our products at trade shows. This is also subject to the 2% of annual purchases limitation. A photo of the booth showing our product and copy of paid show contract is required for credit. All requests that exceed the 2% of purchases requirement will not be considered without pre-approval.
- Other promotions: All other types of promotion such as catalogs or direct mail campaigns will be considered for co-op with pre-approval only.
- Claims process: All claims should be submitted to our Carlisle, PA office no later than 60 days after ad or promotion is run. All tear sheets, copies of paid invoice and other supporting information.