

Dear Aprilaire Partner:

Thank you for supporting Indoor Air Quality with your purchase and promotion of Aprilaire products. At Aprilaire, our objective is to help you build your business. In addition to sales, product, and technical training, we offer contractors like you a number of programs to assist in **generating sales leads, marketing to existing customers, and retaining customers**. The **Aprilaire Co-op Advertising Program** is just one way for you to tap into dollars and tools to help you grow your revenue with Aprilaire products.

If you've participated in our Co-op program in the past, you'll realize a number of changes designed to provide better tools, more consistent messages, better ways to advertise, and a much simpler way for you to take advantage of advertising funds. If you're new to Co-op, getting started is simple:

How do I accumulate funds to advertise Aprilaire products?

1. As an Aprilaire dealer, you automatically start with \$1,000 base per Co-op year in your Co-op advertising account. (The Co-op year is from March 1 – February 28, submit all claims by March 31.)
2. In addition to the \$1,000 base, you can add to your advertising dollars equivalent to 2% of all your Aprilaire product purchases. Just fax, e-mail, or send the Co-op Additional Funds Request Form and copies of numbered invoices or a report from your Aprilaire distributor showing Aprilaire product purchases at any time during the course of the year and we'll do the rest. For example, if you submit a statement for \$50,000.00 in purchases, we'll add \$1,000.00 to your Co-op account ($\$50,000.00 \times .02$). Just submit the simple fund request form and purchase statements that include the name and location of your business. We'll do the math.

It's that simple.

What are the advertising guidelines?

1. Use any of the Aprilaire-provided creative (ad slicks, recordings, postcards, etc.) and customize with your logo, coupon, and contact information and no pre-approval is required. These are proven effective tools for HVAC contractors. (Ad materials are available at www.aprilairepartners.com or contact your Aprilaire representative.) We will pay 50% of the cost using Aprilaire-featured artwork, provided you have the funds in your account.
2. If you choose to develop your own ad, we'll be glad to pre-approve its use when you include proper Aprilaire logos and specific products, including descriptions. It must not, of course, include competitive product. **Pre-approval forms must be submitted and approved prior to any ads being placed (see forms for specific details). E-mail us at ads@aprilaire.com with your proposal.** Once approved, we'll pay up to 50% of your cost to advertise the Aprilaire portion of the ad using your artwork, up to the amount of funds available in your Co-op account.
3. Provided you have funds in your account, we will also pay:
 - An annual flat fee of \$100 per Aprilaire product category shown on your Web site
 - An annual flat fee of \$100 for each Aprilaire product category featured on your On-Hold telephone message.
 - \$100 for each Aprilaire product category in each home show booth.
 - An annual flat fee of \$100 for including a link to www.aprilaire.com on your website. Click through data must be submitted for the year.
 - Online banner ads – up to 50% of the cost of the Aprilaire portion of the ad space.

Special Notes:

- Pay per click – at this time, we do not support pay per clicks
- Any unused funds may not be carried over to the next year.
- Logo-only Advertising: Please note that using only an Aprilaire logo in any advertising with no product information does not qualify for Co-op reimbursement.

It's that simple.

This letter and claim forms include all the details and information about how to get started. It's our goal to make this an easy-to-use program in which you readily see the value of advertising with us. This is one of several ways Aprilaire can help you build your business through the promotion of Aprilaire indoor air quality products.

If you have any questions, please contact your Aprilaire representative, or feel free to e-mail ads@aprilaire.com or call 1-800-334-6011 at any time.