

- *Generate new sales leads*
- *Marketing to existing customers*
- *Increase business with your current customers*

**The goal of the Aprilaire Co-op advertising program is to help you generate Aprilaire accessories sales leads.** To do this effectively, a few key elements are required in the advertising: Aprilaire brand recognition; preferably with a current Aprilaire logo, a specific Aprilaire product, consumer benefits of that product, and a strong call to action.

### ***It's a simple program.***

The attached guidelines walk you through the simple process, but here's a quick summary:

- As an Aprilaire Partner, You get \$1,000 automatically, every Co-op Year (March 1 – February 28) to advertise your business with Aprilaire products.
- Add to your available funds with EVERY Aprilaire purchase – just send us invoices or statements for all Aprilaire purchases with the Co-op Additional Funds Request Form and get 2% of the total (including all products, all parts). We'll do the math and maintain your account balance for you. Ask your Aprilaire Distributor for help!
- Run pre-approved ads that Aprilaire provides, send us a copy of the ad with invoices and total you paid for advertising, and we'll reimburse 50% of the cost, based on accrued funds in your Co-op account.
- For your own custom ads – Simply work with us to pre-approve your ads before they run, then follow the above procedure. We'll reimburse 50% of the approved ad area devoted to Aprilaire product.

There are some specific elements of the advertising we require that will help get more out of your advertising.

### ***Ads should feature:***

- **APRILAIRE BRAND** – this should feature a current Aprilaire Logo
- **PRODUCT** – Ads can, but do NOT have to include a photo of the product. A product name also makes the point. A photo of a product without a name can be confusing as not everyone knows what our products look like. While not required, you could consider images that show IAQ problems, like cracked earth, dust mites, etc. Also consider images of your business or staff. A personal element can be very powerful.
- **IAQ** – An alternative to advertising a specific product, Aprilaire Co-op will also pay for an overall IAQ message. In this case, there should be a clear message regarding benefits, such as temperature control, humidity control, or cleaner, healthier air. We have existing ads that can help here.

- **NEEDS/BENEFITS** – Message must have benefits to the consumer. A problem AND a solution work best.
  - Dry, itchy skin? (*problem*).
  - We can provide comfort today, with an Aprilaire Whole-Home Humidifier (*solution*).
- **CALL TO ACTION** – A strong call-to-action will generate more sales leads.
  - Example: Call ABC Heating & Cooling at 273-8772.
  - Better example: End Uncomfortable Dryness In Your Home Now - Call ABC Heating & Cooling at 273-8772 Today and be more comfortable Tomorrow
- **MEDIA CHOICE:** – We know that our products get installed in single-family homes. The demographics of single family homeowners are pretty consistent: ages 25-60, married, own the home. Choosing a media that reaches this audience is key to generating quality sales leads. This is why we have pre-approved materials that are designed for specific media to reach this target audience.
- **LOGO ADS:** Logo-only ads don't typically qualify for Co-op funds. This kind of advertising doesn't generally make your phone ring. An Aprilaire logo on a truck, sign, storefront, billboard or in the Yellow Pages is not an effective way to communicate to consumers that you are their IAQ solutions provider. Needs and benefits need to be part of your message.
- **PRE-APPROVED ADS** - We have a full stable of professionally developed, pre-approved ad materials at [www.aprilairepartners.com](http://www.aprilairepartners.com). These materials can be used to place ads without pre-approval. This will save you time and expense. They're ready to go today.
- **CUSTOM ADS** – You can develop your own custom ads with more of your company message, or an equipment product, as long as we pre-approve the ad before it runs. This will ensure you get the maximum Co-op reimbursement available and claims get processed quickly. Plus, since we work with hundreds of contractors across the country, we can share insight and ideas to help ensure ads and media selection will generate maximum sales leads for you

*In Summary:* Our Co-op program is super easy, flexible and, most importantly, designed to be effective.

Call us at 1-800-334-6011, email [ads@aprilaire.com](mailto:ads@aprilaire.com) or log on to [www.aprilairepartners.com](http://www.aprilairepartners.com) for more information about how we can help you build your business.

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