

JONATHAN GREEN

Co-Op Advertising Program

For Independent Garden Center
and Hardware Retailers



02

TABLE OF CONTENTS

Early Order Programs	3
Process & Reimbursement	4
Reimbursement Guidelines	5
Pre-Approval & Process	6
General Guidelines	7
Print Advertising	9
Digital Advertising	10
Contact Information	12



03

EARLY ORDER PROGRAMS

The amount of the Co-Op ad fund is based on the number of SKUs in an early-order drop-ship purchase. Co-Op ad fund is not applied to your account unless an ad is pre-approved and run. Online retailers and distributors are not eligible for Co-Op.

A Deal: 7%

When 25+ SKUs are ordered, the retailer accrues an ad fund worth 7% of their early order drop ship net total.

B Deal: 4%

When 13-24 SKUs are ordered, the retailer accrues an ad fund worth 4% of their early order drop ship net total.

C Deal: 0%

When 12 or fewer SKUs are ordered, the retailer does not accrue a Co-Op ad fund.

Items that do not contribute towards Co-Op advertising:

Grass Seed:

- Fast Grow
- Wildflower Meadow Mix
- Contractors Mix
- Kentucky 31 Tall Fescue
- Pasture Mix
- White Clover
- Winter Rye
- Black Beauty Solar Green

Accessories:

- Pro pH Soil and Moisture Tester
- Soil pH Test Kit
- Fabric Display Rack
- Landscape Fabric 6 yd.
- Pro Landscape Fabric 12 yd.
- Landscape Staples
- Melt-A-Way
- Magnesium Chloride Pellets
- Rock Salt

Spreaders:

- NAL Hand Spreader
- NAL Standard Rotary Spreader
- NAL Deluxe Rotary Spreader
- NAL Pro Rotary Spreader

04

PROCESS & REIMBURSEMENT

Jonathan Green Inc. will reimburse 100% of the cost of advertising space devoted to Jonathan Green retail branded products up to the amount accrued in a retailer's Co-Op (ad fund) account. Co-Op is accrued at the percentages previously mentioned in the Early Order Programs section and is based upon the dealer's participation in the Jonathan Green Early Order Program, as described in our 2024 Retail Program Catalog. Ad fund percentages are factored from the NET invoice amount of Early Order Drop-shipment. No ad fund is provided for any Distribution Center, Distributor Warehouse purchase, or "In-Season" Drop Shipment Orders.

The retailer's Co-Op ad fund balance is available for use if your account balance is current and your company is in good standing with our Credit Department. Co-Op credits are issued and will appear on your Jonathan Green statement as a credit that is applied to future purchases of Jonathan Green products. Co-op credit cannot be used to pay an outstanding invoice. If your business account has receivable balances that are 90 days past their due date, your business will not qualify for Co-Op advertising credit. The Jonathan Green Credit Manager will have the final say on these situations.

The Jonathan Green Co-Op Advertising Department must receive your last reimbursement claim no later than November 30, 2024, or it will not be processed for Co-Op credit.

Please note that Jonathan Green reserves the right to amend this program at any time.

05

REIMBURSEMENT GUIDELINES

- **Jonathan Green offers a Co-Op Ad fund to support the advertising of brick-and-mortar retailers who stock Jonathan Green products in their store(s). The Co-Op Ad Fund is not offered to distributors or direct-to-consumer order fulfillment companies/warehouses whose primary business is to sell products on the internet and ship them directly to consumers.**
- Co-Op advertising credit accrues from purchases made from November 1, 2023, through February 28, 2024.
- Only Early Order Program purchases qualify for Co-Op Advertising accrual.
- Unused Co-Op funds may not be carried over into the next Program/Co-Op year.
- The Co-Op Department will process your claim within 60 days from the date of receipt at our office and mail the Co-Op credit statement to your retail business address.
- All Co-Op ad claims must be received no later than 60 days after the advertisement has been run or Co-Op claims will not be processed. When a claim is submitted, a copy (or tear sheet, PDF, screenshot, etc.) of the actual ad, complete with the date that it ran, and a formal invoice must be included.
- Jonathan Green will not reimburse for any agency commissions, production costs, special position charges, or special handling charges incurred.
- Jonathan Green will only reimburse for the cost of space devoted to Jonathan Green products. Private label grass seed is not eligible for Co-Op credit.

06

PRE-APPROVAL

Pre-approval of your advertising will ensure that you receive the maximum Co-Op reimbursement for which your ad qualifies. If ads are not pre-approved, then they will NOT be reimbursed. Allow enough time for your ad to be reviewed for Co-Op compliance. The pre-approval process is solely for the purpose of evaluating compliance with this Co-Op policy.

Dealer acknowledges that pre-approval does not in any way constitute, and Jonathan Green Inc. expressly disclaims, that a review or representation that the ad(s) complies with any applicable laws, rules, or regulations. Please note that when submitting an ad for pre-approval, you must allow at least five business days for a response to your request. Due to evolving marketing guidelines and updated information, it is important that previously approved ads receive renewed approval on a regular basis.

PRE-APPROVAL PROCESS

Print Advertising

All print advertising should be approved by your Jonathan Green Sales Representative and submitted to him/her for reimbursement.

Digital Advertising

All forms of digital media should be approved by the Digital Marketing Department at Jonathan Green.

Ad artwork, product images, and brand logos can be found on the Co-Op website: jonathangreenads.com

07

GENERAL GUIDELINES

If these guidelines are not met, then the ad will be considered ineligible for Co-Op advertising credit.

- All advertisements must be run between February 1, 2024, and October 31, 2024.
- Advertisements promoting Jonathan Green must be accurate; ads that contain inaccurate product claims, copies, and other false messages to the reader will not be reimbursed.
- All ads and commercials, except radio, must contain the Jonathan Green logo.
- All ads should include the most current Jonathan Green logo. Ads with the “New American Lawn” logo will not be considered eligible for Co-Op credit. Logos must have a transparent background. Download current logos from the Jonathan Green advertising website jonathangreenads.com.



- All advertising must represent Jonathan Green in a professional manner.
- When advertising a price, the size, and product title must correspond to that price.

08

GENERAL GUIDELINES CONT'D

If these guidelines are not met, then the ad will be considered ineligible for Co-Op advertising credit.

- Ads must include current Jonathan Green products and photos.

Grass Seed		Fertilizer, Soil Food, Weed Control, etc.	
			
For bags that are 1, 3 and 7 lbs	For bags that are above 7 lbs	For bags that cover 5,000 sq ft or less	For bags that cover more than 5,000 sq ft
			
Ads with any of these styles of bags will not be accepted.			

- Only use high-resolution photography in advertisements. Photos and product images should not be blurry or hard to see or read.
- Ads cannot solely feature the Jonathan Green logo.
- Ads cannot feature competing products unless pre-approved by a Jonathan Green representative.
- All ads for the Jonathan Green Annual 4-bag Lawn Care Programs must follow the Minimum Advertised Price (M.A.P.) Policy on page 12.
- Jonathan Green can provide your business with advertising advice and advertisement design services for a nominal fee of \$100.00 per hour, charged in full-hour increments. The total charge will be invoiced to your business or deducted from your Co-Op balance.

09

PRINT ADVERTISING

If these guidelines are not met, then the ad will be considered ineligible for Co-Op advertising credit.

All documentation must be emailed to your respective Jonathan Green salesman.

Ad Type	Guidelines	Documentation
<ul style="list-style-type: none"> • Newspaper • Magazine • Direct Mail • Inserts • Circulars • Billboards • Banners • Flyers • Other Print Ads (must be pre-approved) 	<ul style="list-style-type: none"> • Reimbursement will be calculated based upon the location and percentage of the ad that focuses on Jonathan Green. • Although Jonathan Green products can be on the same page as competitive lawn products, they must not be shown within a competitor's ad. • Jonathan Green products must be grouped together. • At least one product and the Jonathan Green logo must be present in the ad. A logo standing alone will not be accepted. • The minimum Co-Op claim for print advertising that will be processed is \$50.00. 	<ul style="list-style-type: none"> • Proof of pre-approval. • Newspapers & Magazines: A photo or scan of the original full page ad. Name and Date of publication. • Direct Mail, Inserts & Circulars: Sample and postage receipts (if applicable). • Billboards, Banners & Flyers: Photo of ad in place and copy of contract. • A copy of the publisher's invoice. • A copy of the invoice detailing the costs of distributing the ad. • Note: Incomplete Co-Op claims will be returned for the required documentation.

10

DIGITAL ADVERTISING

If these guidelines are not met, then the ad will be considered ineligible for Co-Op advertising credit.

All documentation must be emailed to the Jonathan Green Digital Marketing Department.

Jonathan Green products cannot be in the same advertisement as competitive lawn products (excluding digital circulars).

Any Jonathan Green branded product or the Jonathan Green company as a brand may be advertised. However, a logo standing alone must be accompanied by pre-approved text, image, or video.

Ad Type	Reimbursement	Guidelines	Documentation
<ul style="list-style-type: none"> • Social Media <ul style="list-style-type: none"> ◦ Facebook ◦ Instagram ◦ Pinterest 	<ul style="list-style-type: none"> • A minimum of \$20 a day must be spent on ads for a minimum of 4 consecutive days. 	<ul style="list-style-type: none"> • Boosted posts are not eligible for Co-Op funds • The whole post must be focused on the Jonathan Green brand or our products. 	<ul style="list-style-type: none"> • Proof of pre-approval. • Dated Screenshot of the live ad or influencer post
<ul style="list-style-type: none"> • Influencer Marketing 	<ul style="list-style-type: none"> • The cost of product sent to influencers will be deducted from Co-Op funds. 	<ul style="list-style-type: none"> • Influencers must be pre-approved and have a minimum of 10,000 followers. 	<ul style="list-style-type: none"> • Dated Screenshot of the amount spent • Analytics on how the ad performed (Depending on the type of ad this will include: impressions, reach, CTR, open rate, engagement rate, etc.)
<ul style="list-style-type: none"> • Display & Native Ads 	<ul style="list-style-type: none"> • 100% of the cost to run the advertisement 	<ul style="list-style-type: none"> • The whole ad must be focused on the Jonathan Green brand or our products. 	
<ul style="list-style-type: none"> • Digital Circulars 	<ul style="list-style-type: none"> • Reimbursement will be based on location and percentage of Jonathan Green products within the circular 	<ul style="list-style-type: none"> • This is the only type of digital advertising that Jonathan Green products may be shown alongside competitors products. 	<ul style="list-style-type: none"> • Note: Incomplete Co-Op claims will be returned for the required documentation.

11

DIGITAL ADVERTISING CONT'D

Ad Type	Reimbursement	Guidelines	Documentation												
<ul style="list-style-type: none"> Email Marketing 	<table border="1"> <tr> <td>Subscribers</td> <td>\$\$*</td> </tr> <tr> <td>Less than 2,000</td> <td>\$0</td> </tr> <tr> <td>2,000-10,000</td> <td>\$100</td> </tr> <tr> <td>10,001- 25,000</td> <td>\$200</td> </tr> <tr> <td>25,001- 50,000</td> <td>\$300</td> </tr> <tr> <td>50,001+ contact a rep</td> <td></td> </tr> </table> <p>*The dollar figures above are based upon 100% of the email promoting Jonathan Green. Reimbursement amount will be calculated according to the percentage of the email that promotes Jonathan Green. Retailers will be reimbursed for up to 6 emails per year.</p>	Subscribers	\$\$*	Less than 2,000	\$0	2,000-10,000	\$100	10,001- 25,000	\$200	25,001- 50,000	\$300	50,001+ contact a rep		<ul style="list-style-type: none"> Email must be sent to a list of SUBSCRIBED addresses. Must be designed (plain text emails will not be accepted) A portion of the email may be focused on non-competing products. Emails that group Jonathan Green with competitors will not be accepted. 	<ul style="list-style-type: none"> Proof of pre-approval Copy of the email, video, or audio Dated screenshot of the live ad Dated screenshot of the amount spent Analytics on how the ad performed (Depending on the type of ad this will include: impressions, reach, CTR, open rate, engagement rate, etc.)
Subscribers	\$\$*														
Less than 2,000	\$0														
2,000-10,000	\$100														
10,001- 25,000	\$200														
25,001- 50,000	\$300														
50,001+ contact a rep															
<ul style="list-style-type: none"> Streaming Audio (Ex: Pandora, Spotify) Broadcast Media (radio, podcast television, internet) Streaming Video <ul style="list-style-type: none"> o Youtube Ads o Programmatic CTV/OTT (Ex: Hulu, Roku, etc.) 	<ul style="list-style-type: none"> 100% reimbursement requires exclusive Jonathan Green advertising. Reimbursement is based on the percentage of time that is focused on the Jonathan Green brand or products. Ex: A 30 second ad that mentions Jonathan Green for 15 seconds will be reimbursed 50% of the total cost. 	<ul style="list-style-type: none"> Voice actor or radio host must be a professional. Audio must be accompanied with an applicable image/video Jonathan Green name and/or products must be mentioned 1x 0:15 seconds or less; 2x 0:15-0:45 and 3x 0:45-0:60 spots Video only: Co-Op fund will only cover the cost of running the ad, not the cost of producing the video. 	<ul style="list-style-type: none"> Original invoice, run schedule, and signed script with run and billing information Note: Incomplete Co-Op claims will be returned for the required documentation. 												
<ul style="list-style-type: none"> Other Digital ads (must be pre-approved) 	<ul style="list-style-type: none"> Reimbursement will depend on the type of ad and percentage it is focused on Jonathan Green. 	<ul style="list-style-type: none"> See General Guidelines 													

12

CONTACT INFORMATION

Assistance with the Ads Website, Art, and Graphics

- Michele Buzinkai – mbuz@jonathangreen.com

Please email all print Co-Op claims to your sales representative:

- David Bradley – dbradley@jonathangreen.com
- Andrew Decher – adecher@jonathangreen.com
- Jonathan Denmark – jdenmark@jonathangreen.com
- Kevin Guldin – kguldin@jonathangreen.com
- Mike Hammond – mhammond@jonathangreen.com
- Tony Langlois – tlanglois@jonathangreen.com
- Keith Reilly – kreilly@jonathangreen.com

Digital Marketing Department:

- Kendall Green – kgreen@jonathangreen.com
- Shannon Casey – scasey@jonathangreen.com

To check the amount of your available Co-Op funds:

- Marlena Decher – mdecher@jonathangreen.com