



## 2019 MOTORCYCLE-SCOOTER-ATV CO-OP ADVERTISING GUIDELINES

We designed this Co-op Advertising program to encourage your advertising and promotion of Suzuki motorcycles, ATVs and scooters in a way that increases retail sales and positively promotes the brand and all Suzuki products. With cooperative funding, we hope you will advertise with more frequency and creativity, while communicating appropriately and effectively.

The Co-op program is administered by Advertising Checking Bureau (ACB) in Tempe, Arizona. All claims submitted are subject to auditing by ACB for proper documentation, brand mention and approved advertising activities. In this regard, ACB is a partner of SMAI and works with us to further our promotional goals and help you advertise with accuracy and efficiency.

Suzuki advertising Co-op is available only for authorized dealers.

### CO-OP YEAR

The 2019 Co-op program begins October 1, 2018 and will end September 30, 2019. There is a 60-day grace period for 2018 Co-op claims from October 1, thru November 30<sup>th</sup>, 2018. After that date, all claims will be rejected and the remaining fund balance will be written off. This money will not be transferred to the next Co-op year.

### FUND GENERATION

Dealers will earn 1.5% of dealer net monthly for 2019 models invoiced to their dealership. For units invoiced from now until August 2019, all generated funds will be applied to the current 2019 Co-op year. This Co-op schedule applies to all new Suzuki motorcycles, scooters, and ATVs, regardless of model year. Units must be invoiced to a dealer by Suzuki in order to be eligible, so dealer-to-dealer sales are not eligible.

### REIMBURSEMENT

Suzuki will reimburse 60% of your paid, approved advertising up to the amount of Co-op funds available. Reimbursement is applied to your open Parts Account in the form of a credit.

#### **Genuine Suzuki Accessories and Parts Bonus:**

The use of a genuine Suzuki accessory or parts logo and/or offer included in your approved Suzuki product advertisement will be approved at 70%.

#### **Ad content requirements:**

- Ad must meet all Suzuki Co-op guidelines
- Genuine Suzuki Accessory or Parts offers must be on advertisements
- Appropriate Accessory or Parts logos ([Adplanner.suzukicycles.com](http://Adplanner.suzukicycles.com))

You may continue to submit claim forms for advertising reimbursement even if your co-op fund balance is overdrawn; the excess amount will be carried forward until additional funds are



generated. If funds are no longer being generated, you will not be charged or reimbursed for claims.

### **CONTACT AND SUBMITTING CLAIM INFORMATION**

All claims must be completed on a Suzuki Motorcycle, Scooter and ATV Co-op Advertising claim form. Incomplete claim forms could result in delay of reimbursement. Co-op claim forms and Co-op Giveaway forms can be found on the Ad planner, then Co-op Advertising.

**Email or send completed claim and required documentation to:**

Suzuki Motorcycle-Scooter-ATV Advertising Dept.  
c/o ACB (Advertising Checking Bureau)  
1919 W. Fairmont Dr. #7 Tempe AZ 85282

**OR**

PO Box 52118 Phoenix AZ 85072-2118  
Phone: (602) 438-2320 Fax: (602) 438-4837

**E mail: [suzuki@acbcoop.com](mailto:suzuki@acbcoop.com)**

To be considered for Co-op reimbursement and ensure prompt processing, all Co-op claims must be submitted within 60 days of the date of advertising.

### **AD PRE-APPROVAL**

To ensure your advertising qualifies for Co-op reimbursement, you may request pre-approval by email, fax, or mail.

Attn: Suzuki M/C & ATV Co-op Pre-Approval c/o ACB  
Email: [suzuki@acbcoop.com](mailto:suzuki@acbcoop.com) or Fax: (602) 438-4837

Ads will be returned via email or fax with approvals or comments within two business days, so be sure to include your name, email address, fax number and Suzuki dealer number with your ad.

To receive pre-approval on Television/Cable/YouTube ads, both the script and video file must be submitted for review or emailed to: [suzuki@acbcoop.com](mailto:suzuki@acbcoop.com). If only one form of documentation is submitted, the pre-approval will only be valid for that portion of the advertising.

### **KEEPING TRACK**

You can view your account online at <http://tempe.acbcoop.com/paranet60> 24 hours a day 7 days a week. Please use your dealer number as your User ID and your password provided by ACB. If you have forgotten your password, please contact ACB or click on the icon "Need a Password"? This site allows you to view your current fund balance as well as all claims submitted by your dealership.

The amount of credit issued for approved advertising will never exceed the current fund balance. When the total amount of approved claims exceeds the current fund balance, the remaining amount not credited will then be issued automatically when additional Co-op funds are generated.



## **AGENCIES AND GROUP ADVERTISING**

Dealers should submit their own claims to ACB, even if the advertising is placed through an agency. Agency invoices or insertion orders are not adequate Co-op documentation.

## **AD CONTENT AND REQUIREMENTS**

1. Only new and unsold Suzuki motorcycles, scooters, and/or ATVs, including carryover inventory may be featured. Suzuki does not reimburse for advertising which includes or mentions competitive brands (including logos, watercraft, snow mobiles and apparel), other products or used vehicles.
2. All advertising must correctly use the Suzuki logo supplied in your Ad Planner found on <http://adplanner.suzukicycles.com>. The Suzuki logo must be larger than or equal to the dealer name and/or dealer logo.
3. ATV/Motorcycle or Scooter advertising that lists features, displays ATVs or Motorcycles in operation, or describes ATV's or Motorcycles with action words must include the proper safety messages, or reimbursement will be denied.
4. Ads must include a visual representation of a new Suzuki Motorcycle/Scooter/ATV in the form of line art or photography.
5. Ads should mention the brand name before the model. For example, Suzuki GSX-R600.
6. Advertised price must be the MSRP for current model year products. Using any other price may disqualify your ad for reimbursement. Monthly payments also are acceptable. You may not advertise the MSRP with a save or rebate offer next to it. You may, however, advertise a save or rebate offer separately, as long as the MSRP is not included. You also may use phrases such as "Call dealer for lowest price!" or "Discounts available." These may actually work better because they will lead customers to contact your dealership. MSRP is not required for non-current product.
7. Ads which include claims that the dealer is "largest," has the "highest volume", is "#1," etc., will be subject to verification.
8. Only English-language advertising is eligible for Co-op reimbursement.
9. Production costs (including talent fees and agency commissions) are not eligible for Co-op, unless otherwise noted or approved by Suzuki.

## **RESPONSIBLE ADVERTISING AND ETHICAL STANDARDS**

To build and maintain public confidence and respect in our Dealers, Suzuki, and Suzuki products, Dealers are expected to maintain high standards of ethics in advertising and promoting Suzuki products. Suzuki reserves the right to refuse Co-op reimbursement for any ad which, in Suzuki's sole discretion, depicts a Suzuki product in a manner which affects Suzuki's trademarks, business or goodwill in a negative and detrimental manner. In addition, upon notice from Suzuki, Dealer shall discontinue any advertising or promotions that Suzuki may find in its sole judgment to be injurious to Suzuki's trademarks, business or goodwill.

## **APPROVED MEDIA (Examples)**

1. Print (Newspaper, Magazines, Direct mail, Program ads,)
2. Video (Broadcast or streaming)
3. Radio (on Air or Streaming)
4. Digital Ads (internet, social media, search)
5. Events, (shows, exhibits)



6. Race Sponsorship
7. Billboards/mobile billboards/window painting
8. Giveaways
9. Cinema/On-screen theater advertising

**As new opportunities arise we encourage you to discuss them with your DSM/RSM for pre-approval**

## **AD CONTENT AND CLAIM SUBMISSION DOCUMENTATION REQUIREMENTS**

Please see the minimum documentation and ad requirements listed below. Suzuki reserves the right to request additional reasonable documentation when needed to approve individual claims. Prepaid contracts, including advertising, which has not run and/or has not been substantiated, as required, will not be reimbursed.

### **PRINT/DIRECT MAIL**

#### **Ad Content Requirement for Direct Mail and or Print:**

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space
- Appropriate safety message
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV. *Exception: Rate holder ads less than 1" x 1" or 1/12 page (such as classified ads) do not require product illustration but do require the use of the current Suzuki logo.*

#### **Claim Submission for Direct Mail:**

- Printing costs for direct mail flyers may be submitted. Production costs (such as layout, paste-up, artwork and typography) are not eligible.
- Original direct mail flyer, front and back
- Copy of mailing service certification invoice showing quantity, date and type of mail must be provided by an outside mailing service or under a third-class bulk mail permit only) **NOTE: Copies of original stamped Post Office receipt may be required.**
- Copy of list use fee
- Copy of envelope used to mail direct mail piece

#### **Claim Submission for Print:**

- Full page copies of the ads showing the name and date of the publication.
- E-tear sheet
- Copy of invoice

### **VIDEO BROADCAST OR STREAMING**

#### **Ad Content Requirements:**



- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space
- Appropriate safety message
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV
- Along with the dealership name, at least two (2) Suzuki audio mentions in a 30-second script and three (3) in a 60-second script

**Claim Submission Documentation Requirements:**

- Invoice must detail run dates and times, per spot charges, fees, commissions, and must match ANA on script page.
- If a Suzuki-supplied television commercial is used, However, a notarized affidavit from the television station stating the spot number and title must be included, as well as an invoice clearly showing commercial air dates and times
- A combined script with affidavit of performance on the same page (such as the ANA/RAB certification). **See sample ANA under Radio**

**RADIO OR STREAMING**

**Ad Content Requirements:**

- Along with the dealership name, at least two (2) Suzuki audio mentions in a 30-second script and three (3) in a 60-second script  
Appropriate safety message

**Claim Submission Documentation Requirements:**

- Invoice must detail run dates and times, per spot charges, fees, commissions, and must match ANA on script page.
- If a Suzuki-supplied radio spot is used, on the notarized affidavit from the radio station, the spot number and title must be included, as well as an invoice clearly showing the air dates and times.
- A combined script with affidavit of performance (such as the ANA/RAB form). The following information should be on the bottom of the script:

**SAMPLE BROADCAST ANA**

The announcement was broadcast \_\_\_\_\_ times as entered in the station’s program log. The times this announcement was broadcast were billed to this client on our invoice(s) numbered/dated \_\_\_\_\_ at his earned rate of: \$ \_\_\_\_\_ each for \_\_\_\_\_ announcements broadcast between \_\_\_\_\_ and \_\_\_\_\_ for a total of \$ \_\_\_\_\_. Sworn to and subscribed to me and in my presence on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_. \_\_\_\_\_ Signature of station official (Notarized above) Typed Name & Title, Station Call Letters

**DIGITAL (INTERNET, SOCIAL MEDIA, SEARCH)**

**Ad Content Requirement:**

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size and space including the banner and landing page.



- Appropriate safety message must appear on the banner ad or on the landing page directly linked from the banner ad
- The banner must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV
- Pre-approval (unless produced by Suzuki)

**Claim Submission Documentation Requirements:**

- A print out of a screen shot showing the Banner running on the site
- A print out of a screen shot showing the land page including the appropriate safety message and Suzuki logo.
- A notarized copy of the invoice for the media buy
- A copy of performance metrics showing the number of impressions delivered for the Suzuki banner ad
- For search – A print out of the Ad Word & Keywords report

**SHOWS / EXHIBITS/ BOOTHS/DISPLAY & OPEN HOUSE**  
**Suzuki will reimburse space cost only.**

**Content Requirements:**

- The display must be exclusively Suzuki
- New Suzuki vehicles only
- Suzuki banners and signage must be included

**Claim Submission Documentation Requirements:**

- Copy of invoice for display space indicating size of the area utilized by Suzuki
- Copy of space contract
- Photos from each corner of the entire exhibit (minimum of 4 pictures required). All product and banners and signage displayed must be visible in the photos. Claims without proper photo identification will be rejected.
- A hand drawn overhead view diagram of your booth space showing all product displayed.
- Open House – Suzuki promotional/POP materials must be displayed.

**RACE SPONSORSHIPS**

All race and event sponsorships must be pre-approved by your District Sales Manager or Regional Sales Manager by completing the Motorcycle-Scooter-ATV Giveaway/Race Sponsorship Approval Form available on the Ad Planner and will be considered on a case-by-case basis.

**Ad Content Requirements:**

- The event must be exclusively Suzuki - Suzuki banners and signage must be included

**Claim Submission Documentation Requirements:**

- Copy of the Motorcycle-Scooter-ATV Giveaway and Race Sponsorship Approval Form signed by your District Sales Manager and Regional Manager
- Photos from event (minimum of 4 pictures required). Banners and signage displayed must be visible in the photos.



- Copy of audience demographic numbers and numbers reached
- Copy of realistic media value, in writing from promoter
- If paid in full, please submit a copy of your cancelled check

## **BILLBOARDS / WINDOW PAINTING / MOBILE BILLBOARDS**

Monthly rental costs are eligible. Production/construction costs are ineligible. Permanent outdoor structures, including awnings and on-site dealership ID signs are not eligible.

### **Ad Content Requirements:**

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV
- Appropriate safety message
- Window Painting – must be retail-oriented and requires prior approval from your District Sales Manager
- Mobile Billboards (i.e. bus-wraps) – will be considered on a case-by-case basis and requires prior District Sales Manager approval

### **Claim Submission Documentation Requirements:**

- Copy of the invoice
- Copy of signed contract
- Photo of each location of billboard/window in place. Claims without proper photo identification will be rejected.

## **GIVEAWAY**

Motorcycle-Scooter-ATV giveaways will be given special consideration when conducted as an in-store contest during a Grand Opening or Open House. Giveaway winners must be 18 years or older. You must get prior approval for the promotion by completing the Motorcycle-Scooter-ATV Giveaway and race sponsorship Approval Form found on the Ad Planner and having it signed by your District Sales Manager and your Regional Sales Manager before the actual giveaway.

Only one giveaway contest per year, per dealer will be considered. Approved giveaway units are eligible for 50/50 Co-op of the dealer's net on the unit. In order to receive co-op reimbursement, you must advertise the event in print, TV, radio, digital, and or social media.

Items such as hats, stickers, t-shirts, key chains, coffee mugs, food, helium tanks, rental equipment and talent fees are ineligible for Co-op.

### **Ad Content Requirements:**



- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space on pre-event and at-event print material such as newspaper ads, posters, direct mail piece and signage
- For radio and TV, along with the dealership name, at least two (2) Suzuki audio mentions in a 30-second script and three (3) in a 60-second script
- Appropriate safety message
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV

**Claim Submission Documentation Requirements:**

- Signed Motorcycle-Scooter-ATV Giveaway Approval Form
- Copy of the signed MSO (front and back) with identifiable VIN#.
- Copy of manufacturer's net invoice
- Photographs of the event
- Proof of advertising (i.e.: copies of print ad, TV or radio script)

**CINEMA / ON SCREEN THEATER**

**Ad Content Requirements:**

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV
- Appropriate safety message

**Claim Submission Documentation Requirements:**

- Copy of the paid invoice
- Copy of signed contract
- Original slide of each ad used. Claims without proper photo identification will be rejected.

**Dealer is responsible to submit their coop claim to ACB for processing.**

Co-op reimbursement is 60%. A Co-op credit will be issued to your parts account if all requirements are met.