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## Co-op Advertising Program Guidelines Pet Store Program

Mars Fishcare North America, Inc. (formerly Aquarium Pharmaceuticals), offers the following cooperative advertising program for pet stores stocking the following Mars Fishcare brands; **API® ~ Rena® ~ Aquarian® ~ PondCare®**

This policy is subject to the guidelines below.

### Eligible Advertising

Newspaper ads in daily, Sunday, and weekly papers; ads in inserts, magazine sections and T.V. sections of newspapers, and magazines, catalogs, circulars, flyers and the like (excluded are any production, postage and/or distribution costs).

Note: pre-approval of ads is strongly recommended.

**Broadcast Media:** All broadcast media (radio & TV) requires prior approval for reimbursement.

### Mechanical Requirements

Color images, and logos maintained on our public ftp site are the only art & logos that may be used. Directions for accessing our ftp site can be obtained by emailing [retailers@aquariumpharm.com](mailto:retailers@aquariumpharm.com). All advertising must include the appropriate brand logo, product illustrations and the retailer's name and locations where the merchandise may be purchased. Advertisements containing competitive brands will not qualify for cooperative advertising rebate. You must follow the logo guidelines available on our ftp site.

### Purchase Requirements

In order to qualify for co-op reimbursement, each participating retailer must purchase from a Distributor a minimum of \$300.00 worth of Mars Fishcare North America, Inc products. This purchase must be made no more than 30 days prior to the ad date, and proof must be submitted with the claim.

### Co-op Reimbursement

The maximum rebate is 50% of the cost of the ad space devoted to Mars Fishcare's products, up to \$75.00 maximum per retailer. The minimum claim is \$25.00. The reimbursement will be based on the published rate of the print vehicle utilized, less any discount, rebate, finance charge, tax or commission. EXCLUDED are any special position charges, production, postage and/or distribution costs; any advertising containing competitive brands; or any non-compliance with the requirements outlined in this co-op program. The maximum number of advertisements to be placed is six per year, and no more than one per month. All claims must be submitted within 60 days of insertion.

### How To Be Reimbursed

Submit a tear sheet of the ad showing date, name of publication, copy of publication's invoice to you for the insertion and the publication's rate card. For ads in catalogs or circulars, submit a complete copy of catalog or circular, the date it was distributed, copy of printer's invoice, number of pieces printed, and proof of distribution. *Also include a copy of your Distributor's invoice(s) covering your purchases.* Attach a bill on your letterhead showing the amount and to whom and where the co-op allowance is to be paid. Mars Fishcare reserves the right to refuse payment when any of the above-mentioned terms and conditions are not met. Product images and logos are supplied on our ftp site. Please email our Trade Marketing Department at [retailers@aquariumpharm.com](mailto:retailers@aquariumpharm.com) with any questions.

Incomplete claims will be returned for required documentation.

Send claim to:

Mars Fishcare North America, Inc.  
Attn: Cooperative Advertising Department  
50 E Hamilton Street  
Chalfont, PA 18914

Mars Fishcare North America, Inc. reserves the right to terminate this plan at its discretion.