

ication

...biggest reason I have been successful...
...and general advice...
...when considering a...
...they will really...
...long-term strategy...
...back strategy...
...I had wanted a...
...for a long time...
...unique...
...and then...
...benefit of your...
...benefit in a way...
...automatically...
...questions. That...
...similar with the...
...every time it's...
...at the time this...
...industry and literally...
...communicating this...
...your cooperation...
...that no one else...
...view small...
...is that one...
...attorney can get...
...is that most...
...perception. "Buy...
...for 20 years,"...
...of many small...

...the fact that...
...products...
...expectations...
...An efficient...
...unique...
...place. The...
...at the...
...or...
...the...
...the...
...the...
...the...
...the...

coop advertising program
AUTHORIZED DEALERS

produitsneptune.com/coop



Produits Neptune
DESIGN FOR EVERYDAY LIVING

INTRODUCTION

YOU ARE INVITED TO TAKE PART IN PRODUITS NEPTUNE'S NEW COOP ADVERTISING PROGRAM. THIS DEALER INITIATIVE IS MEANT TO DEEPEN THE RICH PARTNERSHIP WE ALREADY SHARE WITH YOU. THE PROGRAM ESTABLISHES THE FRAMEWORK FOR OUR FINANCIAL PARTICIPATION IN YOUR PROMOTIONAL ACTIVITIES WITHIN THE CONTEXT OF A **TRUE ADVERTISING STRATEGY** TO BENEFIT BOTH OUR BUSINESSES.

Who qualifies?

The Produits Neptune coop program is available to **ALL OUR AUTHORIZED DEALERS** who, over the last year, have reached a **SALES VOLUME OF AT LEAST \$50,000** (on all products sold).

We are very proud of this coop program. It is destined to become a pivotal element of our business partnership with you. Please take a moment to familiarize yourself with its components and parameters.



Alexandre Marchand
Director of marketing

A WIN-WIN PROGRAM

OUR COOP PROGRAM GOES MUCH FURTHER THAN AN ORDINARY BUSINESS AGREEMENT. BY JOINING, YOU ARE GUARANTEED **EFFECTIVE** AND RELEVANT COMMUNICATIONS THAT WILL MAKE A REAL DIFFERENCE FOR YOUR BUSINESS.

Our sales and marketing department developed this program with a focus on advertising performance. Strengthening our brand and product offering is very important to us... as is your business success. Thus, the program provides **THE RIGHT MESSAGES FOR THE RIGHT MEDIA**, executed professionally in a way that truly reflects the standing of our offer.

By adhering to those standards, you allow your brand to coexist with Produits Neptune within a **PROFESSIONAL, INSPIRING AND IMPACTFUL** advertising platform.

Adapted to your reality

All advertising material available through our coop program meets not only our requirements, but also certain performance criteria. **AD FORMATS, SLOGANS AND IMAGERY** were designed to give you the latitude to customize distinct communications for your market.

EASY TO USE, EASY TO MAKE YOUR OWN

PRODUITS NEPTUNE'S COOP PROGRAM WAS DESIGNED FOR SIMPLICITY. IN THREE EASY STEPS, YOU CAN IDENTIFY THE COMBO THAT BEST SUITS YOUR ADVERTISING NEEDS.

- 1 **PICK YOUR FORMAT.** Choose from four ad formats for placement in magazines or local newspapers.
- 2 **PICK YOUR THEME.** Choose one of three themes that cover different aspects of our offer: design, experience or complete bathroom concept.
- 3 **PICK YOUR VISUAL.** Choose a contemporary, transitional or traditional visual depending on your intent.

Once you've chosen your combo, just download the adaptable material, and send it to the media for sizing to your specific format.

COOP POLICY

General policy

THE PRODUITS NEPTUNE COOP PROGRAM IS AVAILABLE TO ALL AUTHORIZED DEALERS WHO HAVE ACHIEVED OVER THE LAST YEAR A SALES VOLUME OF AT LEAST \$50,000 (ON ALL PRODUCTS SOLD). A MAXIMUM OF 2% OF THAT SALES VOLUME WILL BE MADE AVAILABLE AS A COOP REIMBURSEMENT FUND AND PAID OUT ACCORDING TO THE TERMS INDICATED BELOW.

SALES VOLUMES FOR THE YEAR WILL BE CALCULATED FROM DECEMBER 1 TO NOVEMBER 30.

All claims must be submitted during the same year the ad appeared and cannot be transferred or differed over the following year.

Reimbursement rates

ANNUAL SALES VOLUME	\$50 000 +		
PREFERRED MEDIA	PRODUITS NEPTUNE	AUTHORIZED DEALER	
Print (magazines/dailies)	50%	50%	

To confirm your last year's sales volume and the amount available in your reimbursement fund, contact your Produits Neptune representative. Please note that if the Produits Neptune advertising material needs to be adapted (ex.: format), it will be done at the dealer's expense.

ADVERTISING PARAMETERS

**RESPONSIBLE FOR APPROVING
AD LAYOUTS:**

Alexandre Marchand
Director of marketing

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amarchand@produitsneptune.com

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FAX
450-773-5063

Advertising parameters

- 1 At the start of the advertising project, the authorized dealer must inform Produits Neptune's marketing department by completing a request form (see page 8).
- 2 To be eligible for a coop claim, each advertising project must be pre-approved by Produits Neptune's marketing department before being publicized.
- 3 Each advertising project must conform to the graphic parameters indicated in this document.
- 4 The customizable spaces in the ad templates must be respected.
- 5 No prices should appear in any ads.
- 6 Only the types of ads specified on the previous page are eligible for coop reimbursement.

Approval process

- 1 Each ad layout must be approved by Produits Neptune before it appears.
- 2 Allow at least 48 hours prior to media drop date for Produits Neptune approval.
- 3 Any ad publicized prior to approval may not be eligible for reimbursement.

TYPES OF ELIGIBLE ADS

Eligible media

- **PRINT MAGAZINES/DAILIES**

Produits Neptune's advertising strategy is anchored in a selection of publications that will help deploy an impactful message consistent with the level of our offering. We believe our promotional messages will be best served by publications that cover design, architecture, decoration and renovation.

Daily newspapers are also recommended for reaching clients located in a dealer's geographical area.

Respecting layouts and messaging will help increase recognition of our products, of Produits Neptune, and consequently, of your brand as well.

Non-eligible media

- **OUTDOOR PRINT (INCLUDING BILLBOARDS, BUSES AND BUS SHELTERS)**
- **RADIO**
- **TELEVISION**
- **TRUCKS AND OTHER VEHICLES**
- **TELEPHONE DIRECTORIES AND YELLOW PAGES**

CLAIM PROCEDURE

- 1 All claims must be made using the request form (see next page).
- 2 Proof of publishing (contract, copies, photos, etc.) and a media invoice must be provided with each claim.
- 3 All claims must be sent within 30 days of the billing date.
- 4 Coop claims will only take the form of a credit to the authorized dealer's account; no checks will be issued.
- 5 Credit payments will be made no more than 45 days following reception of a claim request.
- 6 Coop reimbursements are reserved for dealers whose credit is in good standing with Produits Neptune. No credit will be accepted if the authorized dealer has a C.O.D. account.
- 7 Authorized dealers must use their coop reimbursement fund before November 30 of any given year, otherwise the amount will be lost.
- 8 The last claim must be made no more than 30 days after November 30 of the given year, otherwise the amount will not be reimbursed.
- 9 Produits Neptune reserves the right to turn down any coop claim request.

Produits Neptune coop advertising program

CLAIM FORM

At the start of your advertising project, please fill out this form and send it to your Produits Neptune representative and include the publication's advertising contract, the publication date(s), and the specific details of the project.

Date	_____
Authorized dealer	_____
Contact	_____
Address	_____
City	_____
Province	_____
Postal code	_____ Telephone _____
Email	_____

Advertising project details

Placement cost	_____	\$	_____	Publication date	_____
Theme	<input type="checkbox"/> Design	<input type="checkbox"/> Complete bathroom	<input type="checkbox"/> Experience		
Format	<input type="checkbox"/> Full page	<input type="checkbox"/> Half-page vertical	<input type="checkbox"/> Half-page horizontal		
	<input type="checkbox"/> Quarter page	<input type="checkbox"/> Other			

FOR USE BY PRODUITS NEPTUNE MARKETING DEPARTMENT

50% REIMBURSEMENT FOR THIS PROJECT

COOP FUNDS AVAILABLE

COOP USED TO DATE

COOP BALANCE TO DATE

DATE

APPROVED BY

Project start

CLAIM FOR REIMBURSEMENT CREDIT

Your purchase account will be credited no more than 45 days following the publication date of your ad.

The completed form will be returned to you following Produits Neptune approval.

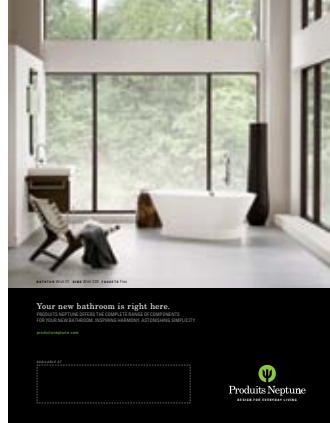
Amount claimed \$ _____

Authorized dealer signature _____

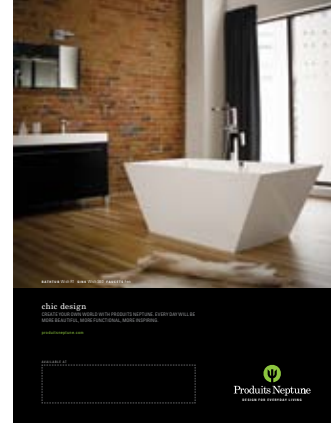
Produits Neptune

Alexandre Marchand, director of marketing
6835 Picard Street, Saint-Hyacinthe, Quebec J2S 1H3 Canada
Tel.: 450-773-7058 ext. 2288 Fax: 450-773-5063

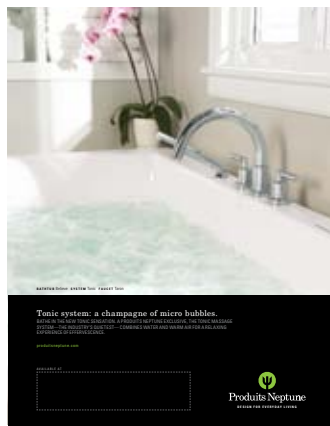
THEMES



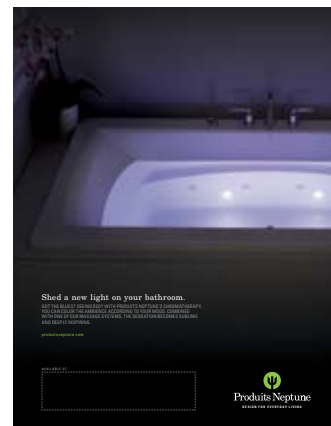
SUITE



DESIGN



EXPERIENCE, TONIC SYSTEM



EXPERIENCE, CHROMATHERAPY

suite

YOUR NEW BATHROOM IS RIGHT HERE.

Produits Neptune offers the complete range of components for your new bathroom. Inspiring harmony. Astonishing simplicity.

design

CHIC DESIGN

Create your own world with Produits Neptune. Every day will be more beautiful, more functional, more inspiring.

experience

TONIC SYSTEM: A CHAMPAGNE OF MICRO BUBBLES.

Bathe in the new Tonic sensation. A Produits Neptune exclusive, the Tonic massage system—the industry's quietest—combines water and warm air for a relaxing experience of effervescence.

SHED A NEW LIGHT ON YOUR BATHROOM.

Got the blues? Seeing red? With Produits Neptune's chromatherapy, you can color the ambience according to your mood. Combined with one of our massage systems, the sensation becomes sublime and deeply inspiring.

READY-TO-PRINT ADVERTISING MATERIAL



FULL PAGE



HALF-PAGE HORIZONTAL



QUARTER PAGE



HALF-PAGE VERTICAL

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Advertising material

PRINT MAGAZINES/DAILIES

Formats: full page, ½ page horizontal + vertical, ¼ page horizontal + vertical
Ready-to-print advertising material is available online at
www.produitsneptune.com/coop

Advertising material can be edited to fit specific publication formats. Please refer to Produits Neptune graphic standards on page 11. All images are supplied in high resolution (300 DPI) in an 8.5 x 11 in. format.

Please note that the predetermined formats may need to be adjusted depending on the publication or media. It is the dealer's responsibility to adjust the ads at their own cost and by their own graphic design service or by the media. Similarly, should a dealer require the services of Produits Neptune to make those adjustments, the cost must be acquitted by the dealer.

Questions?

Contact Produits Neptune's marketing department.

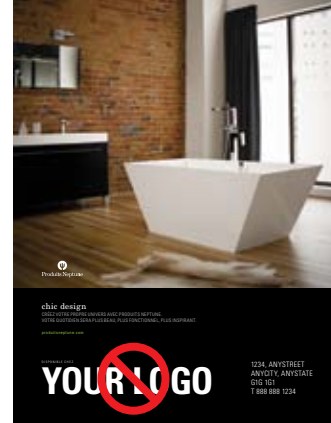
GRAPHIC STANDARDS



PROPER USAGE



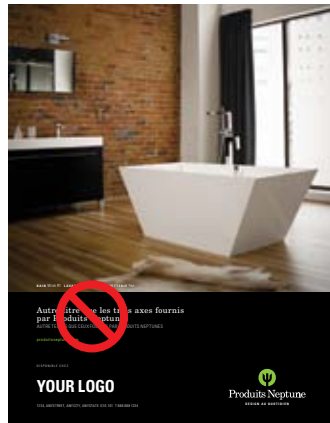
WRONG PROPORTIONS AND WRONG POSITIONING OF LOGOS



WRONG PROPORTIONS AND WRONG POSITIONING OF LOGOS



WRONG SIZE OF TYPEFACE RELATIVE TO IMAGE



WRONG USE OF CONTENT/COPY



DO NOT ADD GRAPHIC ELEMENTS

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Graphic standards ensure harmony and consistency in Produits Neptune's communications. Thus, they help the brand maintain a unique and distinctive signature.

Consequently, dealers must conform to these standards. For example, it would not be appropriate: to change the proportions between image and text zones; to use text only, without imagery; to invert text and photo zones; to change the proportions between Produits Neptune and dealer logos; to invert the placement of Produits Neptune and dealer logos; to change the typography of text or typeface; to change the set colors, etc.

Questions?

Contact Produits Neptune's marketing department.



Produits Neptune

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produitsneptune.com