



2017-2018 Dealer Advertising Guidelines & Program Information

Ag & Turf Budget Methodology

The total pool of dealer advertising funds ("co-op") is determined annually. Then, based on an individual dealer's sales of specific products over a rolling 12-month period, the dealer's percent of total sales is calculated and used to compute the dealer's advertising budget. As both dealer sales and the overall budget allocated change, these factors will impact individual dealer budget offerings.

John Deere Products used in the budget calculation include:

- **Turf & CUTs component:** riding lawn equipment, commercial mowing equipment, utility vehicles, and 1-4 Family Tractors.
- **Small Ag component:** 5 Family Tractors, 105-155 engine hp 6 Family Tractors, round balers, small square balers, and mower conditioners.
- **Precision Ag component:** all Ag & Turf Precision Ag whole goods.
- **Golf component:** all Golf whole goods.

Minimum Spend Requirements

Dealers must commit to a minimum budget of \$25,000 (\$12,500 John Deere and \$12,500 dealer) to receive co-op reimbursement from John Deere. For dealers with a budget calculation less than \$25,000, the calculation is discarded, and a \$25,000 minimum budget offered. Upon acceptance, this acts as a contractual agreement; if the dealer fails to meet this minimum spend threshold as outlined below, then no co-op reimbursement will be provided. (Note: this does not apply to dealers with Golf-only contracts, or to dealers with budgets above \$25,000.)

Reimbursement

All co-op budgets are stated as the sum of the dealer's share and John Deere's share. For example, a dealer with a budget of \$50,000 is responsible for contributing \$25,000 and John Deere will contribute \$25,000. All claims for co-op reimbursement must include a paid invoice or metrics report (depending on the media type). The total amount shown on the invoice (or report) for items eligible for co-op reimbursement will be subtracted from the dealer's budget, and the dealer will be reimbursed for 50%. (For example, if a dealer has a budget of \$50,000 and submits a claim for \$1,000, the available budget will reduce to \$49,000, and the dealer will be reimbursed \$500.) Reimbursement to the dealer will cease when John Deere's share plus the dealer's share reaches the amount of the dealer's accepted Ag & Turf budget. Dealers not working with Geometry Global must submit individual claims for co-op reimbursement within 90 days of the last date the ad ran.

Minimum Spend Dealers will not receive reimbursement until the \$25,000 spend threshold has been met. Minimum Spend Dealers not working with Geometry Global should submit individual claims within the 90-day window for processing throughout the program year. Upon reaching the full \$25,000 threshold, the dealer will be reimbursed 50%. If the dealer fails to meet this minimum spend requirement, then no co-op reimbursement will be provided to the dealer. (Note: If a Minimum Spend Dealer participates in Digital Impact Plans, select AdZone direct mail/POS, or group shows, but does not reach the \$25,000 threshold, the dealer will be debited Deere's 50% share of these items.)

Budget Transfers

Territory Sales Managers (or Golf Sales Managers for Golf-only dealers) may transfer Ag & Turf co-op funds from one dealer to another or back to John Deere. Transfers can be requested online [here](#).

A dealer's Ag & Turf budget may not drop below \$25,001 as a result of budget transfer to ensure continued reimbursement. Dealers are responsible for maintaining annual advertising budget minimums in order to receive program benefits.

For a Minimum Spend Dealer who will not reach his or her \$25,000 threshold, the Territory Sales Manager or Golf Sales Manager (for Golf-only dealers) may transfer the entire budget to another dealer(s) or back to John Deere with prior approval from Dealer Advertising. Please contact the [Manager, Integrated Dealer Advertising](#) with requests.

Note: If a budget transfer is approved for a Minimum Spend Dealer, the dealer will be debited Deere's 50% share of any Digital Impact Plans, select AdZone direct mail/POS, or group shows at the time of the transfer.

Audits and Withdrawal of Funding

John Deere reserves the right to audit or inspect any books, ledgers, receipts, invoices, or records as they pertain to Ag & Turf co-op advertising. In addition, John Deere can elect to withdraw co-op funding to any dealer if he or she falsifies expenses submitted for reimbursement, misrepresents information provided to substantiate reimbursement, undertakes illegal advertising or pricing strategies, or perpetrates any other forms of co-op fraud. This withdrawal can include disqualifying the dealer from future John Deere co-op consideration.







Creative Options

Dealers with budgets of \$25,000 must use AdZone for advertising execution. Ads may not be altered in any way, unless by Geometry Global if dealer is contracted with Geometry Global for custom creative services. Dealers with budgets greater than \$25,000 may use AdZone, Geometry Global, another agency, or create advertising in-house. All creative developed outside of AdZone or by agencies other than Geometry Global must be pre-approved through preapproval@deerecoop.com and adhere to all John Deere advertising guidelines.

Relationship Branding Requirements

To be eligible for co-op reimbursement, advertising must use an approved logo lockup containing the John Deere trademark and the dealer’s logo or dealer’s brand name. Both logos must be of equal size ratio, as shown in options 1-4 below. An exception to this is the horizontal lockup option 5 and 6 below, which use the vertical John Deere logo and the horizontal dealer logo or brand name; in this usage, the height of both logos must be the same. Only approved dealer logos are allowed within the logo lockup. The John Deere logo always appears on the left or on the top. The clear space requirement applied to the John Deere logo must also be applied to the dealer’s logo.

Dealers whose logos are not approved must use a standard-font, text-only version of their brand name next to the John Deere logo, as shown in option 6 below. For logo approval, send your logo and all variations of it for review to R4ATDealerBrand@JohnDeere.com. For more information on dealer identification, visit the [John Deere Brand Portal](#).

<p>1.</p> 	<p>2.</p> 
<p>3.</p> 	<p>4.</p> 
<p>5.</p>  <p>← Custom Dealer Logo Option</p>	
<p>6.</p>  <p>← Standard Font Option</p>	

Creative resources on AdZone primarily use option 5 as shown above if the dealer’s logo is approved. If the dealer’s logo is not approved, then option 6 – the standard-font option – will automatically be used in place of option 5. Only approved logos can be uploaded for use on AdZone. The logo lockup or a separate dealer logo must not be placed in the dealer tagging area within templates/dealer ads produced by John Deere.

Exceptions

- **Digital media, based on space limitations.** While one of the above logo lockup options should be used, the dealer logo should be the only logo shown if space is limited. If so, the dealer logo must be sized appropriately for the ad space, and the landing page the customer clicks through must include a John Deere logo of equal size to the dealer logo within the top third of the page.
- **Social media posts.** Profile pictures on social media accounts are to be of the dealer’s logo or other dealer branding elements, not the John Deere logo. Photos or graphics used within a post do not require the logo lockup. However, the landing page the customer clicks through must include a John Deere logo of equal size to the dealer logo within the top third of the page.

Content Eligible for Co-op Reimbursement

- **John Deere Turf and Utility Products:** 100 Series Lawn Tractors, S240 Sport Lawn Tractors, Select and Signature Series Lawn Tractors, Residential ZTrak™ Zero-Turn Mowers, commercial mowing equipment, Gator™ Utility Vehicles, and John Deere or Frontier implements/front-end equipment for Turf and Utility Products. All products must be new.
- **John Deere Small Ag Products:** 1-4 Family Tractors, 5 Family Tractors, 105-155 engine hp 6 Family Tractors, specialty tractors, pull-type hay tools, rotary cutters, and John Deere and Frontier implements/front-end equipment for Small Ag Products. All products must be new.
- **John Deere Precision Ag Products:** For ads promoting dealership-branded Precision Ag Services, the services must use and portray John Deere Precision Ag Products only. Dealership-branded Precision Ag Services using products from other suppliers will void co-op reimbursement. All products must be new.
- **John Deere Golf Products:** All products must be new.
- **GreenFleet™ and products eligible for GreenFleet discounts:** All products must be new.
- **PowerGard™ Protection Plan:** Ads promoting PowerGard which portray equipment being inspected or serviced must show (1) John Deere equipment only, and (2) dealership service personnel wearing official John Deere service uniforms or nondescript clothing.
- **John Deere Licensed Products:** Children can be shown riding/using toys outdoors if no full-sized equipment is in the same outdoor setting. Do not show children playing in grain.
- **Genuine John Deere Parts and Attachments, John Deere Reman Parts and Components, All Makes Parts and Attachments from John Deere including Sunbelt and A&I, Hagie Parts, and John Deere Service:** Ads portraying service must show John Deere equipment being serviced. Competitive equipment may be used in All Makes Parts advertising but competitive logos are not allowed. Service personnel appearing in ads must wear official John Deere service uniforms or nondescript clothing. Parts or Service advertising for Stihl or Honda products will be pro-rated per the guidelines for these brands (see below).
- **Lease or rental of co-op eligible John Deere Ag & Turf Products:** Leases must be through John Deere Financial, and the ad copy or disclaimer must disclose the lease is through John Deere Financial for the ad to be eligible for co-op reimbursement.
- **Used equipment:** Ads promoting John Deere used equipment or competitive used trade-in equipment will qualify for co-op reimbursement if at least 75% of the ad space/time is dedicated to co-op eligible new John Deere Ag & Turf Products listed above. U.S. Dealers Only: Region-approved Gondola rental fleet tractor returns with less than 250 hours will be considered “new” equipment for co-op eligibility purposes; returns with more than 250 hours will be considered “used” equipment. Machine hours must be listed for each Gondola rental fleet tractor included in the ad.
- **Ads that include Stihl and/or qualified* Honda Outdoor Power Equipment and related parts and service:** At least 50% of the ad space/time must include co-op eligible John Deere Ag & Turf Products. The Stihl and/or Honda portion of the ad will be prorated out, with co-op reimbursement based on the John Deere portion only. Stihl and Honda logos will not be prorated out, but they must be shown in conjunction with the John Deere logo and must be at least 25% smaller than the John Deere logo. Do not place logos for Stihl and Honda next to the Relationship Branding logo lockup. Pre-approval is required for all ads. For shows and events, Stihl and/or qualified* Honda products may take up to 25% of the display space; this space will be prorated out with co-op reimbursement made on the remaining portion of the display devoted to co-op eligible John Deere Ag & Turf Products.
- **Special events at a dealer’s aligned Lowe’s and The Home Depot locations:** Ads promoting demos, operator training, lawn-care maintenance, and other topics relevant to co-op eligible John Deere Ag & Turf Products. Ads must include photography of relevant products. Lowe’s and The Home Depot logos will not be prorated out, but they must be shown in conjunction with the John Deere logo and must be at least 25% smaller than the John Deere logo. Do not place logos for Lowe’s or The Home Depot next to the Relationship Branding logo lockup. Pre-approval is required for all ads.

Dealer Group Advertising

When two or more dealers join together to advertise within the same ad, it is considered a dealer group program. There are specific legal guidelines that impact multiple dealers in a market promoting prices other than MSRP. John Deere has authorized Geometry Global to support dealer group advertising programs. A service fee may apply from Geometry Global for this service depending on market and whether the dealers are already contracted with Geometry Global on their individual media plan. Dealer group advertising placed by unauthorized agencies or by individual dealers are not be eligible for co-op reimbursement.

U.S. Dealers Only: “Consumer Reports” – No Commercial Use Policy

It is **not** permissible to use the Consumer Reports name or ratings in any advertising according to their policy statement. Please refer to the [Consumer Reports No Commercial Use Policy](#).

Safety Guidelines

Ads portraying equipment in operation, under service, or parked must be compliant with all safety guidelines outlined in the respective Operator’s Manual(s). These guidelines include, but are not limited to, the following requirements:

1. Do not show equipment in motion without an operator in the driver’s seat.

2. Do not show equipment with passengers who exceed allowable capacity; or with passengers on fenders, the front-end loader, or in the instructor's seat.
3. Do not show equipment with children who are under the age of 18 years.
4. Do not show animals on or near moving or stationary equipment.
5. Operators (and passengers in utility vehicles) must be shown wearing seat belts if the machine is equipped with a seat belt.
6. Operators must be shown using personal protective equipment when called for (e.g., eye and ear protection).
7. The ROPS must be shown in correct position.
8. The front-end loader must be parked on the ground if there is not an operator in the driver's seat.
9. When promoting Gator XUVs, riders must be shown wearing helmets when they are in aggressive conditions. If there is a question on what constitutes aggressive conditions, err on the side of caution and show the riders wearing helmets.

While some social media posts are not eligible for co-op reimbursement, it is recommended that all posts be compliant with these requirements. For posts promoting licensed John Deere toys, do not show children riding/using toys outdoors with equipment in the background, and do not show children playing in grain.

Claim Submissions

- Dealers contracted with a Geometry Global media plan do not need to submit claims for advertising placed by Geometry Global. These dealers will be automatically debited for 50% of their Geometry Global Reserve in 10 equal monthly installments starting in January. Dealers who handle their own creative must receive a preapproval from preapproval@deerecoop.com before Geometry Global can traffic ads.
- For advertising not placed by Geometry Global, a co-op claim must be submitted to Channel Fusion for all media types:
 1. Choose the proper claim form for the budget you're using.
 2. Submit claims within 90 days of the last date the ad ran.
 3. Include appropriate supporting documentation for each media type. (See specific media type guidelines, beginning on page 6.) All required supporting documents for online claims must be uploaded online at the time the claim is submitted to avoid delays in co-op reimbursement.
 4. Include the paid month-end invoice (earned discounts must be noted and will be deducted from the claim amount). Co-op statements are not acceptable. Co-op statements do not reflect discounts or agency commissions that must be prorated out of costs prior to reimbursement.
 5. Agencies who purchased media on behalf of the dealer must itemize commission fees as a separate line item on the billing invoice.
 6. All pre-approvals must be sent to preapproval@deerecoop.com. Claims for co-op reimbursement can be submitted online through the Dealer Advertising Resources website but can be sent to the following address: Channel Fusion, PO Box 10617, Cedar Rapids, IA 52410-0617.

General Guidelines for All Media Types

- Advertising must be focused on co-op eligible John Deere Ag & Turf Products as outlined above. Creative for all advertising except radio must include appropriate photography for the specific products or product lines being promoted (or products or product lines eligible for the incentive being promoted). Creative for radio spots must mention the specific products or product lines being promoted (or products or product lines eligible for the incentive being promoted).
- When promoting price and/or incentive offers, include a full financial disclaimer for legal requirements. Refer to the [Credit Advertising Checklist](#) for specific requirements.
- Appropriate disclosures/disclaimers (e.g., financial/safety) must be included in all advertising, including any changes made to creative produced by John Deere. If an ad is modified, the disclosure/disclaimer must be modified to align with revised content.
- Ads including horsepower ratings on gas engines of 30 hp or less should include the following disclaimer: "The engine horsepower and torque information are provided by the engine manufacturer to be used for comparison purposes only. Actual operating horsepower and torque will be less. Refer to the engine manufacturer's web site for additional information."
- Space used to promote allied products (i.e., Stihl or Honda) will be prorated out, and will not receive co-op reimbursement.
- Visuals promoting John Deere Ag & Turf tractor packages must clearly identify the brand of each attachment and/or implement being offered as a part of the package. Brands must be included in proposed advertisements sent for pre-approval.

Items and Stipulations NOT Eligible for Co-op Reimbursement

- Stretching or distortion of John Deere product images and/or John Deere approved trademarks.
- Advertising that does not comply with John Deere's [Trademark Guidelines](#).
- Altered versions of John Deere promotional trademarks such as Nothing Runs Like a Deere, Green Fever, Deere Season, Green Tag,

2017-2018 Dealer Advertising Guidelines & Program Information

Deere Days of Summer, Gear Up for Fall, Drive Green, and other trademarks that may be developed during the year.

- Misleading or false advertising, including any advertising deemed predatory.
- Any ad that is derogatory, illegal, or portrays John Deere products in an unacceptable manner.
- Any mention of competitive new equipment, competitive retail businesses, or similar references unless approved by John Deere.
- Using the flag of the United States or of Canada as a graphic element in an advertisement. For guidelines on using these flags, see the respective flag code for each country.
- Any ad that includes images/sounds referencing war, violence, weaponry, or related themes. Hunting activities must be shown without the actual visual/audio of firearms.
- Classified ads, whether print or online.
- Business directories, whether print (e.g., Yellow Pages) or online.
- In-app advertising or sponsorship of apps produced by local or regional newspapers and magazines, or apps for shows and events.
- Handouts or brochures for distribution within the dealership or at shows and events.
- Agency fees such as media commissions and creative development fees, and other costs such as blog writing fees, print production fees, newspaper insert printing costs and other printing costs (excluding direct mail and select POS), shipping charges, and all associated taxes.
- Website hosting fees. Website development and SEO fees may be eligible for co-op reimbursement; see page 16.
- Media barter and/or media trades.
- Any media whose designated coverage area does NOT match/contain a significant portion of the dealer's AOR.
Note: Dealer advertising and the Sales Region will govern questions on significance of coverage.
- Any exclusivity agreements created between a dealer and media/vendor, which precludes another John Deere dealer from advertising with that media/vendor.
- Food and beverages, food preparation items, disposable food service items such as plates and cutlery, event admission, clothing, merchandise, promotional giveaways, and related items for shows and events.
- Radio mentions, product placements, free event tickets, or barter that are included as part of a sponsorship.
- Unattended (static) trade show or event displays, retail shopping mall displays, or other such unattended displays.
- John Deere Commercial Worksite Products are not eligible for co-op reimbursement through the Ag & Turf co-op program. CWP has a separate co-op program; contact 877-213-0684 with questions.

Contact Information

- For Dealer Advertising questions, please contact Channel Fusion at 877-213-0684.
- For pre-approval submission or questions, email preapproval@deerecoop.com.
- For claim submission or questions, email deerecoop@deerecoop.com.

2017-2018 Advertising Guidelines Listed by Media Type	
Direct Mail	<ul style="list-style-type: none"> • Direct mail executed through AdZone do not require an individual reimbursement claim. The order will be charged as indicated in AdZone (from co-op if available or 100% to dealer if the dealer's co-op budget is exhausted). Your share will be debited on your monthly statement. • Direct mail executed outside of AdZone must be pre-approved, and a reimbursement claim submitted. • Build-Your-Own direct mail in AdZone must be pre-approved. • For postcards, an approved Relationship Branding logo lockup option must be used on the front or the back, but not both, and not within the return-address area. No other logos are to be used. <p><u>Eligible:</u></p> <ul style="list-style-type: none"> • Printing and postage charges. <p><u>Not eligible:</u></p> <ul style="list-style-type: none"> • Newsletters or dealership magazines. • List management fees. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> • Pre-approval number, if the direct mail was created by the dealer. • Original direct mail piece or media-generated electronic copies (not photocopies/proofs). • Paid invoice for printing and postage, detailing the number of pieces and a breakdown of individual charges.
Display Advertising (Digital Banners)	<ul style="list-style-type: none"> • All placements must be pre-approved. In your pre-approval request, include a copy of the ad and the URL of the landing page the customer will click through. • All placements must feature a co-op eligible John Deere Ag & Turf Product or product line. The landing page must include images and information on the product or product lines being promoted within the linking ad, and must follow the Dealer Website Requirements, which include placement of a John Deere logo of equal size to the dealer logo within the top third of the page. • The ad and the landing page must not include any competitive content other than competitive-comparison videos produced by John Deere or links to these videos on JohnDeere.com, JohnDeere.ca, or John Deere's YouTube channel. • All placements must include an approved Relationship Branding logo lockup option. If space is limited, the dealer's logo should be the primary logo shown and sized appropriately for the ad space. • Incentive offers within the ad must be accompanied with appropriate disclaimers. If space is limited, appropriate disclaimers must be no more than one click away. (For example: "Terms and conditions apply. Click here for details.") <p><u>Eligible:</u></p> <ul style="list-style-type: none"> • Net media cost for display/digital banner ad space. <p><u>Not eligible:</u></p> <ul style="list-style-type: none"> • Display ads on websites or web pages depicting derogatory or illegal behavior; violence, weaponry, or related themes (exclusive of legal hunting activities); with any content deemed unsafe or unacceptable for the John Deere brand; or portrays John Deere and competitive products in an unacceptable manner. • Logo-only ads. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> • Paid month-end media invoice. • Pre-approval number. • Screenshot or JPG of ad. • Screenshot or JPG of landing page, with URL shown. • Metrics report showing the following: <ol style="list-style-type: none"> 1. Start and end dates. 2. Number of impressions and click-throughs. 3. Total cost per click.

2017-2018 Dealer Advertising Guidelines & Program Information

<p>Flyers/Inserts</p>	<ul style="list-style-type: none"> All flyers/inserts must be pre-approved and must promote co-op eligible John Deere Ag & Turf Products and relevant incentives. Allied products or products not eligible for co-op reimbursement will be prorated out. <p><u>Eligible:</u></p> <ul style="list-style-type: none"> Net insertion cost from newspaper or local magazines, or postage for shared mail/home delivery (i.e., Valassis, MailSouth and Canada Post). <p><u>Not eligible:</u></p> <ul style="list-style-type: none"> Creative, printing, and shipping fees. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> Pre-approval number. Month-end paid invoice from publication. Statement must include net insertion cost and the number of inserts. Paid invoice for postage on shared mail/homemail/home delivery. Original flyer/insert or media-generated electronic copies (not photocopies).
<p>Native Advertising</p>	<ul style="list-style-type: none"> All placements must be pre-approved. In your pre-approval request, include a copy of the ad and the URL of the landing page the customer will click through. All placements must be based around a co-op eligible John Deere Ag & Turf Product or product line. The landing page must include images and information on the product or product lines affiliated with the subject matter of the linking ad. Any page linking off the landing page must follow the Dealer Website Requirements, which include placement of a John Deere logo of equal size to the dealer logo within the top third of the page. The ad and the landing page must not include any competitive content other than competitive-comparison videos produced by John Deere or links to these videos on JohnDeere.com, JohnDeere.ca, or John Deere's YouTube channel. Incentive offers within the ad or landing page must be accompanied with appropriate disclaimers. If space is limited, appropriate disclaimers must be no more than one click away. (For example: "Terms and conditions apply. Click here for details.") <p><u>Eligible:</u></p> <ul style="list-style-type: none"> Net media cost. <p><u>Not eligible:</u></p> <ul style="list-style-type: none"> Native ads on websites or web pages depicting derogatory or illegal behavior; violence, weaponry, or related themes (exclusive of legal hunting activities); with any content deemed unsafe or unacceptable for our brand; or portrays John Deere and competitive products in an unacceptable manner. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> Paid media invoice. Pre-approval number. Screenshot or JPG of ad (image and headline). Screenshot or JPG of sample website or web page the ad appeared on. Screenshot or JPG of landing page, with URL shown. Metric report showing the following: <ol style="list-style-type: none"> Start and end dates. Number of impressions and click-throughs from ad to landing page. Total cost per click. Number of click-throughs from landing page to dealer website.

2017-2018 Dealer Advertising Guidelines & Program Information

Online Video (OLV, YouTube)	<ul style="list-style-type: none">• All online video (OLV) placements must be pre-approved. In your pre-approval request, include a link to the video (or a video file) and the URL of the landing page the customer will click through.• All videos must mention "John Deere" at least once. It is recommended videos not exceed 60 seconds.• All placements must feature a co-op eligible John Deere Ag & Turf Product or product line. The landing page must include images and information on the product or product lines being promoted within the linking video, and must follow the Dealer Website Requirements, which include placement of a John Deere logo of equal size to the dealer's logo within the top third of the page.• The video must not include any competitive content. The landing page must not include any competitive content other than competitive-comparison videos produced by John Deere.• All videos must include an approved Relationship Branding logo lockup option, preferably placed at the end of the video.• Incentive offers within the video must include appropriate disclaimers. Incentives described within accompanying text (such as the video description) must include with appropriate disclaimers. If space is limited in the accompanying text, appropriate disclaimers must be no more than one click away. (For example: "Terms and conditions apply. Click here for details.") <p><u>Eligible:</u></p> <ul style="list-style-type: none">• Net media cost for pre-roll, TrueView In-Stream, Overlay In-Video, TrueView In-Display, and video display ads. <p><u>Not eligible:</u></p> <ul style="list-style-type: none">• Net media cost for post-roll placements.• Video production or talent fees, including fees to tag a John Deere produced video. <p><u>Claims must include:</u></p> <ul style="list-style-type: none">• Paid media invoice from YouTube or other channel.• Pre-approval number.• Screenshot, JPG, or URL of video.• Screenshot or JGP of landing page, with URL shown.• Metrics report showing the following:<ol style="list-style-type: none">1. Type of marketing objective.2. Start and end dates.3. Results based on objective and campaign type (e.g., impressions, video starts and completions, click-through rate).4. Cost per result.
-----------------------------	--


2017-2018 Dealer Advertising Guidelines & Program Information

<p>Out of Home (Billboards)</p>	<ul style="list-style-type: none"> All billboards must be pre-approved. An Authorized John Deere Outdoor Vendor is required for co-op reimbursement. If you do not see your vendor on the list for US or Canada, please submit a Vendor Approval Form through deerecoop@deerecoop.com for consideration. All billboards must feature a co-op eligible John Deere Ag & Turf Product or product line. Billboards advertising price and/or financing offers must include appropriate disclaimers clearly legible from the road with a recommended minimum visibility of 100 feet (30 meters). All billboards must include an approved Relationship Branding logo lockup option. <p><u>Eligible:</u></p> <ul style="list-style-type: none"> For static billboards, net rental fee. Rental period must be for a minimum of one month. Creative must be shown for a minimum of one month before switching out. Billboards may not rotate locations or the creative more than monthly during the rental period. Digital outdoor billboards. <p><u>Not eligible:</u></p> <ul style="list-style-type: none"> Logo only billboards. Signage at sport stadiums or equestrian/rodeo arenas not part of a sponsorship agreement. Production charges. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> Pre-approval number. Notarized billboard contract. (Notarization not required in Canada.) Paid monthly invoice from billboard vendor, showing billboard rental cost and location. Photos of the billboard. The photos must be submitted monthly and be auto-dated by camera or film developer. Date must be during the time of the billing month. In lieu of auto-dated photos, a notarized, non-auto-dated invoice must accompany photos. (Notarization not required in Canada.) For digital outdoor billboards, include a photo of the ad appearing on the video board along with a notarized proof of performance. The notarized invoice should include number of flips per minute, how many seconds the ad appeared for each flip, and how many times the ad was shown per day.
<p>Paid Search Advertising (SEM/PPC/PLA)</p>	<ul style="list-style-type: none"> All paid search ads must be pre-approved. In your pre-approval request, include a copy of the ad, a list of keywords, and the URL of the landing page the customer will click through. Campaigns and keywords must focus on co-op eligible John Deere Ag & Turf Products and product lines, as well as individual dealer terms (e.g., ABC Equipment, John Deere Dealer) specific to the individual dealer, not other inline dealers. Inclusion of competitive brands, products, or terminology in targeted keywords requires prior approval from John Deere. The landing page must include images and information on the product or product lines correlating to the targeted keywords, and must follow the Dealer Website Requirements, which include placement of a John Deere logo of equal size to the dealer logo within the top third of the page. The landing page must not include any competitive content other than competitive-comparison videos produced by John Deere. <p><u>Eligible:</u></p> <ul style="list-style-type: none"> Net media cost. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> Paid invoice from Google, Bing, Yahoo, etc. Pre-approval number. List of keywords. Screen shot or JPG of ad. Screen shot or JPG of landing page with URL shown. Metrics report showing the following: <ol style="list-style-type: none"> Start and end dates. Number of click-throughs. Total cost per click.

2017-2018 Dealer Advertising Guidelines & Program Information

<p>Paid Social (Facebook, Instagram, Pinterest, and Twitter ads; boosted posts)</p>	<ul style="list-style-type: none"> • All ads and boosted posts must be pre-approved. In your pre-approval request, include a copy of the ad, the marketing objective, and the URL of the landing page the customer will click through if applicable. • All ads and boosted posts must be focused on driving engagement or awareness of the John Deere and/or dealer brand, or co-op eligible John Deere Ag & Turf Products, product lines, or applicable services. • If the marketing objective is to drive traffic to a landing page, the landing page must include images and information on the product or product lines being promoted within the linking content, and must follow the Dealer Website Requirements, which include placement of a John Deere logo of equal size to the dealer logo within the top third of the page. • The ad or boosted post must not include any competitive content. In addition, the landing page the customer clicks through, if applicable, must not include any competitive content other than competitive-comparison videos produced by John Deere or links to these videos on JohnDeere.com, JohnDeere.ca, or John Deere's YouTube channel. • Incentive offers within the ad or post must be accompanied with appropriate disclaimers. If space is limited, appropriate disclaimers must be no more than one click away. (For example: "Terms and Conditions apply. Click here for details.") • Profile pictures used on the dealer's account must be of the dealer's logo or other dealer branding elements, not the John Deere logo. Photos or graphics used within a post should include an approved Relationship Branding logo lockup option if space permits. • Pre-approval is required for any work with influencers or personas, whether internal or third-party; this work must be compliant with the U.S. Federal Trade Commission's (FTC) Endorsement Guidelines or the Canadian Code of Advertising Standards. <p><u>Eligible:</u></p> <ul style="list-style-type: none"> • Net media costs for ads appearing on Facebook, Messenger, Instagram, Pinterest, and Twitter. These ads may use any ad format provided by the social media platform. • Net media costs for boosting posts. <p><u>Not eligible:</u></p> <ul style="list-style-type: none"> • Fees paid to third-party influencers or personas. • Boosted posts appearing on social media accounts other than the dealership's primary account or individual store accounts. • App Install campaigns. • Content development fees. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> • Paid invoice or campaign report from the social media platform indicating dollar amount spent. • Pre-approval number. • Screen shot or JPG of ad. • Screen shot or JPG of landing page with URL shown. • Metrics report showing the following: <ol style="list-style-type: none"> 1. Type of marketing objective (e.g., awareness, consideration, conversion) and correlating campaign type (e.g., reach, traffic, engagement, video views, lead generation, conversions, store visits). 2. Start and end dates. 3. Results based on the objective and campaign type. 4. Cost per result.
---	---

2017-2018 Dealer Advertising Guidelines & Program Information

<p>Point of Sale (POS) Materials</p>	<ul style="list-style-type: none"> Point of Sale (POS) materials executed through AdZone do not require pre-approval nor an individual claim for co-op reimbursement. The order will be charged as indicated in AdZone (from co-op if available or 100% to dealer if the dealer's co-op budget is exhausted). Your share will be debited on your monthly statement. All other POS materials must be pre-approved. All POS materials must feature a co-op eligible John Deere Ag & Turf Product or product line with relevant incentives. Incentive offers within the POS must be accompanied with appropriate disclaimers. All POS materials must include an approved Relationship Branding logo lockup option. POS materials created by John Deere such as banners, window clings and durafeathers are available through AdZone. Not all POS materials in AdZone are eligible for co-op reimbursement. Items not eligible for co-op reimbursement will have this icon next to the creative: . POS materials must not include any competitive content. <p><u>Eligible:</u></p> <ul style="list-style-type: none"> Net cost of banners, window clings, durafeathers, and posters. <p><u>Not eligible:</u></p> <ul style="list-style-type: none"> Design fees, art setup fees, customization fees, shipping and handling fees, and tax. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> Paid invoice from supplier. Pre-approval number. Photo or JPG of the POS item in use.
<p>Print Advertising (Newspaper and Magazine)</p>	<ul style="list-style-type: none"> All ads must be pre-approved and promote co-op eligible John Deere Ag & Turf Products and relevant incentives, unless produced through AdZone. Altered versions of AdZone ads require pre-approval. Allied products will be prorated out. All ads must not include any competitive content. All ads must include an approved Relationship Branding logo lockup option. Incentive offers within ads must be accompanied with appropriate disclaimers. Ads placed in penny savers, shoppers, and traders promoting John Deere used equipment or competitive used trade-in equipment will qualify for co-op reimbursement if at least 75% of the ad space/time is dedicated to co-op eligible new John Deere Ag & Turf Products. <p><u>Eligible:</u></p> <ul style="list-style-type: none"> Net media cost. <p><u>Not eligible:</u></p> <ul style="list-style-type: none"> Classified ads, whether print or online. Logo-only ads. Ads in church bulletins. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> Paid month-end media invoice (earned discounts must be noted and will be deducted from the claim amount). Co-op and run date invoices are not acceptable. Pre-approval number. All newspaper ads must be listed individually with rates on month-end billing statement. Original tearsheet or e-tearsheets are acceptable if the name and date of the publication and size of the ad are listed. If the ad size is not shown on the e-tearsheet, the media rate card must accompany the claim or the size must be shown on the month-end statement.

2017-2018 Dealer Advertising Guidelines & Program Information

<p>Radio and Streaming Radio Commercials</p>	<ul style="list-style-type: none"> • All radio and streaming radio commercials must be pre-approved. • All spots must mention “John Deere” at least once. • All spots must mention a co-op eligible John Deere Ag & Turf Product or product line (e.g., John Deere Gator Utility Vehicles, John Deere Lawn Tractors, John Deere Utility Tractors, etc.). • For streaming spots that feature a click-through option, the landing page must include images and information on the product or product lines being promoted within the linking ad, and must follow the Dealer Website Requirements, which include placement of a John Deere logo of equal size to the dealer logo within the top third of the page. • The spot must not include any competitive content. The landing page, if applicable, must not include any competitive content other than competitive-comparison videos produced by John Deere or links to these videos on JohnDeere.com, JohnDeere.ca, or John Deere’s YouTube channel. • Incentive offers within the ad must be accompanied with appropriate disclaimers at the end of the spot. Due to legal requirements, it is recommended that only price or dollars off be promoted in radio advertising. For streaming spots with a click-through option, incentive offers must be accompanied with appropriate disclaimers on the landing page. • Live-read scripts available on AdZone may be edited, but must be pre-approved and adhere to general guidelines. • Recorded radio spots produced by John Deere are provided for dealer tagging only and should not be altered in any way. • Radio remotes must be pre-approved. In your pre-approval request, include a talking point outline of eligible products to be promoted during the live remote. In addition, the live remote must clearly identify the retailer as a John Deere dealer, must contain information about specific co-op eligible John Deere Ag & Turf Products or product lines, and must not mention competitive equipment. <p><u>Eligible:</u></p> <ul style="list-style-type: none"> • Net media cost. • For radio remotes, net media cost for on-air time. <p><u>Not eligible:</u></p> <ul style="list-style-type: none"> • Ads less than :10 in length. • Production fees, music right fees, and talent fees. • Altered versions of spots produced by John Deere, or expired spots. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> • Paid month-end media invoice (earned discounts must be noted and will be deducted from the claim amount). Co-op statements are not acceptable. • Pre-approval number. • Notarized station scripts with completed ANA/RAB. (Notarization not required in Canada.) • Notarized affidavits of performance (with dates and times) from station. (Notarization not required in Canada.) • Verbiage used in custom dealer jingles must be included on the script sheet. • Live-read scripts produced by John Deere must be referenced on the invoice as a live read. • For streaming radio: <ol style="list-style-type: none"> 1. Notarized affidavits of performance or a metrics report showing start and end dates, plus number of click-throughs. 2. Screenshot or JPG of landing page with URL shown. 3. Copy of script.
--	---

2017-2018 Dealer Advertising Guidelines & Program Information

Shows and Events	<ul style="list-style-type: none">• All shows and events must be pre-approved by your Territory Sales Manager and Dealer Advertising. In your pre-approval request, include a copy of the pre-approval form signed by your Territory Sales Manager.• Shows and events must promote co-op eligible John Deere Ag & Turf Products. All of the booth or event space should be dedicated to eligible products. However, John Deere Ag and CWP products not eligible for co-op reimbursement may be included but will be prorated out. Stihl and/or qualified* Honda products (see note at end of document) may be included but cannot take up more than 25% of the display space and will be prorated out. (Honda portion not applicable in Canada.) If any other equipment, including competitive equipment, is exhibited, the claim for reimbursement will be denied in its entirety. <p><u>Eligible:</u></p> <ul style="list-style-type: none">• Dedicated booth space and rental expenses from a legitimate rental yard for tents, tables and chairs, fencing, electricity, and audio-visual equipment. <p><u>Not eligible:</u></p> <ul style="list-style-type: none">• Unattended (static) displays.• Food and beverages, food preparation items, disposable food service items such as plates and cutlery, event admission, clothing, merchandise, promotional giveaways, and related items. <p><u>Claims must include:</u></p> <ul style="list-style-type: none">• Copy of show contract/booth agreement.• Paid invoice for booth space and/or rental items. If the event was paid in full up front without an invoice, submit a copy of the receipt.• Pre-approval form signed by your Territory Sales Manager.• Itemized list of equipment displayed.• Four color photos taken during the show from four different angles. Photos may be emailed to deerecoop@deerecoop.com in lieu of actual prints. The file must include dealership name and account number, as well as show name and show date. If you submit photos electronically but your claim via post, note on your claim form that "photos were sent electronically on (date)." <p><u>Dealer Group Shows:</u></p> <ul style="list-style-type: none">• If you are interested in working with another dealer or group of dealers on a show or event, please contact your Territory Sales Manager or Golf Sales Manager (for Golf-only dealers) in advance of the show or event for approval. If more than one John Deere dealer participates in a show, participating dealers must share space to receive co-op reimbursement. If a dealer chooses to have separate booth space from the group, that dealer is not eligible for co-op reimbursement for that show.• Territory Sales Managers or Golf Sales Managers (for Golf-only dealers) must provide a list of participating dealers, including dealer account number, dealer name, dealer city and state in advance of the show or event to deerecoop@deerecoop.com (with a subject line Dealer Group Shows) for all group shows.• In addition, the Territory Sales Manager or Golf Sales Manager (for Golf-only dealers) should forward a copy of the signed contract and show invoice to Channel Fusion via email. Upon receipt of the contract and invoice, total show costs for the approved show will be paid to the vendor. Once the show is completed, participating dealers will be debited accordingly through Channel Fusion for their portion.• Group shows will be reimbursed 50% of the booth space and eligible rental expenses.
------------------	--

2017-2018 Dealer Advertising Guidelines & Program Information

Sponsorships	<ul style="list-style-type: none">• Consideration to co-op sponsorships will be made on a pre-approval basis only. Since each sponsorship may include unique items, please submit the media proposal and sponsorship form to preapproval@deerecoop.com at least two weeks prior to signing a contract for the sponsorship.• In your pre-approval request, include an itemized list of all media coverage, point-of-sale materials, and any other items you would like to have considered for co-op reimbursement. This information must include the cost of each item or element, the market value of these items or elements, and how the market value was determined. If the request is pre-approved, you will be provided a dollar amount that is eligible for co-op reimbursement.• Sports sponsorships must be professional/collegiate to qualify for co-op reimbursement. Note: This does not apply to Golf-Only Dealers for golf tournaments.• All of the available booth or display space and media must be dedicated to co-op eligible John Deere Ag & Turf Products. John Deere Ag and CWP products not eligible for co-op reimbursement will be prorated out. If other equipment, including competitive equipment, is exhibited, the sponsorship will be denied in its entirety.• All media, banners and signage must include an approved Relationship Branding logo lockup option. <p><u>Eligible:</u></p> <ul style="list-style-type: none">• Net media costs for advertising elements such as print (program ads), radio, TV, in-stadium signage, etc.• Dedicated booth space and rental expenses from a legitimate rental yard for tents, tables and chairs, audio-visual equipment, and banners. <p><u>Not eligible:</u></p> <ul style="list-style-type: none">• Unattended or static product displays.• Food and beverages, food preparation items, disposable food service items such as plates and cutlery, event admission, hospitality passes, clothing, merchandise, promotional giveaways, and related items.• Equipment transportation, assembly/disassembly, and cleaning expenses.• Radio mentions, product placements, or media barter. <p><u>Claims must include:</u></p> <ul style="list-style-type: none">• Based on items eligible for co-op reimbursement, determinations will be made on what types of documentation will be required (e.g., if sponsorship includes media, regular co-op documentation guidelines apply.)• Copy of sponsorship contract/booth agreement.• Copy of paid invoice for sponsorship space and/or rental items.• Pre-approval number.• Four color photos taken during the event(s) from four different angles. Photos may be emailed to deerecoop@deerecoop.com in lieu of actual prints. The file must include dealership name and account number, as well as show name and show date. If you submit photos electronically but your claim via post, note on your claim form that "photos were sent electronically on (date)."
--------------	--

2017-2018 Dealer Advertising Guidelines & Program Information

Television and Streaming TV Commercials

- All television and streaming TV commercials must be pre-approved using a two-step process:
 1. In your initial pre-approval request, include the script and video layout/storyboard for review and approval before you produce the spot. Once you receive the initial pre-approval of the script and video layout/storyboard, you can proceed to production.
 2. Submit the produced spot or a link to the spot online via email to preapproval@deerecoop.com.
- All spots must mention "John Deere" at least once.
- All spots must show a co-op eligible John Deere Ag & Turf Product or product line (e.g., John Deere Gator Utility Vehicles, John Deere Lawn Tractors, John Deere Utility Tractors, etc.).
- All spots must feature an unaltered, approved John Deere logo, preferably placed in the last five seconds of the ad.
- For streaming spots that feature a click-through option, the landing page must include images and information on the product or product lines being promoted within the linking ad, and must follow the [Dealer Website Requirements](#), which include placement of a John Deere logo of equal size to the dealer logo within the top third of the page.
- The spot must not include any competitive content. The landing page, if applicable, must not include any competitive content other than competitive-comparison videos produced by John Deere or links to these videos on JohnDeere.com, JohnDeere.ca, or John Deere's YouTube channel.
- Incentive offers within the ad must be accompanied with appropriate disclaimers. For streaming spots with a click-through option, incentive offers must be accompanied with appropriate disclaimers on the landing page.
- TV spots produced by John Deere are provided for dealer tagging only and should not be altered in any way.

Eligible:

- Net media cost.

Not eligible:

- Ads less than :15 in length.
- Agency fees, agency commissions, production fees, music rights fees, and talent fees.
- Altered versions of spots produced by John Deere, or expired spots.
- Spots that contain an altered John Deere logo, including shaded, boxed, or outlined versions, as well as an animated logo. This constitutes trademark infringement.

Claims must include:

- Paid month-end media invoice (earned discounts must be noted and will be deducted from the claim amount). Co-op statements are not acceptable.
- Pre-approval number.
- Notarized station scripts or storyboard. (Notarization not required in Canada.)
- Notarized affidavits of performance (with dates and times) from station. (Notarization not required in Canada.)
- For streaming TV spots:
 1. Notarized affidavits of performance or a metrics report showing start and end dates, number of times the spot was selected per month, and number of click-throughs.
 2. Screenshot or JPG of landing page with URL shown.
 3. Screenshot of TV spot.

2017-2018 Dealer Advertising Guidelines & Program Information

<p>Website Development and SEO</p>	<ul style="list-style-type: none"> • Website development and SEO costs through third-party vendors are eligible for co-op reimbursement up to a combined maximum of \$15,000 (dealer share \$7,500, Deere share \$7,500). The website must be compliant with all Dealer Website Requirements, in addition to, but not limited to, the requirements below. <ul style="list-style-type: none"> • The website must be designed for full functionality on multiple browsers (e.g., Internet Explorer, Safari, Chrome, etc.) and must be optimized for mobile devices. • The website must be compliant with Web Content Accessibility Guidelines (WCAG) 2.0 applicable to the dealer's country. • The website homepage must include placement of a John Deere logo of equal size to the dealer logo within the top third of the page. • The website homepage must not include any competitive logos, and must not include any competitive content other than competitive-comparison videos produced by John Deere or links to these videos on JohnDeere.com, JohnDeere.ca, or John Deere's YouTube channel. • The website must include images and product information (i.e., key features and specifications) on new products available for sale at the dealership, and must utilize the data feed from JohnDeere.com or JohnDeere.ca for this information. All pricing, incentive, and financing offers must be accompanied with appropriate disclaimers. • The website must include call-to-action links on each product page so that consumers can easily request a quote or a demo, or call the dealership for more information. • All website development costs require pre-approval. In your pre-approval request, include a copy of the full proposal and site structure from the vendor plus estimated timeline for completion. John Deere reserves the right to deny co-op reimbursement on website development fees if the fees are not commensurate with the design and features of the dealer's proposed website, and the quality of the finished website. • If you are interested in working with another dealer or group of dealers on a regional group site, contact the Manager, Integrated Dealer Advertising with requests. • SEO fees eligible for co-op reimbursement must cover quarterly content updates/refreshes on key pages to drive organic search results, plus full site analysis and updating of metadata and structure. • All SEO annual investment fees and/or monthly retainer fees require pre-approval. In your pre-approval request, include a copy of the full proposal of SEO services, or a detailed outline of all SEO activities covered by the annual investment fee/monthly retainer fee. John Deere reserves the right to deny co-op reimbursement on SEO fees if the fees are not commensurate with the provided services and the vendor's efforts to improve organic rank. <p><u>Eligible:</u></p> <ul style="list-style-type: none"> • Website development costs. • Annual SEO investment fees and monthly SEO charges. <p><u>Not eligible:</u></p> <ul style="list-style-type: none"> • Monthly hosting fees. • Internal staff time to update content. • Taxes. <p><u>Claims must include:</u></p> <ul style="list-style-type: none"> • Paid invoice. <ul style="list-style-type: none"> • If the vendor charges for website development with installments, reimbursement for all installment payments will be made upon receipt of the final invoice. • SEO invoices must include services covered. • Screenshot of website with URL shown.
------------------------------------	---

Contact Information

- For Dealer Advertising questions, please contact Channel Fusion at 877-213-0684.
- For pre-approval submission or questions, email preapproval@deerecoop.com.
- For claim submission or questions, email deerecoop@deerecoop.com.

Helpful Links:

[Dealer Advertising Resources](#)

[AdZone](#)

[John Deere Brand: Dealer usage guidelines and tools](#)

[John Deere Trademark Guidelines](#)

[John Deere Brand Portal: Dealer Identification Guidelines](#)

[Dealer Website Requirements](#)

[Web Content Accessibility Guidelines \(WCAG\) 2.0](#)

[Credit Advertising Checklist](#)

[U.S. Federal Trade Commission's \(FTC\) Endorsement Guidelines](#)

[Advertising Standards Canada: Canadian Code of Advertising Standards](#)

* – Qualified Honda products are identified as walk-behind lawnmowers (<30”), portable generators, walk-behind tillers, stand-alone pumps and walk-behind snow blowers. Honda Power Equipment also sells other products that are not included in the John Deere agreement, such as string trimmers and mini-tillers. Furthermore, Honda Motor Company sells ATVs and UVs, which are not covered by the Honda/John Deere agreement. Any of these products not in the Honda/John Deere agreement are considered competitive, and use of these products in any advertising would deem the entire advertisement to be ineligible for co-op reimbursement. Honda portion applies only to the US.