

2017 BRYANT ADVERTISING GUIDELINES & CLAIMING AT-A-GLANCE

REIMBURSEMENT RATES (provided funds are available):

• Non-Metro Fund = 100% reimbursed

• Co-op Fund = 50% reimbursed



GENERAL GUIDELINES & ADVERTISING REQUIREMENTS: (The guidelines below will be strictly enforced by a third party auditor.)

1. Must use current Bryant logo and "Whatever it Takes" tagline in all advertising (logo & tagline must visually & audibly in TV/Radio/theater adv.)
 - TV: Logo and tag clearly and prominently shown, plus audible mention of both brand and tag
 - Radio: Audible mention of brand 2x in 30-sec and 3x in 60-sec spot; tag 1x per spot
 - Print: Logo should not appear less than 1/2 the size of the dealer logo
2. No competitive items/brands (includes IAQ, controls and Panasonic duct free splits).
3. Advertising must run during the 2017 calendar year (2017 funds cannot roll-over into 2018).
4. All claims must be received by January 15, 2018.
5. Co-Op Funds are the property of Airefco until "claimed" by the dealer.
6. Credit/financing offers must use wording provided by the lender.
7. Use of the words "free" or "bonus" in any advertising must receive prior approval.
8. Follow all factory guidelines and requirements (found in the current Bryant Ad Kit) when advertising rebates, product claims and warranty offers.
9. Only net cost to the dealer after deduction of other funding is eligible for reimbursement (i.e. funding from utility company, Energy Trust of Oregon, etc.).

ADVERTISING PRE-APPROVAL: (Required for any advertising that does not use the current Bryant Ad Kit templates or factory-approved Bryant vendors.)

- Submit requests to advertising@airefco.com at least two business days prior to the print/production/run date.
- If you are unsure whether an ad/item requires approval, please forward it to your Territory Manager for review.
- Long-term advertising must receive approval each year.
- Modifications to ad kit items of any kind except for ad size (in same proportions) must be resubmitted for approval.



Heating & Cooling Systems

WHATEVER IT TAKES.

DON'T FORGET THE TAG?

GENERAL EXCLUSIONS:

- Agency fees
- Voice talent fees and design/logo set-up costs
- Installation or production costs
- Costs above standard shipping
- Tax expense

DISALLOWABLE ITEMS:

- Materials from expired ad kits or old Bryant logos
- Items not associated with the Bryant brand,
- Office equipment, cellular phones, award banquets, employee gifts, association dues, publication subscription/contribution expenses

COMMON CLAIM OMISSIONS:

- Invoice
- Notarized script affidavits
- Entire, original tear sheets
- Clear, color photos

AIR ADVICE & ANGIE'S LIST

- **What qualifies:** Air Advice monitors & Angie's List Lead Accelerator Program; magazine and internet advertising.

Co-op Non-Metro

APPAREL

- **What qualifies:** Purchase of Bryant-branded casual wear, dealer uniforms, branded patches. All clothing must have the current full color Bryant logo with tagline on left side of chest.
- **Exclusions:** Cleaning Services, Rental Programs & Shipping (i.e. uniform cleaning services)
- **Bryant Approved Vendors:** Shilling Sales, Cintas Uniform Program, Shu-Bee

Co-op Non-Metro

BILLBOARDS, JOB SIGNS/YARD SIGNS

- **What qualifies:** Arena/stadium signage, public bus ads, public benches, billboards, job site signs, and yard signs.
- **Exclusions:** Ticket package costs received with stadium or arena signage packages
- **Bryant Approved Vendors:** TKO Graphix, StayConnected

Co-op Non-Metro

BUILDING SIGNAGE

- **What qualifies:** Purchase (including Lease-to-Own) of branded dealer outdoor business building signs including electronic reader boards if attached to a Bryant outdoor sign.
- **Exclusions:** Sign pole; Maintenance
- **Bryant Approved Vendor:** Federal Heath Company

Co-op Non-Metro

CALL TRACKING

- **What qualifies:** Monthly tracking fees.

Co-op Non-Metro

DIRECT MAIL & DOOR HANGERS

- **What qualifies:** Consumer-oriented direct mail including coupon services, door hangers and newsletter services (includes printing costs, mail list fees and postage).
- **Bryant Approved Vendors:** EB&L Marketing, StayConnected

Co-op Non-Metro

EQUIPMENT DISPLAYS

- **What qualifies:** Equipment (at 50% of value) and signage for permanent displays in office showrooms provided signage clearly displays the current Bryant logo and tagline next to the equipment.

Co-op Non-Metro

HOME SHOWS, ETC.

- **What qualifies:** Booth or space rental (only Bryant-dedicated portion) and equipment (at 50% of value) featuring Bryant products. All signs, banners and items displayed must use current Bryant logo and tagline.
- **Exclusions:** Rental of rugs, furniture, plants, drapes, tablecloths, etc.; Nightly cleaning fees; Other misc. fees related to booth/space display and/or set-up.
- **Bryant Approved Vendor:** Skyline, Matrix Imaging

Co-op Non-Metro

INTERNET ADVERTISING & WEBSITES

- **What qualifies:** Online banner ads, search engine marketing (SEM), search engine optimization (SEO), dealer websites and SiteLink (note, same advertising standards apply)
- **Bryant Approved Vendor:** Sequoia Technologies, Select on Site, SiteLink, MTA360

Co-op Non-Metro

IPADS

- **What qualifies:** iPads purchased to support selling, installing, servicing or training of Bryant products.

Co-op Non-Metro

LEAD GENERATING TOOLS

- **What qualifies:** Lead nurturing & Proposal building tools & software/licensing fees (ex. text message marketing, Comfort Builder & Demandforce)

Co-op Non-Metro

LITERATURE

- **What qualifies:** Bryant-produced consumer literature.
- **Exclusions:** Production of specialty literature; Climate Master literature
- **Bryant Approved Vendors:** Metropolitan Printing Group

Co-op Non-Metro

MERCHANDISING

- **What qualifies:** Promotional items - pens, magnets, calendars, service stickers, customer appreciation gifts, business cards, etc.
- **Exclusions:** Shipping
- **Bryant Approved Vendors:** Shilling Sales, To Your Success

Co-op Non-Metro

PHONE ON-HOLD & CALL TRACKING

- **What qualifies:** Phone on-hold messaging, call tracking services & call recording monthly fees.
- **Bryant Approved Vendor:** Commercials on Hold

Co-op Non-Metro

PRINT & YELLOW PAGES

- **What qualifies:** Magazines, newspapers, newspaper inserts, ads in print newsletters, and yellow pages display ads.

Co-op Non-Metro

RADIO, TELEVISION & CABLE

- **What qualifies:** Radio, broadcast TV and cable TV advertising including spot commercials, live reads, program sponsorships and online streaming radio ads. Tagline & brand must occur visually & audibly for TV/theater. Media commissions are eligible provided they do not exceed 17% of the total media cost.

Co-op Non-Metro

TRAINING

- **What qualifies:** Bryant Academy, BDR Profit Coach & Service Profit Coach, NATE, Technical Training, Workforce Connection & My Learning Center courses.
- **Exclusions:** Anything not specifically mentioned as allowable above. Training not sponsored by Airefco; Training supporting products that compete with Bryant; Cancellation/no-show penalties

Co-op Non-Metro

VEHICLE IDENTIFICATION

- **What qualifies:** Purchase of Bryant vehicle decals, logos and lettering, installation cost/labor fees for decals placement on vehicle, and cost of dealer logo decals or lettering.
- **Exclusions:** Repairs; Painting costs (labor fees and supplies)
- **Bryant Approved Vendor:** TKO Graphix

Co-op Non-Metro

WOMEN IN HVAC

- **What qualifies:** Travel to Bryant Women in HVAC annual event. Includes attendance fees, coach airfare, hotel lodging (room and tax only) limited to one night per day of meeting/training plus one additional night, mileage exceeding 100 miles from dealer's place of business to meeting location at current IRS mileage reimbursement rate or alternate transportation costs (taxi, rental car, etc.).
- **Exclusions:** Gas; Meals; Hotel incidentals; Anything not specifically mentioned as allowable above

Co-op Non-Metro

YOUTUBE & SOCIAL MEDIA

- **What qualifies:** MUST have pre-approval (retroactive pre-approvals do not qualify) - Social Media management fees; YouTube video or production fees; videos must follow TV branding guidelines; photos must follow Print branding guidelines; Twitter & like feeds must include Brand mention.

Co-op Non-Metro

REFER TO THE 2017 CLAIM FORM FOR CLAIMING REQUIREMENTS