



Cooperative Advertising Program

2026 DISTRIBUTOR

Co-op Program Guidelines & Qualified Expenses

Purpose

The purpose of this program is to provide financial assistance to eligible Dexter Distributor customers for a portion of actual advertising expenditures incurred in the promotion of the **Dexter** brand.

Eligibility

All authorized Dexter Distributor customers whose annual purchases in 2025 exceeded \$100,000 are eligible for the 2026 Distributor Co-op Program. Unless previous and specific arrangements have been made, all accounts must be current to qualify for reimbursement.

Basis for Allowance

The maximum advertising allowance provided by Dexter is based on annual purchases for resale made by the customer in the previous calendar year. Dexter will notify each eligible customer of their maximum allowance for 2026.

Program Period

This program covers eligible advertising expenses incurred from January 1, 2026 through December 31, 2026 and will be processed on a quarterly basis. Continuation or renewal of this program will be at the sole discretion of Dexter.

Submission and Reimbursement

To receive advertising co-op allowance, customers must submit the required documentation listed in **Appendix A: Qualified Expenses**. *Invoices sent directly to Dexter from the customer are not acceptable.*

All reimbursement submissions must be sent using the 2026 Distribution Co-op Submission Form:

<https://form.jotform.com/261613667654060>

Dexter will determine the approved allowance amount and issue a credit to the customer account. A notification letter will be sent indicating the amount credited. Any portion of the allowance not used by December 31, 2026 will expire.

Questions about eligibility, documentation, artwork approval, or pre-approval should be sent to Dexter Marketing at dextermarketing@dexteraxle.com or directed to your Account Representative.



Cooperative Advertising Program **2026 DISTRIBUTOR**

Processing Schedule

Reimbursements will be processed quarterly according to the schedule below.

**Due to the timing of the 2026 program communication Q1 & Q2 submissions will both be accepted through July 24, 2026.*

Quarter	Submissions Due to Dexter	Dexter Remit Credit
Q1	July 24, 2026	August 7, 2026
Q2	July 24, 2026	August 7, 2026
Q3	October 23, 2026	November 6, 2026
Q4	January 22, 2027	February 5, 2027

Allowance

Dexter will be the sole judge as to the eligibility of the customer and the particular advertising submitted.

Greater Than	Less Than	Allowance %
\$100,000	\$500,000	1.0%
\$500,001	\$1,500,000	0.9%
\$1,500,001	\$2,500,000	0.8%
\$2,500,001	\$3,500,000	0.7%
\$3,500,001	\$4,500,000	0.6%
\$4,500,001	and Greater	0.5%
Maximum Allowance = \$30,000		



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Appendix A: Qualified Expenses

To qualify for reimbursement, marketing items and advertising must utilize the **current Dexter logo** or **Dexter product logo**. The use of legacy brand logos does not qualify for reimbursement; this includes UFP, Titan, Tie Down Engineering, Dexter Axle, Dexter Door, Ventline, and AL-KO.

Unless noted otherwise, reimbursement requests must include proof of the advertisement or marketing item and the required invoice or support documentation. All submissions must be sent using the **2026 Distribution Co-op Submission Form**:

<https://form.jotform.com/261613667654060>.

1. PRINT MATERIALS

A maximum of 25% of earned co-op can be utilized for print materials per year in any combination of brochures, promotional flyers, or catalogs.

Brochures and Promotional Flyers

Dexter will pay \$100 per unique item for the use of the Dexter logo or Dexter branded product logo prominently displayed on the brochure, flyer, or other printed piece.

Catalogs

Dexter will pay \$500 for the use of a Dexter branded full page inside front cover; \$300 for a Dexter branded back full cover or inside back cover; \$200 for Dexter logo or product logo with all associated Dexter products within the catalog; \$200 for the use of the Dexter logo on the front cover; and \$200 per full page Dexter branded ad within the catalog. Competitor product or logos must not appear on Dexter branded cover placements. All artwork must be approved by Dexter Marketing prior to printing. Dexter Marketing can supply artwork for full-page ads at dextermarketing@dexteraxle.com.

Exclusions: Dexter will not cover expenses for postage; creating or printing sales order books, work orders, invoices, or price lists; labor for in-house printing; digitizing artwork; set-up charges; paper or pre-production proofs; sales tax; shipping/handling; or delivery charges.

2. TRADE SHOW / EVENT SPONSORSHIPS

A maximum of 25% of earned co-op can be utilized for tradeshow, exhibits, sponsorships, or events per year.

Trade Shows and Exhibits

Dexter will pay up to 50% of a trade show or event co-sponsorship where the Dexter logo is prominently displayed alongside the manufacturer. Dexter will determine the reimbursement based on representation of the Dexter brand and product. An invoice of tradeshow sponsorship and photograph of the sponsor signage must be included when submitting for reimbursement.

Sponsorships and Events

Dexter will co-sponsor or co-brand with customers for events such as national or regional fishing tournaments, rodeos, barrel racing, and race events. This does not include small, local events or Little League type sponsorships. Contact your Account Representative to discuss proposals before committing to expenditures.

3. PROMOTIONAL ITEMS

A maximum of 25% of earned co-op can be utilized for promotional items per year.

Pens, Calendars, Hats, Jackets, Shirts, and Mugs

Dexter will pay 50% of promotional items where the Dexter logo is displayed on the promotional items.

Exclusions: Dexter will not cover expenses for digitizing artwork, set-up charges, first-name embroidery, sales tax, shipping/handling, or delivery charges.



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4. DIGITAL ADVERTISING

A maximum of 25% of earned co-op can be utilized for digital advertising per year in any combination of website, internet advertising, social media, digital newsletter, or promotional email activity.

Website

Option 1: Dexter will pay \$300 per year for featuring the Dexter logo in a prominent location on your website or featuring Dexter product(s) on your website with the Dexter and/or Dexter product logo included. Link(s) to the specific page(s) must be included when submitting for reimbursement. Dexter logo and/or product identification must remain in place for the full calendar year.

Option 2: Dexter will pay \$500 per year for featuring the Dexter logo in a prominent location on your website if the logo is backlinked to www.dextergroup.com. Link(s) to the specific page(s) must be included when submitting for reimbursement. Dexter logo and/or product identification must remain in place for the full calendar year.

Internet Advertising

Dexter will pay 50% of internet advertising, such as Google Ads or SEO, Facebook Ads, YouTube Ads, or other banner advertising where the Dexter logo and/or product is featured. Submissions for reimbursement must include the ad along with an invoice.

Social Media / Tagging

Dexter will pay \$50 per social media post that features a Dexter product and/or includes a prominently displayed Dexter logo. Posts should tag Dexter and utilize at least one hashtag that references Dexter and/or the product by name, such as #DexterTogether, #TeamDexter, #DexterAxle, #TheDexterDifference, #DexterTorflex, or #DexterBrakes. Posts should not include other companies.

A screenshot of the post or link to the post must be submitted for reimbursement; posts must not be deleted during the calendar year.

Digital Newsletters / Promotional Emails

Dexter will pay \$100 per customer email blast, newsletter, or promotional piece where the Dexter logo and/or products are prominently displayed. Submissions for reimbursement must include campaign reporting showing that a minimum of 100 customers were reached.

5. PERMANENT SIGNAGE

A maximum of 25% of earned co-op can be utilized for permanent signage per year.

Dexter will pay 50% of the cost of permanent signage that includes the Dexter logo **and** a phrase similar to “Authorized Dexter Distributor.”

Prior pre-approval is required.

Examples: delivery truck graphics, lighted building sign.

Exclusions: Dexter will not cover expenses for permitting, preparation of the building or base to install the sign, sales tax, shipping/handling, or delivery charges.

Final Eligibility Determination

Dexter will be the sole judge as to the eligibility of the customer, the eligibility of the particular advertising expense, and the proportional allocation of expense that will be reimbursed. Dexter encourages customers to inquire with Marketing prior to committing to expenditures to confirm eligibility.