



2025 DISTRIBUTOR Qualified Expenses

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

I. 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, 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 (must not include competitor product or logo); \$300 for a Dexter branded back full cover or inside back cover (must not include competitor product or logo); \$200 for Dexter logo or product logo with all associated Dexter products within the catalog. Additionally, Dexter will pay \$200 for the use of the Dexter logo on the front cover. Dexter will pay \$200 per full page Dexter branded ad within the catalog. All artwork **MUST** be approved by Dexter Marketing prior to printing. Dexter Marketing can supply artwork for full page ads (dextermarketing@dexteraxle.com).

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

II. TRADE SHOW / EVENT SPONSORSHIPS

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

Trade Show and Exhibits

Dexter will pay up to 50% of a trade show or event co-sponsorship where the Dexter logo is prominently displayed alongside of the manufacturer. It is up to the discretion of Dexter to determine the reimbursement based on the representation of 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-op sponsor / co-brand with our customers for events such as national / regional fishing tournaments, rodeos, barrel racing, race events; this does not include small, local events or Little League type sponsorships. Please contact Dexter Marketing (dextermarketing@dexteraxle.com) and/or your Account Representatives to discuss your proposal(s).

III. PROMOTIONAL ITEMS

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

Pens, Calendars, Hats, Jackets, Shirts, Mugs

Dexter will pay 50% of promotional items where the Dexter logo is displayed on promotional items. **Prior pre-approval required.**

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



2025 DISTRIBUTOR Qualified Expenses

IV. 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, or digital newsletter or promotional emails.

Website

Option 1: Dexter will pay \$150 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 the Dexter product logo included. Link to 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 \$300 per year for featuring the Dexter logo in a prominent location on your website if the logo is backlinked to www.dextergroup.com. Link to 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 1 hashtag that references Dexter and/or the product by name such as #DexterTogether, #TeamDexter, #DexterAxle, #TheDexterDifference, #DexterTorflex, #DexterBrakes. Post 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 \$50 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 where a minimum of 100 customers are reached.

V. 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 phrase similar to “Authorized Dexter Distributor”. Prior pre-approval required.

Examples: delivery truck graphics, lighted building sign

Exclusions: Dexter will not cover expenses for permitting prep of building or base to install the sign.

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.