



# CertainTeed Insulation

# CertaSpray® Applicator Business Fund

## 2014 Fund

The CertaSpray® Applicator Business Fund is part of our continued commitment to supporting our Certified Credentialed Contractors (C3). You can receive advertising, marketing and promotional support to help grow your business.

### Customer Accrual Funds

CertainTeed will provide you with an accrual fund of **\$15.00 per set of CertaSpray spray foam or \$7.50 for the purchase of half of a set**. A set is comprised of one CertaSpray A-side drum and one CertaSpray B-side drum.

**50%** of your funds will be available as a **Co-Op and Brand Promotion** fund for promoting both your brand and CertainTeed.

The additional **50%** of your funds will be available in a **Merchandise and Equipment** fund to use for promotions and premium items from our merchandise catalog at [marketplace.certainteed.com](http://marketplace.certainteed.com). Also, **tradeshows** promoting both your brand and CertainTeed's brand(s) may be applied against this fund at 100% with proper approval from your CertainTeed Territory Manager.

**50%** Co-Op & Branding  
Covered at:

- Advertising 50%
- Cable TV Ads 50%
- Yellow Pages Ads 50%
- Direct Mail 50%
- Yard & Truck Signs 50%

**50%** Merchandise & Equipment  
All Covered at 100%

- Premiums/Merchandise
- Tradeshows
- Promotions
- CTMW Spray Foam parts, equipment and accessories – includes FREE 2-day shipping
- SPFA Accreditation Testing

### Eligibility

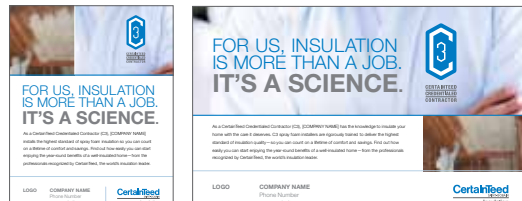
The reimbursement period covers all authorized expenditures incurred during the annual program period from January 1 through December 31, 2014, and will be based on CertainTeed Spray Foam Insulation invoices submitted or direct purchases made during that period. Only CertainTeed Credentialed Contractors (C3) are eligible. All claims must be received by **January 31, 2015**. Marketplace orders through [marketplace.certainteed.com](http://marketplace.certainteed.com) must be placed by **December 31, 2014**.

### CertainTeed Machine Works (CTMW)

CTMW spray foam parts, equipment and accessories are eligible out of your Merchandise and Equipment fund — up to \$2,000. This includes exclusive free 2-day shipping. Installation fees, repair, tax and freight are not eligible.

### Advertising

Need customized ads? Mailers? Use CertainTeed **Market Maker** at [ctmarketmaker.com](http://ctmarketmaker.com). Customize and order materials in one step. If Market Maker doesn't already have something you're looking for, give them a call at 610-367-7599, extension 244.



### Promotions

Promotions can be targeted for your internal sales force and/or your customers. They are a great way to create enthusiasm at the office and increase your sales.

### Promotional Products

You can use up to 50% of your funds for CertainTeed premium merchandise. Your company's imprint can be added to many items as well.

### Literature and Collateral Materials

You can use your fund to purchase literature, truck decals ([marketplace.certainteed.com](http://marketplace.certainteed.com)) and job site signs ([ctmarketmaker.com](http://ctmarketmaker.com)) or order through your CertainTeed Territory Manager.

## Reimbursement of Qualified Claims

- Co-op **advertising reimbursement** will be 50% of the total approved advertising space/time costs. Advertising that also features other manufacturers' products will be pro-rated for reimbursement based upon the percentage of space/time devoted to CertainTeed products.
- Reimbursement will be made directly to you by check. Please allow approximately five weeks for reimbursement following the approval of a submitted claim.
- CertainTeed will not directly reimburse a publication, broadcast station, agency or supplier for costs incurred by you.
- Claims and documentation can be submitted by mail or electronically via the ParaNet portal, which can be reached via [marketplace.certainteed.com](http://marketplace.certainteed.com)
- If the total of eligible claims is in excess of the available budgeted or allotted funds, reimbursement will be made up to the amount available in your fund. The remaining portion of that claim will not be eligible for reimbursement at a later date.
- With pre-approval, customer tradeshow booth costs will be covered when CertainTeed logos and/or products are featured prominently. Cost will be pro-rated for reimbursement based upon the percentage of space devoted to CertainTeed products. Photos of booth must be submitted with claim.
- Reimbursement will not be made if your account is not current.

## Tradeshows/Conventions

- Tradeshows/conventions require pre-approval, possible CertainTeed attendance, and only registration fees will be considered for reimbursement. Travel and entertainment will not be reimbursed.

## General Advertising Guidelines

- Claims must be submitted within 60 days of ad placement and must be accompanied by the appropriate documentation and claim form (see Media Guidelines document for full details).
- The name "CertainTeed Insulation" and/or "CertainTeed CertaSpray® Insulation" must be featured prominently.
- All advertising must meet the CertainTeed advertising program guidelines in order to be eligible for reimbursement.
- Advertising must not be misleading as to price, specifications of product features or be in violation of any federal, state or municipal ordinance. It is suggested that questionable advertising be reviewed by CertainTeed prior to placement.
- Advertising will conform to the FTC guidelines\*\* on advertising of home insulation.
- Official claim forms must be used.

\*\*Your CertainTeed Territory Manager can supply a copy.

## General Promotion Guidelines

All promotions involving CertainTeed products must be pre-approved by your CertainTeed Territory Manager to be eligible for reimbursement.

## Ineligible Claims

- Reimbursement WILL NOT be made for:
  - Agency fees, art, talent and production expenses. Only media space/time costs are eligible.
  - Advertising in any publication whose primary circulation is in regions other than your applicable market.
  - Advertisements that misrepresent CertainTeed's policies or that are in any way misrepresentative.
- Customers may not deduct claims from CertainTeed invoices.

## Unused Funds

Unused CertainTeed funds do not carry over into the following year, nor do they carry over into any other program.

## Termination

CertainTeed reserves the right to terminate or change any part of this program at any time.

### Have a Question?

Should you have a question pertaining to claim status, documentation requirements, or general advertising and media information, call your CertainTeed Territory Manager or contact:

CertainTeed Marketing Assistance Program  
c/o The Advertising Checking Bureau, Inc.  
1610 Century Center Parkway  
Memphis, TN 38134  
Phone: 800-750-2517  
Fax: 901-345-8812  
Email: [certainteed@acbccoop.com](mailto:certainteed@acbccoop.com)

Check the status of your Applicator Business funds online by enrolling in the online Marketplace. Go to [marketplace.certainteed.com](http://marketplace.certainteed.com).

Contact your CertainTeed Territory Manager for further information.

## ASK ABOUT ALL OF OUR OTHER CERTAINTEED® PRODUCTS AND SYSTEMS:

ROOFING • SIDING • TRIM • DECKING • RAILING • FENCE  
GYPSUM • CEILINGS • INSULATION

CertainTeed Corporation  
P.O. Box 860  
Valley Forge, PA 19482

Professional: 800-233-8990  
Consumer: 800-782-8777  
[www.certainteed.com/insulation](http://www.certainteed.com/insulation)

**CertainTeed**  
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