

2027

CO-OP ADVERTISING OPPORTUNITIES

Make Your Co-Op Dollars Count!

Stretch Your Advertising Budget with Co-Op Funds!

Did you know many manufacturers and brands offer co-op advertising dollars that you can apply to your marketing materials—including calendars? This is a perfect opportunity to offset costs while gaining extra impact!

Here's how to make it work:

- Use your calendar as a powerful, daily branding tool
- Include the logos of the brands you sell or represent
- Submit for co-op reimbursement or support
- Enjoy year-round visibility—for you and your partner brands

Calendars are one of the most effective promotional tools:

Daily exposure • Useful and appreciated by customers
Long shelf life—365 days of brand visibility

Ideal for:



Hardware Stores



Ag Dealers



Service Shops



Contractors



Flooring Companies



Plumbers



Construction

TRU ART

ADVERTISING CALENDARS

You have the Brand. We have the Calendar.

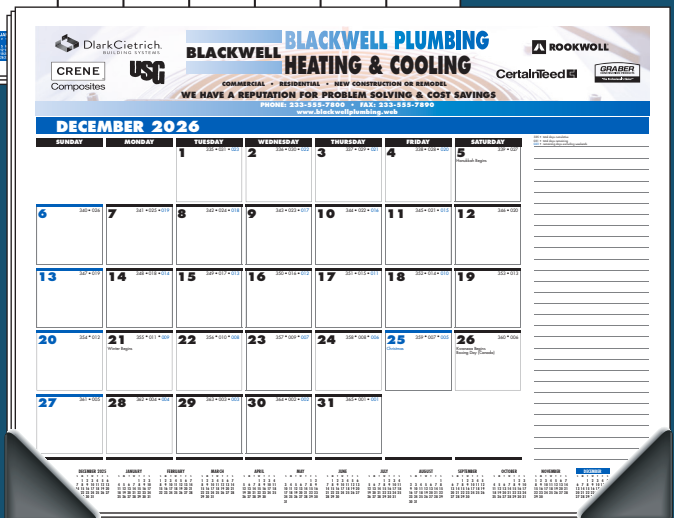
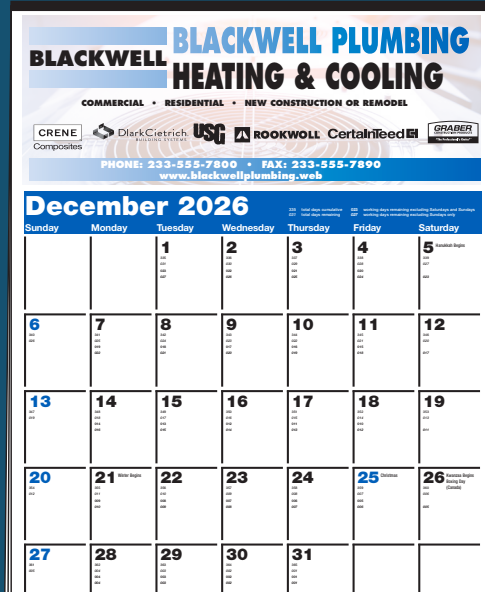
Where Imagination Takes Shape...Just Ask!



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#8705C Memo Minder



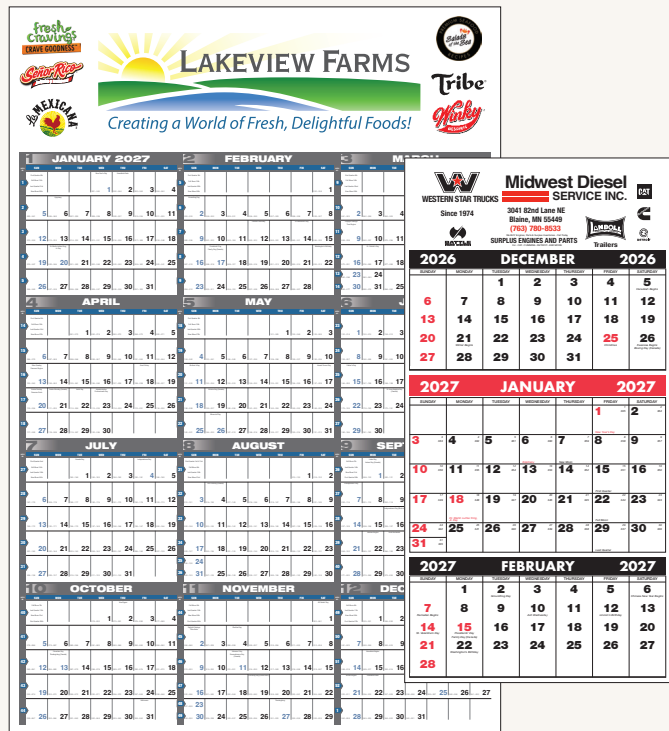
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Don't leave co-op money on the table!

Partner with the brands you already trust to help fund your next calendar campaign. We'll help you design it, customize it, and even assist with co-op documentation if needed.

WHERE'S THE OPPORTUNITY?

Vertical markets often qualify for co-op funds, but many don't realize it.



The Distributor Advantage



Top Co-Op-Friendly Verticals:

- HVAC & Heating/Cooling
- Flooring & Home Improvement
- Automotive, Small Engine & Powersports
- Farm & Garden Supply
- Medical & Dermatology Practices
- Retail (Online & In-Store)

- As a distributor, you can deliver real value by educating customers about co-op opportunities and offering a brand-ready calendar they can plug into.
- Help them spend smarter and position your brand front and center.

Help Your Customers Use CO-OP DOLLARS:

Unlock Hidden Advertising Budgets to Drive Sales

Billions in Co-Op Funds Go Unused Every Year

Manufacturers offer co-op marketing dollars to retailers and service providers—yet **up to 40% goes unclaimed**. That's **free money** that could be working to grow your customers' business and highlight your brand.

What's in it for Your Customers?

- Get reimbursed for part or all of their advertising spend
- Stretch their marketing budget further
- Get support for featuring your products

Common Co-Op Funding Models

Project-Based Funding

The brand pays all or part of a specific campaign—like video ads, social media, email, or print.

Matching Funds

The manufacturer matches the retailer's advertising spend—often dollar for dollar.

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