

SINGLE STONE

2024 ADVERTISING CO-OP GUIDELINES

We are pleased to offer co-op dollars for advertising Single Stone in your community. You will receive 2% co-op dollars for store purchases above \$150,000 per calendar year. 2024 co-op budgets are calculated based on purchases made and paid for in 2023. The credit will be issued against items purchased in the calendar year 2024. The yearly budget is only available to be spent in the same calendar year it was rewarded; unused dollars do not roll over. Services are excluded. Your account must be in good standing throughout the year in order to participate in the co-op program. Accounts that have gone past due on 3 occasions during the year will not be eligible.

Ad Requirements

- Must feature Single Stone exclusively- NO OTHER brands or services may be featured in the same advertisement.
- Must include the Single Stone logo as provided with no alterations.
- Must follow current [Single Stone Branding Guidelines](#), available in the retailer portal.
- Co-op credit will only be given for print ads, billboard advertising, and online marketing. Co-op dollars cannot be used toward television ads or radio ads. Ads in store catalogs will come from the store's co-op budget.

Please note that while we are happy to consult on copy and design ideas, we **do not** have the resources available in house to provide fully designed ads. This is the store's responsibility.

Design Approval

The final ad design must be submitted and approved by Single Stone **PRIOR** to running the ad in order to be eligible for Co-Op credit. Ad designs **MUST** be submitted **AT LEAST 8 BUSINESS DAYS IN ADVANCE** to allow ample time for the review & approval process.

If you would like to consult on design ideas prior to designing the ad, please ensure you are reaching out with ample time for us to respond to your inquiry. You will still need to allow 8 days for ad approval.

Submission Requirements

Submissions for co-op credit for the 2024 calendar year must be completed and submitted no later than February 15, 2025. To receive credit, you must submit a copy of the final ad(s) and copy of the paid invoice. Late submissions will NOT be eligible.

Images are available in the retailer portal under "brand assets." If you'd like image recommendations for your specific ad, please send a request with details of the ad to Rachel Hetrick.

Please submit your ad for approval to Rachel Hetrick, rachel@singlestone.com

A signed copy of this agreement (one per retailer) must be on file with Single Stone before any ads will be approved for this year. The agreement is available for digital signature on our retailer portal.