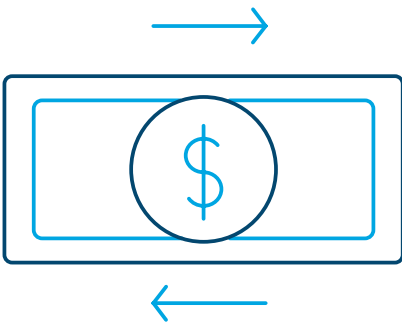


Co-Op Media Guidelines

This document is intended to help dealers understand what is reimbursable under the Whirlpool Corporation Co-Op Program and offer suggestions on how to create policy compliant advertising.



Dealer alone shall determine its advertising and selling price.

The Co-Op Advertising Policy applies to advertisements for major appliances for Whirlpool, KitchenAid, Maytag and Amana brands. KitchenAid Small Appliances has a separate policy. The Co-Op policy does not apply to JennAir brand.

LAST UPDATED 08/15/2022

Have Questions? Contact The HUB Team
Phone: 855.458.5446, Option 2,
Email: coop@whirlpoolhub.com

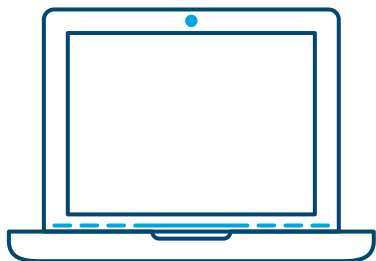
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Whirlpool
CORPORATION

HUB

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BUYING GUIDELINES

- Cannot place media/buy ad space within programs or websites that have overly gratuitous language, highly political, religious or sexually explicit material or suggestive program
- Shows with the following content ratings are acceptable: TV Y; TV Y7; TV Y7 FV; TV G; TV PG; TV 14
- TV MA is unacceptable
- Ads must air/be served between the hours of 5AM – 1AM

Co-Op Claim Back Program

ADMINISTRATION

The HUB Team administers Whirlpool Corporation's Claimback Co-Op Program, providing a range of services such as advertising compliance review, claims and payments.

ACCRUING FUNDS

Funds accrued from January 1 to December 31 must be spent by January 31 and claimed by February 15.

SUBMITTING CLAIMS

Claims must be received by the last day of the second month after the media runs. For media types without distinct start and end dates, claims must be received by the last day of the second month after the invoice date. To expedite reimbursement, file claims online with The HUB. Processing to payment will take 7 to 10 business days.

PAYMENTS

Payments for approved claims are issued weekly by credit memo to Trade Customers' Whirlpool Corporation account. You can now view all your payments in one place under the View Payments tab on The HUB homepage.

POLICY

All Claims are audited for compliance with the *Whirlpool Corporation Major Appliance Advertising Policy*.

RESOURCES

These Co-Op Media Guidelines provide in-depth information about media requirements and reimbursement rates. For complete policy details and helpful visual examples, download the *Whirlpool Corporation Major Appliances Advertising Policy* and *Whirlpool Corporation Co-Op Policy Advertising Guide* from the Resources tab on The HUB. Reference the Brand Logo Usage in Trade Advertising Policy for compliant logo rules.

LOGO USAGE POLICY GUIDELINES

All logos used in advertisements must be compliant to be considered for co-op reimbursement. Logo requirements can be found in the Brand Logo Usage section in Trade Advertising Policy. This is available under the Co-op resources tab on the HUB. Compliant, high resolution logos can be downloaded from the digital library at

www.whirlpooldigitalassets.com or whirlpoolcorp.com/logos.

Key considerations for logos:

- No busy backgrounds
- Amount of clear space around the logo
- Color of the logo is on the correct background color

WHIRLPOOL EXCLUSIVE GUIDELINES

Whirlpool exclusive requirements are defined as containing no competitor appliance brands. Other product categories are acceptable but will result in a reduction of payment based on proportionate share.

Marketing Resources

WHIRLPOOL DIGITAL LIBRARY

Visit the Whirlpool Digital Library for product photography, product videos, brand logos and product documents. Enter through The HUB using the tab on the homepage, through the Marketing Playbook or go to:

www.whirlpooldigitalassets.com

MARKETING PLAYBOOK

Marketing Playbook provides a range of customizable marketing and promotional assets. Retailers may access through The HUB via the tab on the homepage or by clicking the quick link in the footer on The Portal. External business partners and creative agencies can request access by self registering at www.whirlpoolcorp.com/marketingplaybook. Questions? Email marketingplaybook@whirlpool.com for assistance.

In order to qualify for the highest reimbursement level, assets must be used as is and for the same media type as indicated on the Marketing Playbook. Modification to taggable assets may only include insertion of dealer logo in the designated area. Other changes will result in a lower reimbursement. Additional modifications may be allowed on customizable assets like Billboard templates. Follow the accompanying Instruction Letter on these assets for modification requirements to earn the highest reimbursement.

E-STORE

To order printed, in-store POP, brand catalogs and event kits, visit the E-Store. Access the E-Store through the Marketing Playbook or The Portal. Available Co-Op funds may be used toward the purchase and shipping of In-Store Materials.

IN-STORE SIGNAGE PROGRAM

Vinyl Banners, Standees, One-View Window Decals and more are available and eligible for reimbursement through the Whirlpool Corporation Brands In-Store Signage program. Visit: www.sign-program.com.

ADVERTISING COMPLIANCE REVIEW

While a review of your advertising is not required prior to placement, using the free 24-hour compliance review service can help to ensure full reimbursement. Please note, final reimbursement is based on program requirements being met. Reviews can be submitted to The HUB by email or online.

Co-Op Reimbursement Rates

Media Category	Pre-Approved Assets*	Retail Created Assets
Digital: Display, Remarketing, Social, Email, Circular, Pre-roll & Search Engine Marketing (SEM)	100%* (based on proportionate share)	Up to 70% (based on proportionate share) SEM = 100%
Print: Newspaper, Magazine, Direct mail	75%* (based on proportionate share) 90%* (for Exclusive Dealers only)	Up to 50% (based on proportionate share)
Broadcast: Television & Radio	100%*	70%
In-Store:	100%*	N/A
Signage: Billboards, Interior, Exterior	100%*	50% (based on proportionate share)
Digital Price Signs: Price Signs	100%* (Up to \$3,500 / store location) 100%* (Up to \$5,000 / store location for Exclusive Dealers Only)	100%* (Up to \$3,500 / store location) 100%* (Up to \$5,000 / store location for Exclusive Dealers Only)
Website Maintenance	100% Exclusive Dealers ONLY. Up to \$999/mo from websites with payment gateway	N/A

*Pre-Approved Assets: To ensure highest reimbursement level, please use pre-approved assets from Whirlpool Corporation (via Marketing Playbook). Final confirmation of expected reimbursement rates can be gathered working through the HUB for pre-approval. Advertising Compliance Reviews. In order to qualify for the higher reimbursement percentage, assets must be used for the same media type as found in the Marketing Playbook and cannot be modified aside from inserting dealer tag in the designated area. All documents submitted are subject to HUB and Whirlpool Corporation review.

FUNDS

In order to encourage advertising and store activity throughout the year, funds accrued from January 1 to December 31 must be spent by January 31 and claimed by February 15.

REIMBURSEMENT

Reimbursement rates for all activities are based on a calculation of Whirlpool Corporation's proportional share of advertising. See the Whirlpool Corporation Co-Op Media Guidelines for complete reimbursement details, basic requirements and required claim documentation.

Media Benefits

SEARCH ENGINE MARKETING (SEM)

More and more, consumers are using search engines like Google, Bing and Yahoo! to shop for products and find local businesses. With the power of Search Engine Marketing (SEM) or paid search, you can connect with consumers precisely at the moment they are most interested in the products you sell. Paid search lets you place relevant advertising based on keywords searched and target potential consumers within driving distance of your store. This is why paid search has proven to be one of the highest Return on Investment (ROI) advertising channels available.

GOOGLE SHOPPING

Google Shopping is a great way to make it easy for shoppers to research and compare products based on features and price points. As a retailer, you can promote your online and local inventory and boost traffic to your website.

SOCIAL MEDIA

With cross-targeting capabilities, social media can help you to drive in-market consumers to your website using lifestyle or product images. Use social media to re-engage hand raisers with thumb stopping creative and drive them to purchase online or in-store.

DISPLAY ADVERTISING

Banner ads allow you to target local audiences in specific demographics and locations. Remarketing campaigns are more specific banner advertising tactics that allow you to get online ads in front of potential customers who have previously visited your website or a designated website such as a manufacturer whose products you sell. Since the audiences that see your remarketing ads have already been exposed to the brands you sell, these ads keep your brand top of mind among qualified users and motivate them to go back to your site to learn more or visit your store.

EMAIL MARKETING CAMPAIGNS

Email marketing allows you to stay at the forefront of customers' minds, driving return visits and bringing in new customers. It allows you to build customer relationships and promote store and brand loyalty. It is also cost-effective saving cost on paper, printing and postage. Plus, results can be easily tracked based on the number of people who open the email and click on the links.

PRE-ROLL VIDEO

A pre-roll ad is a video that plays before content a user has selected to view. Pre-roll advertising can be both a digital tactic (online TV) as well as a traditional tactic (theaters).

BROADCAST TELEVISION

TV advertising has broad reach and therefore is a popular advertising medium. It is effective because it can visually show the item or service and reinforce that message with a simultaneous audio message.

RADIO

Radio can be used to target your key demographic because each station attracts specific age, income, education and lifestyle groups. Its affordability allows you to buy the repeated exposures necessary to build awareness and drive store traffic.

Media Benefits

MAGAZINE ADVERTISING

Magazine advertising allows you to focus on a specific audience type. When choosing a magazine, look for one that has a target audience that includes your potential customers. Remember: there can be a lag time of several months between submitting your ad and when it will be published. Keep this in mind when submitting your ad to a magazine.

DIRECT MAIL

Direct mail marketing can be targeted to a specific audience based on information contained in the mailing list you are using, such as geographic location, household size and income, sex, age and other relevant demographic details. Unlike radio and television advertising, customers can hang on to a piece of direct mail and won't need to remember important details because all of the information they need is right there. Direct mail can also be an inexpensive way to drive traffic to your store website, thus increasing interest in your store and products, and generating sales.

IN-STORE MATERIALS

In-store materials can be the determining factor in making the sale. Some customers feel intimidated by sales associates. Putting product information right in the customer's hands makes the customer feel more in control, while increasing awareness of product benefits. Make sure any materials are clear and visible so consumers will be more likely to take notice. In-store materials will help you draw attention to specific products/brands.

BILLBOARDS/INTERIOR & EXTERIOR SIGNAGE

Billboard advertising can be seen by thousands of people each day. Remember, where the billboard is located is very important: an ad located in a busy downtown area may have more people driving by, but it may also be competing with other, more distracting advertising. A billboard on the side of a freeway may not be seen by as many people, but it could have a greater impact because there are fewer distractions for your audience. Advertising helps build brand awareness and helps consumers become more familiar with your store and the brands you stock. When consumers are ready to buy an appliance, the more they've heard or seen about your store and a specific brand, the more likely they are to buy that brand from your store.

NEWSPAPER ADVERTISING

Newspapers are a great medium for quickly getting your message out to a large number of customers in your market. Many consumers use the newspaper as a shopping guide and consult the paper and circulars for product information, comparative pricing and where to buy. Additionally, newspaper ads and coupons can be saved for later reference. You can also include useful information in the copy of your ad such as store locations, phone numbers and store hours.

Landing Pages & Geographic Targeting

REQUIREMENTS

Different marketing campaigns call for different landing page destinations. The requirements below outline a variety of options for you to consider when determining the best place for your media to drive to.

Brand Landing Page

Brand landing pages must contain only one Whirlpool Corporation brand (Whirlpool, Maytag, KitchenAid, Amana) and must include the applicable brand logo of the products being advertised. Competitor products, logos, and messaging may not appear on brand landing pages.

Campaign Landing Page

Campaign landing pages must contain only Whirlpool Corporation products and must include only the applicable brand logo(s) of the products being advertised. Competitor products, logos, and messaging may not appear on campaign landing pages.

Product List Page

Product list pages, also known as filtered category pages, must contain only Whirlpool Corporation products being advertised. Brand logos are not required. Competitor products, logos and messaging may not appear on product list pages.

Product Detail Page

Product detail pages must feature only one Whirlpool Corporation product on each page. Brand logos are not required. Recommended package tools may also be included on these pages, but must only contain Whirlpool Corporation products. Competitor products, logos and messaging may only appear on the product detail page as a part of a product comparison tool.

MOBILE

Advertisers must have mobile-optimized landing pages in order to include mobile targeting from their SEM accounts. Mobile landing pages must follow the same requirements noted above.

GEOGRAPHIC TARGETING

SEM advertising programs must be geographically targeted to the area where the trade customer provides appliance delivery services.

EMAIL

All landing pages associated with Whirlpool models must be Whirlpool exclusive. Must follow the requirements outlined above.

Search Engine Marketing (SEM)

REQUIREMENTS

Google, Yahoo!, YellowPages and Bing are the approved search engines for Co-Op reimbursement. Directories are not eligible for reimbursement. SEM ad copy must contain a Whirlpool Corporation brand name. For example, if advertising the Maytag brand, the Maytag brand name must be in either the SEM ad title or description (or both). SEM ad copy must also contain the product/category being searched. For example, if advertising Dishwashers, the word "Dishwasher" should be used in either the SEM ad title, description or model numbers (or combination of). Please reference Landing Page requirements on page 8.

Sample of eligible products and categories

- Maytag Cooktop
- Maytag Range
- Whirlpool Front Load Laundry
- Maytag Kitchen Appliances
- Whirlpool Refrigerator
- KitchenAid Dishwasher

REQUIRED CLAIM DOCUMENTATION

Dynamic SEM:	
Proof of Performance:	Provide keyword listings and a screenshot of the landing page or the URL. The URL will be audited for logo compliance at the time of audit
Proof of Cost:	Provide invoice detailing costs, run dates and number of impressions.
Standard (Non-Dynamic) SEM:	
Proof of Performance:	Provide keyword listings and SEM ad template and a screenshot of the landing page or the URL. The URL will be audited for logo compliance at the time of audit.
Proof of Cost:	Provide invoice detailing costs, run dates and number of impressions.

Google Shopping

REQUIREMENTS

Google Shopping ads must only promote products available for direct purchase through your store. Product data submitted for Google Shopping through the Merchant Center should align with the product content on retailer websites. Ads should include a product image, title, applicable model numbers, price and store or business information. Production and management fees are not eligible for reimbursement. Please reference Landing Page requirements on page 8.

REQUIRED CLAIM DOCUMENTATION

Proof of Performance:	Provide list (excel document preferred) of applicable model numbers and advertised price on one specified date. Provide an example screenshot of a landing page or the URL. The URL will be audited for logo compliance at the time of audit.
Proof of Cost:	Provide invoice detailing costs, run dates and number of impressions.

Display Ads, Remarketing & Social Media

REQUIREMENTS

Display Ads, Remarketing & Social Media Ads must be co-branded with your store name and/or logo and must contain a Whirlpool Corporation brand logo. Banner ads must be placed on a website other than the retailer's own URL to be eligible for reimbursement. Production and management fees are not eligible for reimbursement. Social media posts that are not paid (organic) advertising are not eligible for reimbursement. Dynamic Display ad documentation provided must be displayed in the platform (GoogleAds, etc). Please reference Landing Page requirements on page 8.

REQUIRED CLAIM DOCUMENTATION

Proof of Performance:	Provide a copy of all banner ad images including all text options. For text only ads, your store name and/or logo can be displayed without a Whirlpool Corporation logo as long as the text includes a mention of Whirlpool brand(s). Also provide a screenshot of the landing page or the URL. The URL will be audited for logo compliance at the time of audit. For Performance Max, please provide the creative used to generate ads and an example of the ads that ran.
Proof of Cost:	Provide invoice detailing costs, run dates and number of impressions.

Email Marketing Campaigns

REQUIREMENTS

Email content must be co-branded with your store name/logo and must contain a Whirlpool Corporation brand logo or brand name (Maytag, KitchenAid, Amana or Whirlpool). Administrative fees from deal service companies like Groupon, Living Social and others are eligible for reimbursement as long as the offer is compliant with advertising policy. Email Marketing must be done through a paid vendor and be direct to consumers. Reimbursement will be based on the proportionate share of the email if containing competitive brands. Please reference Landing Page requirements on page 8.

REQUIRED CLAIM DOCUMENTATION

Proof of Performance:	Provide a copy of the email and click-through screen shot of the landing page or the URL. The URL will be audited for logo compliance at the time of audit.
Proof of Cost:	Provide invoice detailing costs, run dates and number of emails sent.

Digital Video

REQUIREMENTS

Whirlpool Corporation will accept the advertiser's net cost for digital video time, less all discounts and rebates. Talent, agency fees and production charges will not be reimbursed. Digital video purchased through cable networks, streaming services or theatre are all acceptable.

If specific pricing is mentioned in the advertisement, model numbers must also be included during the pre-roll or included in a disclaimer at the end. "Starting at" or like language pricing does not require model numbers to be mentioned. Please reference Landing Page requirements on page 8.

REQUIRED CLAIM DOCUMENTATION

Proof of Performance:	Provide digital video, script & screenshot of landing page if applicable. Landing page is only required if the video has click-through functionality.
Proof of Cost:	Provide an invoice that details costs, run dates and number of impressions (if applicable).

Traditional TV

REQUIREMENTS

Your ad must be a spot announcement on a TV station that is FCC licensed to qualify for reimbursement. Whirlpool Corporation will accept the advertiser's net cost for spot TV time, less all discounts and rebates. Talent, agency fees and production charges will not be reimbursed. If specific pricing is mentioned in the advertisement, model numbers must also be included during the commercial or included in a disclaimer at the end of the commercial. "Starting at" pricing does not require model numbers to be mentioned. TV advertising programs must be geographically targeted to the area where the trade customer provides appliance delivery services. Advertising must include at least one Whirlpool Corporation branded logo and at least one Whirlpool Corporation branded product image. Advertising **must** also be **exclusive** to Whirlpool Corporation brands and therefore cannot contain competitive products.

REQUIRED CLAIM DOCUMENTATION

Proof of Performance:	<p>Provide a copy of the final commercial and the notarized script (stamp and signature of Notary) with ANA/TVB affidavit, keyed to each announcement on the invoice and signed by an official of the station. Electronic signatures are acceptable. The Notary and Station Official may not be the same person.</p> <p>Note: if the TV ad was received through the Marketing Playbook site, a script is not required with claim but the video must be included and the spot title must remain the same to be identified as a Marketing Playbook asset. A notarized affidavit is still required.</p>
Proof of Cost:	<p>Provide a station invoice that identifies the commercials devoted to Whirlpool Corporation brands and products, states the ad's length of time, the spot rate and the total cost for the ad.</p>

Radio

REQUIREMENTS

Your ad must be a spot announcement on a radio station that is FCC licensed to qualify for reimbursement. Whirlpool Corporation will accept the advertiser's net cost for spot time, less all discounts and rebates. Talent, agency fees and production charges will not be reimbursed.

If specific pricing is mentioned in the advertisement, model numbers must also be included during the commercial or included in a disclaimer at the end of the commercial. "Starting at" pricing does not require model numbers to be mentioned. Advertising **must** also be **exclusive** to Whirlpool Corporation brands and therefore cannot contain competitive product mentions.

REQUIRED CLAIM DOCUMENTATION

Proof of Performance:	Provide a copy of the notarized script with ANA/RAV affidavit, keyed to each announcement on the invoice and signed by an official of the station. Electronic signatures are acceptable. The Notary and Signature Official may not be the same person.
Proof of Cost:	Provide a station invoice that identifies the commercials devoted to Whirlpool Corporation brands and products, states the ad's length of time, the spot rate and the total cost for the ad.

Newspaper Advertising

REQUIREMENTS

Your newspaper advertising, also known as run of press (R-O-P) advertising, is eligible for reimbursement. All newspaper advertisements must serve the trade customer's geographic area, hold at least a second-class postal permit, and be verifiable by independent audit. Brand ads that show no product must have one or more Whirlpool Corporation branded logo. All ads will be reimbursed based on Whirlpool Corporation's proportionate share of ad. Whirlpool Corporation logos must be equal to or larger than any competitor logos and images. "As low as" or "Starting at" or like language offers must include model numbers to confirm MAP.

REQUIRED CLAIM DOCUMENTATION

Newspaper	
Proof of Performance:	Provide an original tear sheet or electronic copy for each submitted ad date indicating publication name.
Proof of Cost:	Provide a newspaper invoice showing the ad date and net cost.
Flyers/Circulars:	
Proof of Performance:	Provide a copy of your printed ad and documentation indicating publication name.
Proof of Cost:	Provide the printer's insertion invoice or home delivery service distribution invoices. Include the date and quantities used.
Inserts:	
Proof of Performance:	Provide a copy of your printed ad and documentation indicating publication name.
Proof of Cost:	Provide the printer's insertion invoice and newspaper insertion invoice. Include the date and quantities used.

Magazine Advertising

REQUIREMENTS

Most magazines qualify for reimbursement, provided the rates and circulation data are published and can be verified through an independent audit. They must also follow our media guidelines. Advertising must include at least one Whirlpool Corporation brand logo, follow logo placement guidelines as outlined in the brand style guides available on Marketing Playbook, and at least one Whirlpool Corporation branded product image. Advertising **must** also be **exclusive** to Whirlpool Corporation brands and therefore cannot contain competitive products. “As low as,” “Starting at” or like language offers must include model numbers to confirm MAP.

REQUIRED CLAIM DOCUMENTATION

Proof of Performance:	A full page tear sheet and the front cover with date if it is not displayed on the tearsheet.
Proof of Cost:	Provide the magazine publisher’s invoice detailing publication dates.

Direct Mail Advertising

REQUIREMENTS

Whirlpool Corporation will pay for a proportionate share of the publishing, freight and postage costs for your direct mail advertising. The ad must include at least one Whirlpool Corporation brand logo and at least one Whirlpool Corporation branded product image. The logo must be equal to or larger than any competitor logos and images and follow logo placement guidelines as outlined in the brand style guides available on Marketing Playbook. Direct mail pieces that include product pricing must indicate price effective dates (both start and end dates). Mail date may not be more than 15 days before the promotion start date. “As low as,” “Starting at” or like language offers must include model numbers to confirm MAP.

REQUIRED CLAIM DOCUMENTATION

Proof of Performance:	Provide a copy of your direct mail piece.
Proof of Cost:	Provide the printer’s invoice and postage receipt showing the number of pieces mailed and the rate per piece. Include a notarized statement of postal charges if an in-house postage meter is used. Electronic signatures are acceptable. The Notary and Signature Official may not be the same person.

Digital Price Signs

REQUIREMENTS

Co-Op funds may be used toward the purchase of electronic price signs up to \$3,500 per retail location OR up to \$5,000 per retail location for Exclusive Dealers ONLY. Reimbursement is eligible toward the purchase of the physical signs only. Annual rental of signage, wireless access points, installation, software management and monthly fees are not included. Digital price signs submitted for reimbursement may be used ONLY on the Whirlpool Corporation portfolio of brands. Signs intended for use on competitive products are not acceptable.

REQUIRED CLAIM DOCUMENTATION

Proof of Performance:	Initial proof of performance must be submitted at the time of claim submission. Dealer to provide a list of models to be supported by price tag by retail location. Please note, by submitting price signage for reimbursement, you are agreeing to regular audits by Whirlpool Corporation through reporting provided by Buy Groups to ensure usage is compliant with requirements noted above.
Proof of Cost:	Provide the vendor invoice showing total number of signs purchased, addresses of retail locations where signs will be used and sign sizes purchased.

In-Store Point-Of-Purchase Materials

REQUIREMENTS

Product is to be ordered from an approved Whirlpool Corporation warehouse/fulfillment company (see below). Shipping & Handling fees are eligible for reimbursement. Trade customers may use their available Co-Op funds toward the purchase of Whirlpool Corporation collateral.

E-Store

To order printed in-store POP, brand catalogs and event kits visit the E-Store. Access the E-Store through the Marketing Playbook, The HUB or The Portal. Available Co-Op funds may be used toward the purchase and shipping of eligible In-Store Materials.

In-Store Signage Program

Vinyl Banners, Standees, One-View Window Decals and more are available and eligible for reimbursement through the Whirlpool Corporation Brands In-Store Signage program. Visit: www.sign-program.com.

REQUIRED CLAIM DOCUMENTATION

Proof of Performance:	No proof of performance is required.
Proof of Cost:	Transaction documentation from warehouse/fulfillment company is sufficient.

Billboards, Exterior Signage & Vehicle Wraps

REQUIREMENTS

Signage can be ordered from Whirlpool Corporation or other companies. Billboard templates can be found on the Marketing Playbook. Follow all requirements in the accompanying Instruction Letter on how to create the billboard to be eligible for the highest reimbursement rate. If the signage is not provided by Whirlpool Corporation, Whirlpool Corporation brands' logos must be a permanent sign feature and equal to or larger than any competitor logos. To be eligible for reimbursement, Whirlpool Corporation brands' logos must cover a minimum of 15% of billboard surface and follow logo placement guidelines as outlined in the brand style guides available on Marketing Playbook. Claims must be submitted on a monthly or bi-monthly basis. Shipping and handling is eligible for reimbursement. No pre-buys. Buses, Delivery Trucks/Vehicles, Exterior Store Signage included.

REQUIRED CLAIM DOCUMENTATION

Billboards	
Proof of Performance:	Provide a photograph of the signage after it has been installed. For vehicle signage, photographs of all sides of the vehicle are needed.
Proof of Cost:	Provide an itemized invoice from the posting company stating the posting date and removal date of the signage and its location.
Other Signage	
Proof of Performance:	Provide a photograph of the sign/wrap after it has been installed.
Proof of Cost:	Provide an itemized invoice from the sign company.

Retailer Websites

REQUIREMENTS

For Exclusive Dealers ONLY. Co-Op funds may be used on website maintenance up to \$999/month. Website Maintenance submitted for reimbursement may ONLY be used on Whirlpool Corporation appliances with Payment Gateway set up.

REQUIRED CLAIM DOCUMENTATION

Proof:	
Proof of Performance:	Provide screenshot showing proof of payment gateway set up along with the website address.
Proof of Cost:	Provide a copy of the monthly invoice for website maintenance.