

Whirlpool Major Appliances Advertising Guide

Effective 1/1/2023



KitchenAid[®]

MAYTAG[®]

AMANA[®]

WELCOME TO THE WHIRLPOOL ADVERTISING GUIDE



This document is based on the *Whirlpool Corporation Advertising Policy* and has been designed to show you how to build compliant and reimbursable advertising.

We want to make it easy for you to understand what makes an ad compliant.

- Look for a green check (✅) mark for example ads that are compliant, which means reimbursement at qualified rates.
- Look for a red X (❌) for ads with violations, for which there would be no reimbursement or would result in a loss of Co-Op funds.

The Advertising Policy is administered by a dedicated team of policy experts at The HUB. A copy of the Advertising Policy is available from your concierge at The HUB or on The HUB Resources page.

Use the Compliance Review Service

It's not required but a Compliance Review is fast, free and confidential and gives you peace of mind your ad is eligible for reimbursement. Ads may be submitted to the HUB Team by email or fax for 24-hour turnaround service.

Important Terms to Know

Manufacturer's Suggested Retail Price (MSRP): may not necessarily be the price at which the product is sold in the consumer's trade area.

Minimum Advertised Price (MAP): suggested for purposes of advertising only.

Promotional MAP (PMAP): Traditionally used to support a promotion with a limited time reduction to a product's MAP. Always has a specific start and end date and is published in a separate PMAP document.

National Consumer Promotion (NCP): Promotion directed to consumers. Typical offers include mail-in rebates for cash back offers or Gift with Purchase.

Contact the Experts

The *Whirlpool Consumer Packaged Goods Advertising Policy* is administered by a dedicated team of policy experts at the HUB.

Phone: 1-855-458-5446

Email: coop@whirlpoolhub.com

Website: www.whirlpoolhub.com

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COOPERATIVE ADVERTISING POLICY



The intent of Whirlpool Corporation's Co-Op Funds is to encourage Trade Customers to invest in and advertise Whirlpool Corporation brands in order to build consumer awareness of the features, benefits and quality of Whirlpool Corporation's products. While dealers alone determine their advertising and resale prices, the receipt of Co-Op funds is contingent upon the compliance with the Advertising Policy.

Important Documents and Policies (all available under the Resources tab on The HUB):

- **Whirlpool Corporation Advertising Policy:** establishes requirements for Whirlpool, KitchenAid, Maytag, Amana, Roper, Gladiator, affresh, swash, everydrop and everydrop value brands.
- **Co-Op Program Rules:** outlines how the Co-Op program is administered (accruals, violations, consequences and payments).
- **MAP Document:** issued quarterly and lists MAP (minimum advertised price) for products subject to this policy.
- **PMAP Document:** issued at least monthly and lists Promotional MAPs (PMAPs) for select products and shows start and stop dates for PMAPs.
- **Discontinued/Obsolete Price Matrix (D&O MAP):** found in the MAP document. Products with a status 40 or higher are compliant when advertised per the prices in the matrix unless a PMAP is in effect. Ad must contain one of the following in proximity to the product: "Closeout", "Discontinued" or "While Supplies Last".

Whirlpool Corporation's Major Appliances Advertising Policy is administered by a team of policy experts at The HUB. See the last page of this document for contact information.

2023 Cooperative Advertising Policy Changes



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Seperate Policies



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Whirlpool Corporation Policy



	Majors	KitchenAid Small Appliances	Gladiator	Consumer Products
Previous	-\$5	-\$0.99	-\$0.05	-\$0.01
New	Nearest \$8	Nearest \$0.05	Nearest \$0.05	Nearest \$0.05
Example	MAP: \$999 MAP - 10%: \$899.10 Prev. Lowest Allowed: \$894.10 New Lowest Allowed: \$898	MAP: \$379.99 Prev. Lowest Allowed: \$379.94 New Lowest Allowed: \$379.95	MAP: \$729.99 Prev. Lowest Allowed: \$729.94 New Lowest Allowed: \$729.95	MAP: \$17.99 Prev. Lowest Allowed: \$17.98 New Lowest Allowed: \$17.95

Key Change - Lowest Allowed Rounding

All Co-Op Funds are subject to policy compliance

Online Monitoring and Review Period - Majors Specific Rules

- Email notification to trade customer designee within 24 hours when online violation is identified
- Daily monitoring ensures prompt notifications
- Violations result in loss of Co-Op funds.
- Applies to violations found on a trade customer's website (landing or product page), price comparison websites and marketplace websites

Important: Ensure HUB has accurate email contact information for timely communications

Consequences for Product Violations

Monitored: All media (online and traditional)

Any violation that is model specific (e.g. product page, landing page, circular, email blast, shopping/price comparison site)

- Each violation will result in a reduction of funds based on the following calculation:
 - 0.25% of the average monthly purchases from Whirlpool for the brand and sub-category over the past 3 months.
 - Ex: Whirlpool Top Load Washer, Maytag Range, Amana SxS Refrigerator

Consequences for Brand Violations

Monitored: All media (online and traditional)

Any violation that is not model specific (e.g. incorrect logo or banner)

- Each violation will result in a reduction of funds based on the following calculation:
 - .1% of average monthly purchases for the brand (all categories)

Refer to the complete Program Rules document on The HUB for specifics on all requirements

WHIRLPOOL LOGO POLICY



All advertising must include the appropriate current brand logo(s) or brand name(s) and comply with the Brand Logo Usage in Trade Advertising Logo Policy ("Logo Policy").

In the event multiple appliance manufacturers are listed in the same advertising, Whirlpool Brands must be given equivalent treatment in terms of logo usage compared to other brands.

Download the Logo Policy from the Resources section on The HUB for details regarding all approved logos for each brand

Policy Sec. 4-d

Example of Compliant Logos



Examples of Non Compliant Logos



Failure to use the correct logo will result in a loss of co-op funds

WHIRLPOOL LOGO POLICY



All advertisements must prominently display the appropriate trade name and/or trademark in accordance with the relevant Advertising Guidelines and/or Brand Logo Usage Guidelines.

Whirlpool Corporation brands must be equally prominent as compared to other brands.

Policy Sec.4

The screenshot shows the Whirlpool Digital Library website. At the top left is the Whirlpool Corporation logo. To its right is the text "Digital Library". In the top right corner, there are navigation links for "HOME", "LOGOS", and "HOW TO USE", with "HOME" underlined. Further right are "Log In" and a shopping cart icon with a "0" badge. Below the navigation is a search bar with the placeholder text "Search by model number, brand, category or keyword" and a yellow "Search" button. To the right of the search bar are two grid icons. Below the search bar is a red text warning: "IMPORTANT: To search for partial strings you must place an asterisk* before or after your search. For example: WTW8500*". At the bottom right of the search area are "Apply" and "Reset" buttons.

Brand Logos Used for Trade Advertising

To download logos qualifying for trade advertising [click here](#)



Download all logos in one easy click from the Whirlpool Digital Library
<http://www.whirlpoolcorp.com/logos/>

Policy subject to change without notice - Prices in examples for reference only. Dealer alone determines resale and advertised price.

WHIRLPOOL LOGO POLICY



All advertisements must prominently display the appropriate trade name and/or trademark in accordance with the relevant Advertising Guidelines and/or Brand Logo Usage Guidelines.

Whirlpool Top Load Washer/Dryer
Save \$328
\$479/ea.
• 3.8 cu. Ft. front load washer
• 7.0 cu. ft electric dryer
WTW4855HA
WED4850HW

Maytag Top Load Washer/Dryer
Save \$638
\$899/ea.
• 4.7 cu. ft top load washer
• 7.0 cu ft electric dryer
MVWB766FW
MED8766FW
5 Year Parts & Labor Warranty

Amana Top Load Washer/Dryer
Save \$582
\$399/ea.
• 3.5 cu ft top load
• 6.5 cu ft electric dryer
NTW4516FW
NED4655EW

WhirlPool Front Load Washer/Dryer
Save \$708
\$699/ea.
• 4.5 cu ft front load washer w/load & Go Dispenser
• 7.4 cu ft front load washer w/Intuitive Touch Control
WFW5620HW WED5620HW

This Ad is in violation as logos are not current and cannot be placed on busy backgrounds or product images.

Policy Sec. 4-d

MODEL LEVEL ADS NOT SHOWING PRICE



All ads featuring Whirlpool Corporation products must contain accurate product illustrations and appropriate brand name or logo.

Policy Sec. 4

Example of Compliant Ad

A



Whirlpool® Front Load Washer
4.5 cu. ft.



Example of Non Compliant Ad

B



Whirlpool® Front Load Washer
4.5 cu. ft.



Wrong logo

INDIVIDUAL MODEL LEVEL ADS WITH PRICE



Ad must contain Whirlpool Corporation factory designated model number that is complete or sufficient (in Whirlpool's sole discretion) to identify the advertised Product(s).

Any individual model ad can show or imply (via a dollar or percent) a price up to 10% below MAP and be rounded down to the nearest \$8.


If a discount or promotional offer is shown in ad without an advertised price, for auditing purposes, the price will be assumed at MAP.

Policy Sec. 5

Example of Compliant Ads

Examples of Non Compliant Ads

A



Whirlpool® Front Load Washer
4.5 cu. ft.
WFW5605MW
Now only \$855

Advertised price is MAP -10%

B




Save Extra 10%

Whirlpool® Front Load Washer
4.5 cu. ft.
WFW5605MW
Was \$949

Implied price is MAP -10%


C



Whirlpool® Front Load Washer
4.5 cu. ft.
WFW5605MW
\$949
Plus get \$90 via mail in rebate
\$859 after rebate

Rebate subtracted from MAP

D



Whirlpool® Front Load Washer
4.5 cu. ft.
WFW5605MW
Now only \$875
Rebate Available
See Store for details

OK to advertise rebate without including rebate amount in ad


E



Whirlpool® Front Load Washer
4.5 cu. ft.
Was \$949
Save an Extra 10%
Now Only \$855

Missing Model #

F



Whirlpool® Front Load Washer
4.5 cu. ft.
WFW92HEFW
\$855
Plus get \$110 via mail in rebate

Layered promotions lead to implied price (via dollar or percent) > MAP -10%

*WFW92HEFW – MAP \$949

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BANNER ADVERTISING




Trade customers may advertise in banners "save up to" or "up to \$X off" non-brand specific promotions and still qualify for Co-Op funds as long as all promoted models are advertised with pricing and the ad complies with all other elements of this advertising policy.

Banners advertising Whirlpool Only promotions may not indicate a savings greater than 10%, as long as the discount offered on Whirlpool Corporation Products is comparable to the discount offered to other manufacturers' products in the promotion, unless only Whirlpool Corporation Products within that category.

Policy Sec. 5-c

Example of Compliant Ads

A Up to 20% Off
ALL Appliances



Whirlpool® Front Load Washer
4.5 cu. ft.
WFW92HEFW
Now only \$989

Model advertised with compliant price

B Save 10% on all Whirlpool Appliances

Compliant Banner




Examples of Non Compliant Ads

C Save up to 20% on Whirlpool Appliances

Banner offer for Whirlpool exclusive event exceeds 10%



D Up to 20% Off ALL Appliances



Whirlpool® Front Load Washer
4.5 cu. ft.
WFW92HEFW

No price in ad, assume MAP. Calculate 20% off from MAP

*WFW92HEFW – MAP \$1,099

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PROMOTIONAL MAPS (PMAPs)

PMAPs have an established start and end date as documented in the PMAP document. PMAPs supersede all published MAPs. Advertisements in all media for models with PMAPs must fall within the published PMAP date range. PMAPs may not be extended in online advertisements.

Example of Compliant Ads

A Maytag®
25 Cu. Ft. French Door Refrigerator
with PowerCold Feature

Model # MFI2570FEZ ★★★★★ (90 Reviews)



Was \$2,799
Now \$2,199

[Add to cart](#)

B Maytag®
25 Cu. Ft. French Door Refrigerator
with PowerCold Feature

Model # MFI2570FEZ ★★★★★ (90 Reviews)



Was \$2,799
Now \$2,520

[Add to cart](#)

Examples of Non Compliant Ads

C Maytag®
25 Cu. Ft. French Door Refrigerator
with PowerCold Feature

Model # MFI2570FEZ ★★★★★ (90 Reviews)



Was \$2,799
Now \$2,199

[Add to cart](#)

Product page on 2/28

Product page on 3/1
Once PMAP has ended advertised price moves to MAP - 10%

Product page on 3/1
after PMAP ended

*MFI2570FEZ – MAP \$2,799 with PMAP of \$2,415 from 2/15 – 2/28

PROMOTIONAL MAPS (PMAPs)



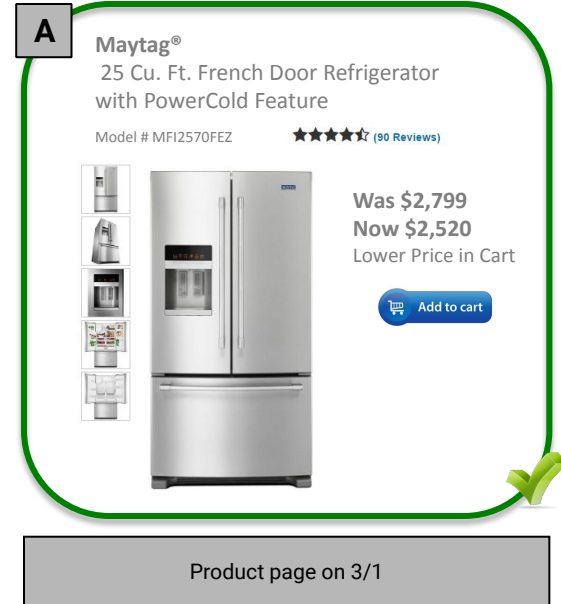
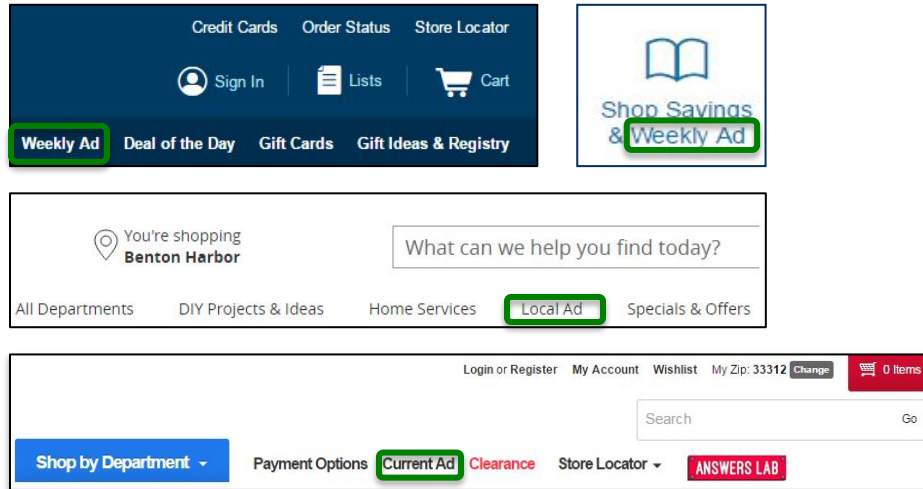
Advertisements in all media for models with PMAPs must fall within the published PMAP date range excluding the following:

- If the PMAP model is shown in a digital circular on a trade customer's website via a link to a copy of their weekly ad, local ad, weekly deal, etc. the digital circular may remain online through the Saturday following the PMAP end date however the product pages may not display the PMAP past the published end date.

Policy Sec. 5-d

Compliant Examples

Links to digital circulars with PMAP models may remain online through Saturday even if the PMAP has ended but Product Page may not reflect ended PMAP



*MFI2570FEZ – MAP \$2,799 with PMAP of \$2,415 from 2/15 – 2/28

Policy subject to change without notice - Prices in examples for reference only. Dealer alone determines resale and advertised price.

PROMOTIONAL MAPS (PMAPs)

Advertisements in all media for models with PMAPs must fall within the published PMAP date range excluding the following:

- If a dealer is advertising a PMAP in a weekly newspaper, the PMAP may be shown in ad up to 2 days prior to the published start date as long as the start date is indicated in the ad.

Policy Sec. 5-d

Example of Compliant Ad

A



Maytag®
French Door Refrigerator
25 cu. ft.
MFI2570FEZ

Sale Price \$2,199
Sale Starts 2/15



Ad date 2/14 in weekly publication

Example of Non Compliant Ad

B



Maytag®
French Door Refrigerator
25 cu. ft.
MFI2570FEZ

Sale Price \$2,199



Ad date 2/14 in weekly publication
but missing PMAP start date

*MFI2570FEZ – MAP \$2,799 with PMAP of \$2,520 from 2/15 – 2/28

Policy subject to change without notice - Prices in examples for reference only. Dealer alone determines resale and advertised price.

ADVERTISING SUITES OR PACKAGES



When advertising suites of 4 or more appliances, the advertised total suite price may be 10% below MAP and total suite price may be rounded down to the closest "\$49" or "\$99" price point.

Adjustments to pricing must be made in the mentioned sequence. 10% + rounded to "49" or "99"

Policy Sec.5-e

Example of Compliant Ad

Sum of model MAPs = \$4,906
 Allowed 10% below MAP = \$4,415.40
 May round down to get to closest "\$49" or "\$99" = \$4,399

- Dishwasher (ADB1500ADS) with MAP: \$699
- French Door Refrigerator (AFI2539ERM) with MAP: \$2,099
- Built-in Oven - (AWO6317SFS) with MAP: \$1199
- Cooktop (AGC6540KFS) with MAP: \$909

AMANA®

4 Piece Kitchen Package

Was \$4,906

Now \$4,399

Save \$557 when purchased together



Built-in Oven
AWO6317SFS
4.3 cu. ft.
\$1199



Cooktop
AGC6540KFS
4 Sealed
Burners
\$909



Dishwasher
ADB1500ADS
SoilSense Cycle
\$699



Refrigerator
AFI2539ERM
French Door
\$2,099

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ADVERTISING SUITES OR PACKAGES WITH SUITE PMAP



When advertising suites of 4 or more appliances, the advertised total suite price may be rounded down to the closest "\$49" or "\$99" price point.

Policy Sec. 5-e

Example of Compliant Ad

A

4 Piece Kitchen Package
Was \$4,266.00 Now \$2,849

Save Over \$1400

Microwave
WMH32519FS
1.9 cu. ft.

Refrigerator
WRX735SDBM
French Door

Range
WFG540HOES
5.8 cu. ft.

Dishwasher
WDT780SAEM
Stainless Tub

Compliant Suite PMAP advertised

Sum of model MAPs = \$4,266
PMAP = \$3,332
10% below PMAP = \$2,898.8

Suite PMAP: \$3,221
Refrigerator (WRX735SDBM) MAP: \$2199
Range (WFG540HOES) MAP: \$1049
Dishwasher (WDT780SAEM) MAP: \$699
Microwave (WMH32519FS) MAP: \$319

Example of Non Compliant Ad

B

4 Piece Kitchen Package
Was \$4,226.00 Now \$2,849

Save Over \$1300

Microwave
WMH32519FS
1.9 cu. ft.
\$202

Refrigerator
WRX735SDBM
French Door
\$1,559

Range
WFG540HOES
5.8 cu. ft.
\$815

Dishwasher
WDT780SAEM
Stainless Tub
\$475

May not show individual models lower than MAP less 10% even though sum of model prices shown equals the suite PMAP price

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Advertising Pairs



When advertising for models that have a Pair PMAP – Trade may advertise the total pair price as the sum of the individual lowest compliant prices.

SKU	WTW800DW	WED8000DW
MAP	\$999	\$999
MAP-10%	\$899.10	\$899.10
Lowest Allowed Rounding	\$898	\$898



$$\begin{aligned} & \$898 + \$898 \\ & = \\ & \$1796 \end{aligned}$$




Whirlpool White Cabrio High-Efficiency Top Loading Washer with Electric Dryer

\$1796.00

Regular Price \$1,998.00

Save \$200.00 when you buy this package.

Whirlpool 5.3 Cu. Ft. White Cabrio High-Efficiency Top Loading Washer - WTW8000DW/ Whirlpool 8.8 Cu. Ft. White Cabrio High-Efficiency Electric Dryer - WED8000DW



ADVERTISING NATIONAL CONSUMER PROMOTIONS (NCPs)

If the model(s) advertised are included in a Whirlpool sponsored national promotion or a utility or other quasi-government sponsored rebate program, the advertisement may net the amount of the promotional offer from the lowest compliant advertised price.


Policy Sec. 5-f

Example of Compliant Ad

A



KitchenAid® Dishwasher
Window and
Lighted Interior
KDTM384ESS
\$1,170
Your Price \$1,120 (after rebate)



If NCP, rebate amount may be netted from MAP-10% advertised price as long as starting price in ad

Example of Non Compliant Ad

B



KitchenAid® Dishwasher
Window and
Lighted Interior
KDTM384ESS
Your Price \$1,120(after rebate)



Compliant starting price must be shown in ad

*KDTM384ESS-MAP \$1299 ; NCP Rebate of \$50

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ADVERTISING REQUIREMENTS FOR MODELS TRANSITIONING THROUGH THE PRODUCT LIFE CYCLE



Some models may be identified as Closeout on the published PMAP document. When advertising these products with a price, the ad must contain "Closeout", "Discontinued" or "While Supplies Last" in close proximity to the product.

Policy Sec. 5-g

Example of New Closeout PMAP on PMAP Document

Whirlpool Corporation Promotional MAPs									
Issue Date	September 29, 2022								
Trade Customers	All Authorized Trade Customers								
Credit Method	Per Whirlpool Corporation's Co-op advertising policy								
Promotional MAP pricing shown below supersedes any other MAP pricing for the promotional period shown. Effective 12/1/19, for co-operative advertising purposes, advertisements in all media for models with PMAPs must fall within the published PMAP date range. Some models may be identified as Closeout on the published PMAP document. When advertising these products with a price, the ad must contain "Closeout" or "While Supplies Last" in close proximity to the product.									
Brand	Category	Model	MAP	Promo MA	Start Dt	End Dt	Comments	Type	
WHR	Air Vented-Dryer FL Match	WED6620HC	\$1,249	\$999	9/29/2022	10/19/2022		Closeout	
WHR	Air Vented-Dryer FL Match	WED6620HW	\$1,149	\$977	9/29/2022	10/19/2022		Closeout	
WHR	Air Vented-Dryer FL Match	WGD6620HC	\$1,349	\$1,110	9/29/2022	10/19/2022		Closeout	



Comments section will indicate Closeout PMAP

Example of Compliant Ad

A

Save \$250
Was \$1249
Now \$999

While
Supplies Last

Front Load Electric Dryer
7.4 cu. ft.
WED6620HC

Example of Non Compliant Ad

B

Save \$250
Was \$1249
Now \$999

Front Load Electric Dryer
7.4 cu. ft.
WED6620HC

Missing required descriptor

*WED6620HC - Closeout PMAP \$999

ADVERTISING REQUIREMENTS FOR MODELS TRANSITIONING THROUGH THE PRODUCT LIFE CYCLE

Once a model has moved to an Obsolete or Discontinued status, it may be advertised using the D&O Schedule found within the published MAP document and the ad must contain "Closeout", "Discontinued" or "While Supplies Last" in close proximity to the product.

Policy Sec. 5-g

Example of D&O MAP Schedule in MAP Document

DISCONTINUED & OBSOLETE MAP
Reminder: Please check the available Promotional MAP document as those MAPs Supersede this document.

PRODUCT	KITCHENAID	WHIRLPOOL	ROPER/ ESTATE	JENN-AIR	MAYTAG	AMANA	MAGIC CHEF
Auto Washer Top Load	N/A	\$359	\$359	N/A	\$399	\$359	\$349
Auto Washer Front Load	N/A	\$699	N/A	N/A	\$699	OPEN	N/A
Top Load Electric Dryer	N/A	\$349	\$349	N/A	\$349	\$349	\$329
Top Load Gas Dryer	N/A	\$399	\$399	N/A	\$399	\$399	\$379
Front Load Electric Dryer	N/A	\$699	N/A	N/A	\$699	OPEN	N/A
Front Load Gas Dryer	N/A	\$699	N/A	N/A	\$699	OPEN	N/A
Built-In Dishwasher (Plastic Tall Tub)	N/A	\$249	OPEN	N/A	N/A	\$199	N/A
Built-In Dishwasher (Stainless Steel Tall Tub)	\$549	\$349	OPEN	\$699	\$399	\$229	N/A

N/A = Brand does not Offer Products in this Category
OPEN = MAP does not Apply. Product may be Advertised at any Price except Free unless a Promotional MAP is in place at the time.

If a Store or Product Category Event only applies to discontinued or obsolete product, the savings listed for the event in Ad may exceed 10%.

In order to ensure the advertisement offers a clear and accurate message to Consumers, store or product category events for discontinued and obsolete product may only be used in advertisements where those products are the only ones listed in the advertisement.

When advertising products using the above matrix, the advertised models must contain one of the following words "Closeout", "Discontinued" or "While Supplies Last" in close proximity to the product.

Navigation: > | Whats Changed | Sep | Oct | Nov | 4 Piece Suites | 3 Piece Suites | 2 Piece Suites | **D&O MAP** | +



*KDTE104DSS-D&O MAP \$549

Example of Compliant Ad

A

Dishwasher
Pro Wash
Cycle
KDTE104DSS

Closeout

New
Low Price
\$549

Example of Non Compliant Ad

B

Dishwasher
Pro Wash
Cycle
KDTE104DSS

New
Low Price
\$549

Missing required descriptor

ADVERTISING REQUIREMENTS FOR MODELS OTHER THAN NEW



Ads for units in a condition other than new may advertise a price more than 10% lower than the MAP price applicable to new units of the same model number so long as the ad is limited to products in this condition and includes one of the following words in close proximity to the product “Refurbished”, “Reconditioned”, “Damaged”, “Scratch and Dent”, “Open Box” or “Floor Model”.

In order to provide clarity to consumers regarding product condition, online searches displaying results for this type of product with a price more than 10% lower than MAP must display one of the approved words in the initial search results.

Policy Sec. 5-g

Example of Compliant Ads

A




Save **BIG**
Scratch &
Dent Sale

NOW ONLY
\$2,299

Refrigerator
WRX735SDHZ
French Door
Reg. \$2,999



B



Whirlpool® French Door Refrigerator WRX735SDHZ

36-Inch Wide French Door Refrigerator 25 cu. ft.

- Refrigerated Exterior Drawer
- Tap Touch Controls
- Exterior Ice and Water Dispenser with EveryDrop™ Filtration
- Adjustable Gallon Door Bins
- Fingerprint Resistant

SELLERS	SELLER RATING	DETAILS	BASE PRICE
Drake Appliance	23 Ratings	Free Shipping	2,999.00 + Tax
Bell's Appliance	47 Ratings	Refurbished	2,299.00 + Tax/Shipping
Ace Appliance	35 Ratings	Free Shipping	2,999.00 + Tax



*WRX735SDHZ-MAP \$2,999

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OTHER PROMOTIONAL OFFERS

- Offers for non-cash or premiums (i.e. free delivery, detergent, or free financing) are acceptable. If the value of these promotions is shown in ad, it may not be netted from the advertised price.
- Promotional offers that apply toward future retailer purchases (e.g. gift cards or store credits) may be included in ad. Such offers may not exceed \$5 or 10% of MAP (whichever is larger). In no case may the offer be netted from the advertised price.

Policy Sec. V-7

Example of Compliant Ads

A



Whirlpool® Front Load Washer
4.5 cu. ft.
WFW92HEFW
Now only \$1080
Plus get a free year of Detergent

B



KitchenAid® Dishwasher
Window and Lighted Interior
KDTM384ESS
Reg. \$1,079
Now \$1169
PLUS get FREE installation
(via mail in rebate)

*WFW92HEFW-MAP \$1,199
*KDTM384ESS-MAP \$1,299

NEW



Whirlpool® Front Load Washer
4.5 cu. ft.
WFW92HEFW
Now only \$1080
Plus get \$100 Store Credit
(via mail-in rebate - good toward your next purchase)

Storewide Incentives towards future retailer purchases are allowed

Example of Non Compliant Ads

D



Whirlpool® Front Load Washer
4.5 cu. ft.
WFW92HEFW
\$1080
-\$100 Store Credit
Now \$980*
*After mail-in rebate

May not net Incentives towards future retailer purchases from advertised price

E



Whirlpool® Front Load Washer
4.5 cu. ft.
WFW92HEFW
Now only \$989
Plus get \$110 Visa Card

Cash based promotion leads to implied price more than 10% below MAP

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INTERNET ADVERTISING FOR ALL BRANDS

Internet advertising includes web pages and sites including landing pages and product pages



Policy Sec. 3

A Policy Applies to Landing Pages & Search Results

Filter Results

Type ▼

Brand ▼

▲ Category

Dishwashers (1)

▲ Brand

□ Maytag (1)

▼ Availability

▼ Price

▼ Deals

▼ Reviews



Maytag 48-Decibel Built-In Dishwasher and Hard Food Disposer
Model# MDB8979SFZ
Was: ~~\$949.00~~
\$855.00

Add To Cart



B

Policy Applies to Product Page

Shop by Department | My Store | My Cart | Help

Model# MDB8979SFZ



Maytag
48-Decibel Built-In Dishwasher and Hard Food Disposer

★★★★★ 4.3 (26)
[Write a review](#)

Was ~~\$949.00~~
\$855.00

Add To Cart



*MDB8979SFZ – MAP \$949

Policy subject to change without notice - Prices in examples for reference only. Dealer alone determines resale and advertised price.

INTERNET ADVERTISING FOR ALL BRANDS



Policy does not prevent a trade customer from conveying to an online consumer that a lower price may be available.

Policy Sec. 3

A

Filter Results

Type ▼

Brand ▼

▲ Category

Dishwashers (1)

▲ Brand

□ Maytag (1)

▼ Availability

▼ Price

▼ Deals

▼ Reviews



Maytag 48-Decibel Built-In Dishwasher and Hard Food Disposer
Model# MDB8979SFZ

\$855.00*

*Save even more with Promo Code

ABCDEAL

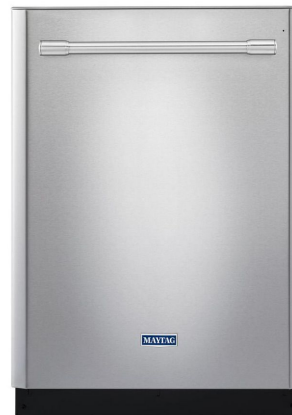
Add To Cart



B

Shop by Department | My Store | My Cart | Help

Model# MDB8979SFZ



Maytag

48-Decibel Built-In Dishwasher and Hard Food Disposer

★★★★☆ 4.3 (26)
[Write a review](#)

Was ~~\$949.00~~

\$855.00*

*Save even more in Cart

Add To Cart



*MDB8979SFZ - MAP \$949

Policy subject to change without notice - Prices in examples for reference only. Dealer alone determines resale and advertised price.

Whirlpool Corporation Confidential

KitchenAid®

ADDITIONAL APPLICATIONS OF THE ADVERTISING POLICY FOR INTERNET ADVERTISING FOR KITCHENAID BRANDED PRODUCTS

INTERNET ADVERTISING FOR KITCHENAID BRANDED PRODUCTS



For KitchenAid Brand, advertising includes all areas of a trade customer's website and digital assets where advertised pricing is accessible by price comparison engines, such as the online shopping cart.

Policy Sec. 3

A

Shop by Department | My Store | My Cart | Help

Model# KDTM804ESS

KitchenAid

Item Added

KitchenAid KDTM804ESS 24 in. Top Control Dishwasher with Window in Stainless Steel

Was ~~\$2,099.00~~
\$1,899.00

Continue Shopping

Go to Cart




*KDTM804ESS - MAP \$2,099

B

Shop by Department | My Store | My Cart | Help

My Cart

	KitchenAid 24 in. Top Control Dishwasher with Window in Stainless Steel with Stainless Steel Tub Model# KDTM804ESS	QNT	1
		Unit Price	\$1899.00

Promo Code

Order Summary

Subtotal: \$1,899.00
Shipping: Free
Estimated Tax: \$113.94
TOTAL: \$2,012.94

Go to Checkout



Whirlpool Corporation Confidential

INTERNET ADVERTISING FOR KITCHENAID BRANDED PRODUCTS




The policy does not apply once a consumer consciously acts to customize an offer.

Policy Sec. 3-b

Example: Through the entry and application of a promo code

Shop by Department | My Store | My Cart | Help

My Cart

	KitchenAid	QNT	1
	24 in. Top Control Dishwasher with Window in Stainless Steel with Stainless Steel Tub	Unit Price	\$1899.00
	Model# KDTM804ESS	Promo Code Applied	-\$100.00

Promo Code
ABCDEAL

Order Summary
Subtotal: \$1,799.00
Shipping: Free
Estimated Tax: \$107.94
TOTAL: \$1,906.94

Go to Checkout



*KDTM804ESS - MAP \$2,099

Policy subject to change without notice - Prices in examples for reference only. Dealer alone determines resale and advertised price.

INTERNET ADVERTISING FOR KITCHENAID BRANDED PRODUCTS




The policy does not apply once a consumer consciously acts to complete a transaction (e.g.: by adding their personal shipping or payment information).


Policy Sec. 3-b

A Example: After Shipping Address Entered

Shipping Information		Checkout Payment Information		Review/Place Order	
Name	John Brown				
Address	1520 Easy Street				
City, State, Zip	Hometown	MI	49090		
<input type="button" value="Apply"/>					


	KitchenAid Dishwasher Model# KDTM804ESS	QNT	<input type="text" value="1"/>	Unit Price	<input type="text" value="\$1899.00"/>	Additional Savings	<input type="text" value="-\$100.00"/>
--	--	-----	--------------------------------	------------	--	--------------------	--

Order Summary	
Subtotal:	\$1,799.00
Shipping:	Free
Estimated Tax:	\$107.94
TOTAL:	\$1,906.94




B Example: After Payment Information is Entered

Shipping Information		Checkout Payment Information		Review/Place Order	
Name on Card	John Brown	Billing Name	John Brown		
Card Number	XXXX XXXX XXXX 3503	Billing Address	XXXX XXXX XXXX 3503		
CVV	526	City, State, Zip	Hometown	MI	49090
<input type="button" value="Apply"/>					

	KitchenAid Dishwasher Model# KDTM804ESS	QNT	<input type="text" value="1"/>	Unit Price	<input type="text" value="\$1899.00"/>	Additional Savings	<input type="text" value="-\$100.00"/>
--	--	-----	--------------------------------	------------	--	--------------------	--

Order Summary	
Subtotal:	\$1,699.00
Shipping:	Free
Estimated Tax:	\$107.94
TOTAL:	\$1,906.94



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*KDTM804ESS - MAP \$2,099

Policy subject to change without notice - Prices in examples for reference only. Dealer alone determines resale and advertised price.


INTERNET ADVERTISING FOR KITCHENAID PRODUCTS

The policy does not apply once a consumer consciously acts to customize an offer. Customers can customize an individual offer by logging into their personal account on the website after adding an item to their shopping cart. The Policy applies to any screen/pop up displayed before the Login/Sign In Screen

Policy Sec. 3

Shop by Department | My Store | My Cart | Help

Model# KDTM804ESS



KitchenAid
24 in. Top Control Dishwasher with Window in Stainless Steel with Stainless Steel Tub

★★★★☆ 4.3 (26)
[Write a review](#)

Was ~~\$2,099.00~~
\$1,899.00*
***Save even more at Checkout**

Add To Cart


Sign In To our Store Account

User Name

Password

Sign In

My Cart


	KitchenAid 24 in. Top Control Dishwasher with Window in Stainless Steel with Stainless Steel Tub Model# KDTM804ESS	Quantity	<input type="text" value="1"/>
		Unit Price	<input type="text" value="\$1899.00"/>
		Additional Savings	<input type="text" value="-\$100"/>

Promo Code

Order Summary

Subtotal: \$1,799.00
Shipping: Free
Estimated Tax: \$107.94
TOTAL: \$1906.94

Go to Checkout



*KDTM804ESS - MAP \$2,099

Policy subject to change without notice - Prices in examples for reference only. Dealer alone determines resale and advertised price.

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INTERNET ADVERTISING FOR KITCHENAID PRODUCTS



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Policy Sec. 3

Shop by Department | My Store | My Cart | Help

Model# KDTM804ESS



KitchenAid
24 in. Top Control Dishwasher with Window in Stainless Steel with Stainless Steel Tub

★★★★☆ 4.3 (26)
Write a review

\$1,899.00*
*Save even more at Checkout

Add To Cart

Item Added

KitchenAid KDTM804ESS 24 in. Top Control Dishwasher with Window in Stainless Steel

Was \$2099.00
\$1899.00*
*Save more at Checkout

Continue Shopping | Go to Cart

Sign In to Your Store Account

User Name

Password

Sign In

My Cart

	KitchenAid 24 in. Top Control Dishwasher with Window in Stainless Steel with Stainless Steel Tub Model# KDTM804ESS	Quantity	1
		Unit Price	\$1899.00
		Additional Savings	-\$100

Promo Code

Order Summary

Subtotal: \$1,799.00
Shipping: Free
Estimated Tax: \$107.94
TOTAL: \$1906.94

Go to Checkout

*KDTM804ESS - MAP \$2,099

Policy subject to change without notice - Prices in examples for reference only. Dealer alone determines resale and advertised price.

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INTERNET ADVERTISING FOR KITCHENAID PRODUCTS




The policy does not apply once a consumer consciously acts to customize an offer. Customers can customize an individual offer by logging into their personal account on the website after adding an item to their shopping cart. The Policy applies to any screen/pop up displayed before the Login/Sign In Screen.

Policy Sec. 3

Shop by Department | My Store | My Cart | Help

Model# KDTM804ESS



KitchenAid
24 in. Top Control Dishwasher with Window in Stainless Steel with Stainless Steel Tub

★★★★★ 4.3 (26)
[Write a review](#)

Was ~~\$2099.00~~
\$1,899.00*
*Save even more at Checkout

Add To Cart

Item Added

KitchenAid KDTM804ESS 24 in. Top Control Dishwasher with Window in Stainless Steel

Was ~~\$2099.00~~
NOW \$1799.00

Continue Shopping | Go to Cart


Sign Into Your Store Account

User Name

Password

Sign In

My Cart

	KitchenAid 24 in. Top Control Dishwasher with Window in Stainless Steel with Stainless Steel Tub Model# KDTM804ESS	Quantity: 1
Unit Price: \$1899.00		
Additional Savings: -\$100		

Promo Code

Order Summary

Subtotal: \$1,799.00
Shipping: Free
Estimated Tax: \$107.54
TOTAL: \$1906.54

Go to Checkout

The screen/pop up displayed before account login screen showed a price less than MAP -10%

*KDTM804ESS - MAP \$2,099

Policy subject to change without notice - Prices in examples for reference only. Dealer alone determines resale and advertised price.

Whirlpool Corporation Confidential

ADVERTISING POLICY RECAP (effective January 1, 2023)



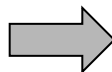
- Advertising Policy applies to all media (traditional and online). For applicable internet advertising, the Cooperative Advertising policy will apply when the advertised price is readily attainable via Whirlpool's automated price scraping technology and is outside of the online shopping cart.
- Must contain accurate product illustration and brand name or logo, and if price at least one Whirlpool Corporation factory designated model number that is complete or sufficient (in Whirlpool's sole discretion) to identify the advertised Product(s).
- Advertised pricing may be up to 10% below MAP for Major Appliances.
- Advertised pricing for individual models may round down to the nearest \$8 for Majors and \$0.5 for KitchenAid Small Appliances, Gladiator and Consumer Products. Suites w/ 4 or more models may round down to nearest \$99 or \$49 price.
- If there's a save story in the ad but no advertised price, for auditing purposes we will assume price is at MAP.
 - Trade customers may advertise in banners "save up to" or "up to \$X off" non-brand specific promotions and still qualify for Co-Op funds as long as all promoted models are advertised with pricing and the ad complies with all other elements of this advertising policy.
- Banners advertising Whirlpool exclusive promotions may not indicate a savings greater than 10%, unless only Whirlpool Corporation Products within that category.
- PMAPs may only be in ad within the designated start and stop date with the following exceptions: weekly newspaper may be 2 days prior with printed start date and digital copy of weekly ad may be online through Saturday of end date.
- NCPs, utility rebates and other promotions available to all consumers in the area may be netted (regardless of offer) from the lowest compliant price in ad as long as that price is shown.
- D&O products may be advertised using the D&O MAP. D&O and models with Closeout PMAPs must have "Closeout", "Discontinued" or "While Supplies Last" in ad.
- Promotional offers that apply toward future retailer purchases (e.g. gift cards or store credits) may be included in ad. Such offers may not exceed \$5 or 10% of MAP (whichever is larger). In no case may the offer be netted from the advertised price.
- Ads for offers for non-cash or premiums (i.e. free delivery, detergent, or free financing) are acceptable. If the value of these promotions is shown in ad, it may not be netted from the advertised price.
- Ads for promotional offers for free feature upgrades or free Whirlpool Corporation Major Appliances, KitchenAid Products (i.e. free accessories, cookware, or appliances), Whirlpool Consumer Products Group Products (i.e. water filter) or free Gladiator Products (i.e. free accessories) are prohibited unless a part of a Whirlpool Corporation sponsored package promotion.
- For KitchenAid Brand, in addition to the other applications set forth in the Advertising Policy, advertising includes all areas of a trade customer's website and digital assets where advertised pricing is accessible by price comparison engines, such as the online "shopping cart".

HAVE QUESTIONS - CONTACT OUR CO-OP TEAM



- Email: coop@whirlpoolhub.com
- Website: whirlpoolhub.com

Make sure to Visit the Reference Section on The HUB to obtain copies of the various documents you need to understand the policy and Co-Op program available to you.



Resources Spiff --Select-- SEARCH

Search... X

All Jenn-Air Spiff **Co-Op** Sell Thru Inst. Rebate **MAP/PMAP** Other

Co-Op

Policies, Program Rules & Active Programs

- 2017 Whirlpool Advertising Policy
- 2016 Whirlpool Portfolio Co-Op Media Matrix
- 2016 Whirlpool Co-Op Media Guidelines
- 2016 Jenn-Air Advertising Policy
- 2016 Jenn-Air Co-op Media Matrix
- 2016 Jenn-Air Co-Op Media Guidelines
- 2016 Gold ACD Co-Op Media Guidelines
- 2016 Whirlpool Co-Op Policy Advertising Guide (1/16/2016)
- Whirlpool Co-Op PAE Program Rules
- Jenn-Air Co-Op PAE Program Rules