

Whirlpool 2025 Hardware Coop Claim Form

all below fields are required

Dealer Name	
Dealer Sold To Number (Whirlpool Account #)	
Dealer Contact Name	
Dealer Phone	
Dealer Email	
Date Submitted to Whirlpool	
Type of Advertisement (Select from Drop Down)	
Ad is from Marketing Playbook (yes/no)	
Start Run Date (XX/XX/XXXX)	
End Run Date (XX/XX/XXXX)	
Media Invoice Number	
Media Invoice Date (XX/XX/XXXX)	
Requested Claim Amount	

Please include a copy of your ad, radio script, etc and Invoice with all claims

2025 Whirlpool Portfolio Co-Op Media Matrix with 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	N/A

