

Whirlpool 2026 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

2022 Whirlpool Portfolio Co-Op Media Matrix with Reimbursement Rates

MEDIA CATEGORY	Marketing Playbook Assets	Retail Created Assets
Search Engine Marketing (SEM)	N/A	100%
DIGITAL: Banner, Re-marketing, Email, Pre-roll	100%	Up to 70% (based on proportionate share)
PRINT: Newspaper, Magazine, Direct mail	70%	Up to 50% (based on proportionate share)
BROADCAST: Television & Radio	100%	70%
IN-STORE:	100%	N/A
SIGNAGE:	100%	50%

SIGNAGE: Billboards, Interior, Exterior	100%	50% (based on proportionate share)
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