



WELCOME TO CO-OP

RUUD® 2025 CO-OP ADVERTISING GUIDELINES:

Advertise and promote your business with Ruud Water Heating

- How the Program Works
- Brand Use Requirements
- What Qualifies
- How to Use the Co-op Portal
- Program Rules and Procedures
- Program FAQs



RUUD CO-OP PROGRAM

The Ruud co-op program is designed to assist our distributors and their plumbers with advertising costs – and identify their business as a source for Ruud products.

The 2025 co-op program will run from January 1st - December 8th, 2025.

HOW THE PROGRAM WORKS

For distributors participating in the co-op program, Ruud will match every dollar the distributor spends on qualifying advertising up to 1% of the previous year's **rebateable** purchases from Ruud. For a complete list of qualifying rebatable purchases and terms please refer to your distributor agreement.

There are two types of advertising that qualify for co-op reimbursement:

DISTRIBUTOR-RUN ADVERTISING

Ruud will credit 50% of the total invoice amount to the distributor's account.

Example: a newspaper ad costs \$100, Ruud will issue a credit for \$50.

– **Calendars will only be covered at 25%**

PLUMBER-RUN ADVERTISING

Ruud will credit 25% of the total invoice amount to the distributor's account. The distributor will contribute 25% of their own money to the plumber. The plumber will cover the remaining 50% of the advertising.

Example: a plumber runs a radio ad costing \$100, the plumber's cost will be \$50. The distributor's cost will be \$25 and Ruud's cost will be \$25.

IMPORTANT NOTES

RUUD'S CONTRIBUTION AMOUNT

Ruud will only contribute the standard amount of 50% for distributor advertising and 25% for plumber advertising. No customized amounts over these standard contributions will be allowed.

MULTIPLE BRANDS ON ADVERTISING

Claims will only receive the full Ruud contribution amount if Ruud is the only brand on the advertising. If multiple brands are included in the advertising, the amount Ruud contributes will be split by the number of other brands shown.

*Example: a print ad is advertising Ruud and other brands:
1 other brand: Receive 1/2 of standard contribution
2 other brands: Receive 1/3 of standard contribution
3 other brands: Receive 1/4 of standard contribution*

See list of qualifying co-op advertising and unqualified co-op advertising on page 3.

BRAND USE REQUIREMENTS*

PRINT, TV, ONLINE AND OUTDOOR ADVERTISING

All Print, TV and Online ads must carry the Ruud logo large enough for the registration mark to be visible. Pre-approval through the portal is required for all advertising prior to purchase of ad.

RADIO ADVERTISING

For radio, the Ruud brand must be mentioned at least twice for 60 second spots, once for 30 second or less spots. Pre-approval through the portal is required for all advertising.

Note: Ruud has print ad files and radio scripts available for distributor/plumber customization. Any production costs incurred for artwork produced by the plumber is not covered by the program.

VEHICLE WRAPS

The Ruud logo must be prominently displayed on a minimum of **two sides** of the vehicle. Ruud's logo must be **at least 50%** of the size of the company's logo. A wrap that does not meet these requirements will receive less than standard contribution. The wrap design must be pre-approved through the portal prior to the purchase of the wrap.

*All copy must meet applicable federal and state laws, rules and regulations. Claims must be truthful and non-deceptive in nature and intent. Text scripts must state material facts and not misrepresent any facts, products or services. The primary use of advertising is the promotion of the distributor or plumber as a source for Ruud products.

QUALIFIED CO-OP ADVERTISING AND REQUIRED DOCUMENTATION

All final documentation (invoices, images, scripts, etc.) is required to be uploaded into the portal before the claim will be processed for payment.

• NEWSPAPER, TRADE OR LOCAL MAGAZINE ADS

Submit scan of original tear sheet of the full page where the ad appeared, showing name and date of publication, and a scanned copy of media invoice to the distributor or plumber showing net rate. A separate tear sheet with run date must be submitted for each insertion.

• RADIO/ON-HOLD ADVERTISING

Submit scan of notarized proof of performance, which must appear on the actual script used and invoice. This is a standard ANA/RAB document and must accompany a scanned copy of the station's invoice to the distributor or plumber. Notify the station in advance for the approved documentation for each script.

• TV ADVERTISING

Submit scan of ANA/TVB proof of performance documentation appearing on the audio/visual script with a scanned copy of the TV station invoice.

• OUTDOOR BILLBOARDS AND SIGNS

Submit scan of the rental space invoice and a digital photograph of the billboard/sign, or sample of the transit card.

• INDOOR BANNERS

Submit scan of the invoice and a digital photograph of the banner.

• DIRECT MAIL

Submit scan(s) of the invoice(s) and a digital scan of direct mail piece, front and back.

• WEB BANNERS

Provide hyperlink to Web page and scanned copy of the invoice.

• DIGITAL ADVERTISING

Paid online searches such as Google Ads (Pay Per Click). The customer's website must have a highly visible Ruud presence – images of Ruud water heaters and Ruud logo. If other brands are listed on website, the amount of Ruud contribution will be split by number of other brands advertised (See Important Notes on Page 2). A list of Keywords used in the search and a link to the customer's website is required in the claim submission.

• VEHICLE WRAPS AND SIGNAGE

Submit a scanned copy of the invoice and a digital photograph of the full vehicle(s).

***The Ruud logo on a vehicle wrap must be a minimum 50% size comparable to the distributor or plumber logo. The Ruud logo must be visible on a minimum of two sides of the vehicle. Wraps that do not meet these requirements will receive less than the standard funding split.**

• CALENDARS

Submit scanned copy of a tear sheet of one month (Jan, Feb, etc.) and scanned copy of the invoice. Ruud pays 25%.

UNQUALIFIED CO-OP ADVERTISING

- Advertising through Yellow Pages – including print and online advertising programs
- Outdoor sporting events, event sponsorships, event catering, promotional programs or contests with prizes
- Distributor product information including print and online catalogs, price books, product catalogs, books, and brochures
- Promotional swag items such as hats, shirts, cups, pens, notepads, and other giveaway promotional items
- Clothing and uniforms
- Training and demo units

Continued next page

HOW TO USE THE CO-OP PORTAL

To be able to submit claims, distributors and sales agents must have a MyRuud account and be registered as an authorized co-op user. To register yourself or someone at your location, send an email to coop@myruud.com. All claims must be submitted through the MyRuud portal. No claims will be accepted via email, fax, or mail.

HOW TO CHECK BALANCE

- Login to your MyRuud account
- Navigate to Marketing Co-op section under the Marketing tab
- Click on the Cashflow Report link in the Reports menu box
- Select Year, Program, and Distributor
- You will be able to view the beginning year balance (Credits) amount used by Claim type YTD (Subtotal for Claims) and remaining balance available (Balance)

REQUESTING PRE-APPROVAL

All claims require pre-approval through the online portal prior to the advertising being purchased even if Pre-Approval was given by a Regional Sales Manager.

Any advertising already purchased without pre-approval through the portal risks receiving less than the standard funding split or being denied completely.

TO REQUEST PRE-APPROVAL:

- Login to your MyRuud account
- Navigate to Marketing Co-op section under the Marketing tab
- Click Request Pre-Approval link in the Claims menu box
- Select Distributor
- Enter estimated total cost of claim (**Not Ruud's contribution**) and detailed description of the claim
- Upload supporting pre-approval documents (quotes, ad artwork, radio/tv scripts etc.) **All supporting documentation must be uploaded to the portal before pre-approval will be given.**
- Review and submit pre-approval request for review
- You will be able to view the status of your request or request pre-approval for another claim

STEPS FOR SUBMITTING A CLAIM

Once a claim has been pre-approved it can now be submitted for payment.

TO SUBMIT A CLAIM:

- Click List Pre-Approvals from the Claims Menu box
- Select Year, Program and Distributor
- Find the requested claim from the list and click on Approved
- Review the claim information and select Next
- Select the account to allocate the funds to from the dropdown menu
- Select the category type of the claim being submitted (Advertising, truck wraps, promotional items, etc)
- Enter Vendor invoice number, Vendor name, Distributor claim number and description of the claim
- Enter the final, total cost of the claim (**Not Ruud's contribution**) and click Next
- Upload supporting final documents (invoices, PO's or receipts) and click Next
- Review the claim. Use the back button to make changes or click Submit
- Once the Pre-Approval has been reviewed and approved by Ruud, you must submit to the FINAL step and submit all pre-approved documentation in FINAL step to ensure reimbursement
- Once this claim has been approved and processed, you will see a date listed next to the claim. You can now download a copy of your Credit Memo

HOW TO GET COPY OF CREDIT MEMO

You can retrieve a copy of your Credit Memo by either clicking on the red date listed next to your claim submission or by going to your Ledger under the Claims header.

- Select the PDF icon next to the claim
- A box will appear with a link to download the credit memo
- The credit memo number will appear in the top right corner of the document along with a description of the claim, the total claim amount, Ruud's contribution and the distributors contribution

**Under the Ledger tab, you will see a line item labelled "2025 Co-op Balance Load-Not An Actual Credit to be Paid". This is not a credit owed to the distributor. This is the initial co-op funds being loaded into the account. All claims submitted throughout the year will be pulling from this loaded amount.*

2025 CO-OP ADVERTISING GUIDELINES

Water Heater Division

PROGRAM RULES AND PROCEDURES

- **Ruud's 2025 co-op advertising program runs from Jan. 1 to Dec. 8.** The co-op portal will close at 5:00pm EST on Dec. 8th. No claims for 2025 will be processed after this time. Any claims not submitted in the portal before this time will have to be submitted against the 2026 budget when the portal re-opens in February. *Any unused co-op balance is lost. Ask advertising vendors about pre-bill options if advertising will be done after the Dec. 8th deadline.*
- All reimbursement requests are subject to on-site verification.
- Funds are provided to distributors in the form of a credit. All funds are held by Ruud.
- All documentation must be official vendor invoices. Distributor-created bills and invoices will not be accepted.
- Submissions that did not request pre-approval through the portal prior to purchasing risk receiving less than the standard funding split or may be denied completely.
- Reimbursement is made to distributors upon receiving complete substantiating documents as outlined in this booklet.
- No credit will be made to the distributor's monthly statement until a copy of the co-op credit has been received. Please allow 7 to 10 days for credits to be processed.
- **Ruud reserves the right to terminate any co-op Program at any time and to amend or modify any provision of the Program.**



Ruud Water Heating
1115 Northmeadow Parkway • Roswell, GA 30076
Email: Help@myRuud.com

In keeping with its policy of continuous progress and product improvement, Ruud reserves the right to make changes without notice.

Ruud Water Heating • 1115 Northmeadow Parkway
Roswell, GA 30076 • 770.225.7426

Ruud.com

RUUD CO-OP PORTAL FAQ

All pre-approvals, claim submissions, balance inquiries and credit memo requests are processed through the self-service online portal.



GENERAL INFO

Where do I find information on co-op?

Program Guides can be found on MyRuud under *Marketing > Programs > Marketing Co-op > Program Guide*.

How is co-op amount determined?

Funds are based on 1% of a distributor's prior year *rebateable* product purchases.

Do all product purchases count towards co-op funds?

No. Only qualified rebateable purchases count towards co-op funds. See your distributor agreement for details about qualifying purchases.

What is the funding split for different types of advertising under co-op?

Distributor run advertising:

Ruud 50%, Distributor 50%

Plumber run advertising:

Ruud 25%, Distributor 25%, Plumber 50%

Customized amounts are no longer permitted.

Claims will only be processed under the standard 50/50 or 25/25/50 breakout.

**All calendar programs are funded 25% regardless of distributor or plumber run advertising.*

Can I negotiate a different funding split for advertising cost?

No, as of 2025 no advertising will be approved beyond the normal 50/50 or 25/25/50 funding split. Any additional amount agreed to be paid by Ruud must be submitted under Promotional or Regional Sales funds. Talk to your Regional Sales Manager about utilizing these funds.

How is co-op paid out?

The funds are held in an account managed by Ruud. For each claim submitted, Ruud will deduct the appropriate percentage (50%, 25%) of the total claim amount from these funds. This amount will be credited to the distributor's account. Funds are paid out per claim as a credit, not deposited to the distributor as a lump sum.

Can a plumber be reimbursed if his distributor does not want to utilize co-op for his advertising?

No. All claims are made against the distributor's available co-op funds and reimbursement is given as a credit to the distributor's account. It is up to the distributor how they share their co-op funds. We suggest a plumber talk to his distributor about using co-op before the plumber purchases the advertising.

What does co-op cover?

Co-op assists Ruud distributors and plumbers with the cost of advertising. This includes, print (banners, newspapers, magazines, etc.) radio, TV, online, and outdoor ads. Vehicle wraps and our Calendar Program also qualify for co-op dollars.

Continued next page

RUUD CO-OP PORTAL FAQ *CONTINUED*

What does co-op not cover?

Co-op funds do not cover the following:

- Yellow Page print and online advertising programs
- Outdoor sporting events and event sponsorships, contests with prizes and promotional programs
- Catering for events or trainings
- Distributor product information including print and online catalogs, price books, product catalogs, books, and brochures
- Promotional items such as hats, shirts, cups, pens, notepads, and other giveaway items

**Promotional giveaway items do not qualify for co-op funds. These items must be submitted under Promotional or Regional Sales funds.*

What is the difference between co-op and promotional funds?

Co-op covers strictly advertising cost while promotional funds cover promotional items, trips, events and catering. Promotional claims cannot be processed through the co-op portal. These still need to be sent to the Regional Sales Manager.

ONLINE PORTAL

Why don't I see the co-op portal to submit claims?

Access is only being given to individuals at distributors and sales agencies who will be managing their location(s)' co-op account(s). Only these individuals will be able to request pre-approval, submit claims, view balance and request credit memos. If you need access, it can be requested by sending an email to coop@myruud.com.

Do I have to get pre-approval for all claims? What if I already purchased the advertising?

Pre-approval through the portal is required in order to ensure brand standards are met. Any claim for advertising that was purchased prior to being pre-approved through the portal risks receiving less than the standard funding split or being denied completely.

How long will pre-approvals take?

If all the correct documents are included in the submission, the claim should get pre-approval within three business days. This is subject to change. You will receive an email notification once the claim has been reviewed and approved.

I was approved for \$___ amount, why was I only credited \$___?

It is up to the submitter to be aware of how much co-op funds are available. Approved amount does not guarantee paid amount. A claim can be approved for funds, but will only be paid out as much funds are available.

How long before I see the allocation of the credit?

Once approved, it can take up to 10 days for the credit to show up on the distributors account as a credit. This is subject to change.

How do I get a copy of my credit memo?

Once a claim has been submitted you can get the credit memo by going into the claims ledger on the co-op portal and downloading the PDF.

Can I still submit claims through email, fax or mail-in submissions?

No, all claims must go through the portal. No other forms of submission are accepted.

How long do I have to submit my claims?

The portal closes in mid-December of each year. Check the Program Guide and MyRuud for the exact date. No submissions for the current year will be accepted after this date. The portal will reopen in February of the following year and any previously unsubmitted claims can be filed.

**Note – funds do not roll over into the following year. Any amount not utilized within a given year will be lost. Any claims being submitted for advertising done the previous year will be filed against the current years available funds.*

I still have questions about this process.

Who do I contact?

Email coop@myruud.com if you need additional assistance.

Ruud reserves the right to modify this program at any time without notice.

