



Sturm, Ruger & Co., Inc.
2018 Retail Co-op Advertising Program
OFFICIAL GUIDELINES

PROGRAM OBJECTIVE

The Ruger Retail Co-op Advertising Program is designed to support appropriate retail-level advertising campaigns and strategies by giving independent, federally licensed firearms Dealers (hereinafter “Dealers”) the opportunity to be reimbursed for approved advertising media expenditures of eligible Ruger firearms (hereinafter “Ruger firearms”).

WHO IS ELIGIBLE

To help ensure compliance with laws and the proper promotion and demonstration of Ruger firearms by knowledgeable persons, eligible Dealers must have a regular place of business with scheduled business hours on premises where such business use is permitted by law, and where Ruger firearms are displayed to the shooting public. Where applicable, eligible Dealers must have a state resale tax number.

DEALER RESPONSIBLE FOR ADVERTISING CONTENT

It is the Dealer’s responsibility to ensure that an advertisement complies with applicable state, local and federal laws and regulations. Ruger and Agencies employed by Ruger to examine co-op advertising claims expressly disclaim any liability or responsibility for any advertising or promotion conducted by a Dealer.

ADVERTISING PERIOD

Subject to additional conditions set forth herein, 2018 Co-op Program funds must be used for advertising activities during the calendar year beginning January 1 and ending December 31, 2018.

ACCRUAL AND USE OF CO-OP FUNDS

Available co-op funds will be calculated at two percent (2%) of the net invoiced dollars for full priced Ruger firearms only shipped during the current calendar program year. Ruger logo wear & accessories and licensed Ruger products are **not** eligible for co-op accrual or for co-op reimbursement. Dealers must provide copies of unaltered current year Distributor Invoice(s) identifying qualified Ruger firearms purchased to Ansira.

Printouts from Ruger Distributors (“summary sheets”) showing qualifying purchases also will be accepted. Based on provided invoices and/or summary sheets, Ansira will calculate the co-op accrual and apply the accrual to the Dealer’s co-op fund. Accruals in excess of the amount needed to pay claims will remain in the Dealer co-op fund.

Fund Balances can be viewed online by visiting the Ruger Co-op Advertising Program website: <http://www.Ruger.Co-Optimum.com>.

Funds not used for advertising during the current calendar year will not be carried over for use in the next calendar year. Claims are reimbursed from the oldest co-op funds available in a Dealer’s co-op account on a first in, first out basis.

Ruger co-op funds belong to Ruger until such time as the funds are claimed by a Dealer and it is determined that the advertising media expenditure is in compliance with all of the terms and provisions of this Co-op Advertising Program.



ELIGIBLE ADVERTISING AND REQUIRED DOCUMENTATION

Media Type	Reimbursement	Basis of Reimbursement	Requirements	Submit
Regional / Local Newspaper Magazines	Ruger or Dealer created ads. <u>50% reimbursement</u>	Total ad space devoted to Ruger firearms, including a prorated portion of the Dealer heading and signature.	Ruger logo must be prominently displayed. Ruger firearms and logo must be clearly separated with a border in all ads featuring multiple products.	Full Page original tear sheet with publication name and date. Paid media invoice showing net media cost of the ad space. Completed Co-op Claim Form
Direct Mail Inserts	Ruger or Dealer created ads. <u>50% reimbursement</u>	Ruger portion of printing and mailing costs along with a prorated portion of the heading and signature on each page that a Ruger product and logo appear.	Ruger logo must be prominently displayed. Ruger firearms and logo must be clearly separated with a border in all ads featuring multiple products.	Sample of finished Direct Mail, Insert or Catalog. U.S. Postal Service receipt. Printer's paid invoice. Completed Co-op Claim Form.
Outdoor Signs/ Billboards	Ruger or Dealer created ads. <u>50% reimbursement</u>	The space charges or space rental charges.	Ruger logo must be prominently displayed and must be as large as the Dealer logo; and <i>must be exclusive</i> to Ruger.	Color photo of the outdoor sign/ billboard in its actual location. Copy of contract (must show months of installation and locations). Completed Co-op Claim Form.
Radio	Dealer created ads. <u>50% reimbursement</u>	Ruger portion of total time costs including Dealer tag.	Minimum ad length is 30 seconds. The Ruger brand and product name must be mentioned as many times as the Dealer name in the radio spot and <i>must be exclusive</i> to Ruger.	Paid station invoice. Notarized affidavit of performance stating exact dates and times each spot ran. Notarized ANA/RAB or ANA/TVB or ANA/CAB certified script. Completed Co-op Claim Form.

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ELIGIBLE ADVERTISING AND REQUIRED DOCUMENTATION (CONTINUED)

Media Type (cont.)	Reimbursement	Basis of Reimbursement	Requirements	Submit
Regional / Local Television / Cable	Ruger or Dealer created ads. <u>50% reimbursement</u>	Ruger portion of total time costs including Dealer tag.	Ruger logo must appear prominently. Minimum ad length is 30 seconds and <i>must be exclusive</i> to Ruger.	Paid station invoice. Notarized affidavit of performance stating exact dates and times each spot ran. Notarized ANA/RAB or ANA/TVB or ANA/CAB certified Video/Audio script. DVD of spot including opening titles/slate. Completed Co-op Claim Form.
Online Banner ads	Ruger or Dealer created banner ads. <u>50% reimbursement</u>	Total online ad space devoted to Ruger, including a section for the Dealer logo and tagline.	The Ruger logo must be prominently displayed according to Ruger's customary and usual logo usage guidelines. Ruger firearms and logo must be clearly separated in all ads. Ruger <i>must be exclusively</i> advertised. The banner must take users to a Ruger section or product page on the Dealer site.	Image or flash file of banner ad (including animation if applicable) and image file of banner landing page. Completed Co-op Claim Form.
Other Media and Special Events	Ruger or Dealer created banner ads. <u>50% reimbursement</u>	Written Prior-Approval from Ansira is required for all media not listed, and for other non-media events.	Written Prior Approval from Ansira is required for all media not listed and for other non-media events.	Written Prior Approval from Ansira is required for all media not listed and for non- media events. Completed Co-op Claim Form.



ADDITIONAL ART & COPY REQUIREMENTS

All advertising must feature Ruger in-line firearms; licensed Ruger product and Ruger Sportswear & Accessories are not eligible. For your convenience, we have provided a variety of advertising material. Please visit: <http://ruger.com/resources/>

All advertising, excluding radio, must feature a current Ruger logo.

Advertisements must be in good taste and reflect favorably on the Ruger brand and firearms. Any usage photos must depict safe gun handling practices.

Advertisements must comply with all Local, State, and Federal laws.

INELIGIBLE ACTIVITIES

The following are ineligible for reimbursement:

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| <input type="checkbox"/> National circulation publications (only regional or local area placements in National Publications will be considered and only if Prior-Approval is received) | <input type="checkbox"/> % off "all store" advertisements
Classified ads |
| <input type="checkbox"/> Yellow Pages advertisements | <input type="checkbox"/> Shopping guides |
| <input type="checkbox"/> Fees for mailing list acquisition | <input type="checkbox"/> Production Costs |
| <input type="checkbox"/> Coupon Programs | <input type="checkbox"/> Talent Fees |
| | <input type="checkbox"/> Agency Fees |
| | <input type="checkbox"/> Commissions |
| | <input type="checkbox"/> Sales Tax |

REIMBURSEMENT

As directed by Ruger, Ansira will verify what qualifies as an eligible advertising media expenditure. Based on eligible, qualified advertising media expenditures, a participating Dealer will be reimbursed by check at a rate of fifty percent (50%) for advertising of Ruger firearms and/or the Ruger brand up to the balance of currently available co-op funds.

PRO-RATING ADVERTISING COSTS

Print Materials - If a print advertisement is not exclusive to Ruger firearms (i.e. the advertisement also includes other, non-Ruger products), Ruger only will reimburse for the prorated portion of the advertisement dedicated to Ruger firearms, which portion must be clearly separated from other products. Each Ruger section of advertising must include a current Ruger logo. Reimbursement is based on the audited value of the advertisement as determined by Ansira.

Broadcast Advertising – All broadcast advertising (radio, TV) must mention the Ruger brand name as often as the Dealer name and ***must be exclusive*** to only the Ruger brand.

PRIOR-APPROVAL SUBMISSION

Ruger recommends that ALL advertisements be submitted to Ansira for prior-approval to ensure adherence to program guidelines and eligibility for reimbursement.

Where to Send Your Prior-Approval Request:

To obtain prior-approval, please complete the Prior Approval Form and submit it by FAX or EMAIL with a copy of your proposed advertisement. Prior-Approval forms are available through <http://www.Ruger.Co-Optimum.com>.



**Prior-Approval Requests via
the Ruger Co-op Website:**
(Use this method for fastest response)

www.Ruger.Co-Optimum.com

Prior-Approval Requests via Fax:

**Ruger Co-op Program
c/o Ansira
(818) 461-6111**

Prior-Approval Requests via Email: Ruger@Ansira.com

Prior-Approval Notes:

- Ansira will respond to prior-approval requests within one business day of receipt of the submission.
- A prior-approval does not guarantee the availability of dealer accrued co-op funds.
- A prior-approval does not constitute final approval for payment or an authorization of funds over and above those funds eligible for use.
- Ads changed subsequent to any Prior Approval shall not be considered approved, though they may still be eligible for reimbursement.

SUBMITTING A CLAIM FOR REIMBURSEMENT

All claims must be submitted via completed a Ruger Co-op Claim form, together with all specified documentation (see the chart elsewhere in these Official Guidelines), including required proof of performance and a Prior-Approval Form, if applicable. Dealers may obtain additional copies of Claim and Prior-Approval forms on-line at **<http://www.Ruger.Co-Optimum.com>** or by calling Ansira at **(866) 537-0126**.

Claims must be postmarked within 60 calendar days after the advertisement run date. Claims postmarked after the 60-day deadline will be ineligible for reimbursement.

The last day to submit claims for the 2018 calendar year is February 28, 2019. Claims postmarked after that date for 2018 advertising activity will **not** be eligible for reimbursement.

Mail your Claim with completed documentation to:

Ruger Co-op Program
c/o Ansira
5000 Van Nuys Boulevard
Suite 400
Sherman Oaks, CA 91403

Dealers will be notified by mail if additional documentation is needed to process the claim. The additional documentation must be postmarked no later than **60 calendar days** after the date on the mailed notice. Additional documentation received after this deadline will be ineligible for payment.



Reimbursement Notes –

- Reimbursement cannot exceed available funds. Claims in excess of the available balance will be paid up to the amount available. The unpaid balance due to lack of funds will be considered “pending.”
- All claims for reimbursement are subject to verification by Ansira or Ruger, whose determination of the value or acceptability of any claim shall be final. Ruger and Ansira are **not** responsible for legal clearance of promotional programs or advertising content. It is the responsibility of the Dealer to ensure that the content complies with all Federal, State and Local laws and regulations.
- Funds are never to be deducted from Ruger Statements or Invoices.**

ADDITIONAL INFORMATION

Questions regarding the Ruger Co-op Advertising Program should be directed to the Ruger Co-op Help-Line:

Ruger Co-op Help Line:	(866) 537-0126
Fax:	(818) 461-6111
E-mail:	Ruger@Ansira.com

Additional information, Forms and Artwork is available via the Ruger Co-op Website at:

www.Ruger.Co-Optimum.com

Ruger reserves the right to amend or cancel this Co-op Advertising Program at any time with thirty (30) days notice.

Ruger reserves the right to suspend or revoke a Dealer’s participation in this Co-op Advertising Program if the Dealer fails to abide by the terms and conditions set forth herein.

Ruger has the right to offset any past due amounts a Dealer owes Ruger against any co-op funds accrued and/or owed to Dealer.