

2023 Dealer Advertising Co-Op Program

BUILT TO A HIGHER STANDARD®

American Standard®

HEATING & AIR CONDITIONING

This guide is valid for the January 1, 2023, through December 31, 2023 program. Please refer to your distributor and your Co-op Sales Plan for official language.

Coop Categories

Click any of the categories below to view further guidelines



Branding

- Branded Merchandise, Promotional Items & Vehicle Decals
- Branded Uniforms & Apparel
- Ameristar Co-Branding
- Vehicle Wraps/Full Designs



Traditional Media

- Billboards: Static or Electronic
- Dealer Outdoor Building Sign
- Direct Mail or Door Hangers
- Newspaper or Magazine
- Printed Newsletter
- Radio
- Television or Cinema
- Yard Signs



Digital Marketing

- Ad Club Mediagitic
- Digital Video/Pre-roll Ads
- Email Marketing
- Google Local Service Leads
- Keyword Search Advertising (PPC)
- Online Banner/ Display Ads
- Online Local Listing Management
- Over The Top (OTT) Keyword Search
- PriceBook Digital
- Search Engine Optimization
- Social Media Management, Ads and Reporting
- Website/Landing Page /Mobile Site Development



Training

- EGIA Training
- *Third Party Dealer Business Training or Technician Technical Training

*Pre-approval required unless using BDR, No Pressure selling, or Trade Warrior



Other

- CallSource
- Events, Shows & Exhibits
- FSM
- On-Hold Messaging
- Podium
- Product Literature
- Sponsorships
- Pick Up Now
- Warranties (JB or AIG Only)

Branded Merchandise, Promotional Items & Vehicle Decals

Preferred Vendor:

- PSG Geiger

Ad Requirements:

- American Standard logo and/or CC logo at least 50% in size to the dealer logo if applicable

Coop Guidelines:

- Proof of Cost: Invoice from vendor
- Proof of Performance: photo of item purchased (with American Standard logo shown)
- If items are ordered via American Standard's preferred vendor(s), photos of the items are not required
- Only custom brochure/flier (not available from Mira) printing expenses are eligible

Branded Uniforms & Apparel

Preferred Vendor

- Wayne Enterprise

Ad Requirements:

- Approved American Standard logo and/or CC logo

Coop Guidelines:

- Proof of Cost: Detailed invoice from vendor showing all expenses
- Proof of Performance: Picture of item purchased showing approved American Standard logo
- If items are ordered via American Standard's preferred vendor, proof of performance is not required

Ameristar Co-branding

Ad Requirements:

- For qualified dealers, cost of Ameristar cobranded badges

Coop Guidelines:

- 100% co-op eligible up to 250 badges for calendar year
- 50% co-op eligible for badges in excess of 250



Vehicle Wraps/Full Designs

Preferred Vendors:

- Signature Graphics

Ad Requirements:

- Approved American Standard and/or CC logo at least 50% size of the dealer logo in a prominent location on a minimum of 2 sides
- American Standard logo decals should be claimed under Branded Merchandise category

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Photo of vehicle (all 2 sides)



Ad Club Mediagistics

Preferred Vendor:



Digital Videos/Pre-Roll Ads

Ad Requirements:

- Approved American Standard or CC logo at least 50% size of dealer logo OR approved American Standard and/or CC logo with 1 additional American Standard element (American Standard product photo, promotion, offer, creative image)
- If promoting financing, click through link must direct to page with full financing disclaimer

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of digital ad
- Destination URL or screen shot of destination URL/landing page if promoting a financing offer

Email Marketing

Ad Requirements:

- Approved American Standard and/or CC logo at least 50% size of the dealer logo in a prominent part of the email (ex. Header, above the fold, leading content, etc.) and comply with applicable laws and regulations

Coop Guidelines:

- Proof of Performance: Copy of Email
- Proof of Cost: Copy of Invoice



Google Local Service Leads (GLS)

Preferred Vendors:



Ad Requirements:

- Mediagistics or SearchKings have created specific GLS accounts for HVAC
- Only HVAC leads from GLS are co-op eligible
- *CC dealers who selected the Lead Generation growth benefit may co-op GLS leads after they have exhausted the \$3,500/\$6,000 growth benefit credit

Coop Guidelines:

- Proof of Cost: Copy of Invoice or Report from Mediagistics or SearchKings
- American Standard reserves the right to audit sales of American Standard/Ameristar equipment on GLS HVAC leads

Keyword Search Advertising (PPC) includes click-to-call ads

Preferred Vendor:



Ad Requirements:

- Only non-American Standard branded HVAC related keywords are eligible (examples: AC repair, furnace maintenance, heating and air dealer, ac installation)
- Search engine ad must include American Standard mention or promotional offer featuring American Standard product
- If promoting financing, click through link must direct to a page with full financing disclaimer



Online Banner/ Display Ads – Desktop or Mobile

Ad Requirements:

- Approved American Standard and/or CC logo at least 50% size of the dealer logo OR approved American Standard and/or CC logo with 1 additional American Standard element (American Standard product photo, promotion, offer, creative image)
- No competitive brands or imagery
- If promoting financing, click through link must direct to page with full financing disclaimer

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of digital ad
- Destination URL or screen shot of destination URL/landing page if promoting a financing offer

Online Local Listing Management

Ad Requirements:

- DAC Group's Local Presence Management (LPM) and review monitoring program fee; one-time fee to transfer reviews to AmericanStandard.com (for non-CC dealers & Distributors)
- Register at: <http://AmericanStandardair.dacgroup.com/>
- Program is free for CC Dealers



Coop Guidelines:

- Proof of Cost: Copy of Invoice from DAC Group

Over the Top (OTT)

Ad Requirements:

- 15, :30 & :60 ads: American Standard Logo and at least one American Standard mention in audio/voiceover

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Finalized produced ad OR notarized script detailing audio and visual ad components



PriceBook Digital

Preferred Vendor:



Ad Requirements:

- Only American Standard Equip, Parts & Supplies may be represented
- PriceBook Digital is the only vendor approved for co-op
- Dealer must maintain their own contract with PriceBook Digital and submit for reimbursement

Coop Guidelines:

- Proof of Cost: PriceBook Digital Invoice

Search Engine Optimization

Ad Requirements:

- Approved American Standard and/or CC logo on main page
- No competitive logos, Brands serviced may be listed by name
- Include at least 2 of the following elements: American Standard product page(s), American Standard product image(s) on main page, American Standard related articles/blogs, equipment offers specific to American Standard, Wells Fargo financing page per guidelines

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Website URL
- American Standard reserves the right to audit website to validate ongoing compliance
- Amount reimbursed may be prorated based on % of website dedicated to HVAC (vs. plumbing, etc.)



Social Media Management, Ads and Reporting

Ad Requirements:

- Covers agency fees for management of social media channels & paid social ads
- Content must include American Standard elements (logo, product, promotions, etc.) and comply with applicable laws and regulations
- “Special financing available” is acceptable; No Specific term or rate finance offers may be included in social media advertising

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: American Standard reserves the right to audit social media activity to validate ongoing compliance

Website/Landing Page /Mobile Site Development

Preferred Vendor:



Ad Requirements:

- Approved American Standard and/or CC logo on the main
- No competitive logos or imagery
- Brands serviced may be listed by name
- Include at least 2 of the following elements: American Standard product pages(s), American Standard product images(s) on main page, American Standard related articles/blog, Equipment offers specific to American Standard, Wells Fargo page

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Website URL
- American Standard reserves the right to audit website to validate ongoing compliance. Amount reimbursed may be prorated based on of website dedicated to HVAC (vs.plumbing, etc.) “American Standard ” cannot be used in newly created URL domain names.



Traditional Media

Billboards: Static or Electronic

Ad Requirements:

- Approved American Standard and/or CC logo at least 50% OR
- Approved American Standard and/or CC logo with 1 additional American Standard element (American Standard product photo, promotion, offer, creative image)
- No competitive brands or imagery

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Photograph or art card of billboard

Dealer Outdoor Building Sign

Preferred Vendor:

- Federal Health

Ad Requirements:

- For electronic building signs, only the cost of the sign is co-op eligible. No installation or maintenance costs.
- Approved American Standard and/or CC logo

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Photo of installed sign and for electronic copy of art card

Direct Mail or Door Hangers

Ad Requirements:

- Approved American Standard and/or CC logo at least 50% size of dealer logo OR
- Approved American Standard and/or CC logo with additional American Standard element (American Standard product photo, promotion, offer, creative image. Logo must be in the ad.)
- No competitive brands or imagery

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of printed piece



Traditional Media

Newspaper or Magazine

Ad Requirements:

- Approved American Standard and/or CC logo at least 50% size of the dealer logo
- No competitive brands or imagery

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of ad (electronic form is acceptable)

Printed Newsletter

Ad Requirements:

- Approved American Standard and/or CC logo
- Include at least 1 American Standard mention or image (product or promotional offer) for every other page, minimum 2
- Ex.6 page newsletter requires at least 3, a 2 or 4 page newsletter requires at least 2

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of printed piece

Radio

Ad Requirements:

- :15, :30 & :60 ads: One American Standard mention in audio/voiceover
- Any other mention only needs to be “American Standard”
- :15 or less: Mention “American Standard Air” or American Standard’ at least 1 time in audio/voiceover

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Finalized produced ad OR notarized script detailing audio components



Traditional Media

Television or Cinema

Ad Requirements:

- :15, :30 & :60 ads: Approved American Standard or CC logo at least 50% size of dealer logo and at least one American Standard mention in audio/voiceover

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Finalized produced ad OR notarized script detailing audio and visual ad components

Yard Signs

Ad Requirements:

- Approved American Standard and/or CC logo at least 50% size of the dealer logo

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of printed piece



EGIA Training

Ad Requirements:

- EGIA monthly membership
- *Upgrade membership fee, associated with CC is eligible for COOP

Coop Guidelines:

- Proof of Cost: EGIA Invoice

Third Party Provided Dealer Training Classes BDR, ACT Group, etc

Ad Requirements:

- Third Party Dealer business development training or technician technical training
- Preapproval required unless using: BDR, The Act Group or Recruit Military

Coop Guidelines:

- Invoice supporting eligible fees for training, training class name and agenda, participant name



CallSource

Ad Requirements:

- Tracking for leads through marketing mediums

Coop Guidelines:

Proof of Performance: Signed affidavit from vendor stating only American Standard Products are represented

Events, Shows & Exhibits

Ad Requirements:

- American Standard signage with approved American Standard and/or CC logo at 50% size of the dealer's logo
- American Standard or American Standard Home products must be on display (cost of product is not eligible)
- No competitive products/brands on display

Coop Guidelines

- Proof of Cost: Copy of Invoice
- Proof of Performance: Photos of event and/or exhibit showing American Standard signage and product display
- Deposit claims: Event date, location and deposit invoice (due within 90 days of invoice date or activity date). The claim can be reimbursed out of the fund year for either the invoice date or the activity



[Back to Coop Categories](#)

FSM - (only the CC 8 FSMs)

Preferred Vendor:

- 8 FSMs
- HouseCall Pro

Ad Requirements:

- Approved vendors as stipulated in the American Standard Customer Care Specialist Sales Plan are co-op eligible
- ServiceTitan (including Marketing Pro), FieldEdge, Aptora, Jobber, P3, Payzerware, and ServiceFusion)

Coop Guidelines

- Proof of Cost: FSM invoice
- For dealers that have selected FSM as a CC growth benefit, payout for co-op will be after they have utilized their CC funds and should not exceed total yearly cost of FSM

On-hold Messaging

Ad Requirements:

- Mention American Standard at least 1 time for every :60 seconds of audio

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Final produced on-hold message recording

Podium

Preferred Vendor:

- Podium

Ad Requirements:

- Only Podium purchased through Podium is eligible
- Can be included in Mediagistic Plan
- *Upgrade fee associated with CC program is eligible



Product Literature

Preferred Vendor:

- Mira

Ad Requirements:

- American Standard and Ameristar consumer literature ordered on ComfortSite> Order Center> Marketing Materials.

Coop Guidelines

- Proof of Cost: Podium Invoice

Sponsorship

Ad Requirements:

- Include a promotional element (TV, radio, billboard, direct mail, digital ad, etc.)
- Follow media guideline requirements
- If event sponsorship, include prominent American Standard signage with approved American Standard logo
- Pre-approvals are strongly encouraged

Coop Guidelines

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of sponsorship contract, photograph of American Standard Signage at event, final produced promotional element
- Limitations: Benefits (tickets, suite access, parking passes, VIP passes, etc.) are not eligible for reimbursement as separate line items but can be included as added value in packages

Pick Up Now

Coop Guidelines

- Proof of Cost: Copy of Invoice



Warranties (JB or AIG Only)

Preferred Vendor:

- JB or AIG

Ad Requirements:

- Cost of extended warranty for American Standard and Ameristar installed equipment by AIG or JB warranties

Coop Guidelines:

- American Standard equipment Serial Number Itemized invoice showing AIG or JB Warranty with American Standard Equip Sold AIG or JB Invoice or proof of cost for insurance premium

