

**WWW.MEYCOPRODUCTS.COM**  
**EMAIL: SALES@MEYCOPRODUCTS.COM**



## **MEYCO PRODUCTS WANTS TO GIVE YOU \$300 BUCKS** **To Use Towards Your 2005 Advertising Budget**

**STEP  
1**

**Send Ad Copy For Prior Approval & Allowance Determination –Or-  
Contact Meyco For Pre-Printed Ad.**

**STEP  
2**

**Feature Your Promotion In The Newspaper, TV/Radio, Direct Mail, Yellow  
Pages, Etc. Prior To October 31, 2005**

**STEP  
3**

**Send Completed Request Form Along With Proof Of Performance.  
Prior To December 31, 2005**

**STEP  
4**

**Meyco Products Will Reimburse You Up To 2% Of Prior Years Purchases.  
Pre-Printed Ads Will Be Reimbursed At 100% Up To \$300.00, Or More  
If Your Available Funds Allow It.**

### **Headquarters & Worldwide Operation**

1225 Walt Whitman Rd.  
Melville, NY 11747  
Toll Free: (800) 446-3926, (631) 421-9800  
Fax: (631) 421-8621

### **Southern Operations & Distribution**

846 W.O. Ezell Blvd.  
Spartanburg, SC 29301  
(864) 585-6660  
Fax: (864) 585-5456

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## YEAR 2005 CO-OP ADVERTISING PROGRAM

*Meyco Products is pleased to announce its Year 2005 Co-Op Advertising Program to support dealers promoting its safety covers to individual pool owners. To assist you in effectively reaching potential customers, we have a variety of preprinted ad slicks and sales literature available.*

### Program Guidelines

- All Meyco dealers are eligible.
- Year 2005 program covers activity through October 31, 2005.
- Basic allowance is 2% of prior year purchases.
- SPECIAL ALLOWANCE of \$300 or more for use of preprinted ads. (see separate page for details)
- Ad media to consist of newspaper ads, spot TV/Radio, Direct Mail, Yellow Pages, etc.
- Special situations will be handled on an individual basis.

### Details

- Preprinted ads will be reimbursed at 100% up to \$300 or more if your available funds allow it! (see separate page)
  - For all other advertising, Meyco will reimburse dealer up to 50% of ad subject to limits outlined above. (Account must be current to receive payment)
  - Ads must feature Meyco Products exclusively to receive either \$300 or full 50%.
  - Ads featuring other non-competing products will be reimbursed in proportion to Meyco Products portion of the ad. Send ad copy for prior approval and allowance determination.
  - Ad copy and/or scripts to be approved in advance by Meyco Products.
  - Price offers shall be in the form of percentage reductions (eg. 10% off) rather than specific prices.
  - To receive payment, submit completed Request Form (on reverse side) along with proof of performance.
- ALL REQUESTS MUST BE RECEIVED BY DECEMBER 31, 2005 IN ORDER TO QUALIFY. CO-OP FUNDS ARE NOT CARRIED FORWARD OR ACCRUED FOR USE IN FUTURE YEARS!!!

**INCREASE YOUR SALES \$\$\$ WITH THE MEYCO CO-OP PROGRAM!!**

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## SOME SUGGESTIONS FOR USING MEYCO'S CO-OP ADVERTISING PROGRAM

### Objective

The purpose of Co-Op Advertising is to create an awareness level for your company and the services offered to individual pool owners. Meyco Products is willing to share the expense for ads that feature our safety covers along with your company name, logo, and description of services. Programs qualifying for Co-Op funds include newspaper ads, spot TV/Radio, direct mailings, and placements in local phone directory guides.

Responses to advertising programs can mean increased business in many areas. For example, one inquiry from a safety cover advertisement can provide you with opportunities to discuss openings & closings, regular service calls, chemical sales, and equipment sales to name just a few.

### Timing & Frequency

Many pool dealers wait until late Summer or early Fall before they begin advertising safety covers. Although pool owners are definitely in the market, the overall rush to deliver covers on time limits the effectiveness of placing ads only at this time.

Early Spring is an excellent time to start advertising safety covers since it coincides with pool openings that

include the removal and inspection of existing covers. Any unpleasant experiences during the Winter are still fresh in the pool owner's mind and he is likely to be more receptive in considering the purchase of a new cover. However, bear in mind that this initial interest will start to decline as the swimming season progresses.

Late Spring and early Summer offer opportunities to advertise covers as a "reminder" to avoid delays which can occur during the height of the Fall closing season. Meyco features its "Make & Hold" program which is designed specifically for this purpose.

Advertising for the Fall closing season is best scheduled from mid August through Labor Day. This interval should provide ample time to follow up on inquiries and effectively schedule any closings that will require the installation of a new safety cover. After Labor Day, most pool closing dates are basically determined by when the cover will be delivered. An early advertising program can help alleviate this situation.

Remember that running the same ad for 2-3 consecutive weeks will generate more exposure and response than a single "one time" placement.

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