



NBS Cooperative Marketing Program

NUCOR

BUILDING SYSTEMS

Program Summary

At Nucor, we recognize the value in an ongoing relationship with our Builders. We pledge to support you in your efforts to promote, advertise, and expand your business.

To that end, Nucor Building Systems offers a Co-op Marketing program to assist you in promoting your business as well as your affiliation with Nucor Building Systems.

Our Co-op Marketing program sets aside ½ of 1% of paid building invoices (exclusive of erection, taxes, freight, and other expenses) annually for use in Marketing, based on the previous year's shipments.

EXAMPLES OF WHAT'S COVERED?

- Advertisements in trade magazines
- Outdoor Marketing / billboards
- Newspaper ads
- TV and/or radio spots
- Certain miscellaneous special promotions
- Other items approved by Nucor's marketing department

IMPORTANT THINGS TO KNOW

- Your account must be in good standing in order to be eligible for participation in the Co-Op Marketing program
- As noted in this outline, Marketing must be pre-approved for reimbursement and must include the "Authorized Builder" Nucor Building Systems Logo. If you choose to use one of the other NBS logos, please make sure to include in your ad copy "**AUTHORIZED NUCOR BUILDER**".
- Nucor reserves the right to decline Co-op Marketing funds for items that are deemed inappropriate or do not fall within the spirit of the guidelines or mission of the program.
- An authorized Nucor logo must be included in the Marketing to be eligible. Logos are available for download from the Builder webpage of www.nucorbuildingsystems.com.
- Co-op Marketing must be renewed each year. Funds not utilized for a given year cannot be carried over to a following year.
- If at any time you have questions concerning this program, please contact the Marketing Department at your respective Nucor Building Systems Division.
- All use of the Nucor name or Logo must be pre-approved by Nucor.
- In order to qualify for Co-op marketing for web related costs, the Nucor Building Systems logo must be displayed prominently on the Builders' Website and the Builder must link their website to the NBS website.
 - All web related costs, if pre-approved, can qualify for Co-op dollars up to a maximum of \$1,000 per year.

HOW TO OBTAIN FUNDING

Step 1: Submit the “Pre-Approval Request for Co-op Marketing”

- This form should be submitted through the year with each advertising project prior to the project being completed. Please note that Nucor reserves the right to decline reimbursement for items that have not been pre-approved.
- Simply follow the instructions on the form. Basically, we’re asking for a summary of the ad as well as the estimated cost.
- Please be sure to include a copy of the ad or proof that the Nucor Building Systems name/logo is being used in the advertisement.
- Upon receipt of the form, we will review and approve it. You will then receive a faxed or emailed approval with an authorization number from Nucor. Please keep this for your records and reference at the end of the year.

Step 2: Submit the “Annual Request for Co-op Marketing Reimbursement”

- This form should be submitted once a year, at the end of the year, with copies of all advertising as well as appropriate paid invoices. Your Co-op Marketing account runs from January 1st through December 31st of each year. **NOTE: THE ANNUAL REQUEST FOR CO-OP MARKETING REIMBURSEMENT MUST BE SUBMITTED BY MARCH 31ST WITH THE PRIOR YEAR’S MARKETING RECEIPTS.**
- Simply follow the instructions on the form and include necessary information. You will receive a check for reimbursement or a credit to your account if you have an outstanding balance.
- Co-op credit is based on paid Nucor invoices. Nucor Building Systems reserves the right to adjust co-op shipment dollars if ultimate payment is not received or is in doubt.
- Reimbursement checks or credits to your account will be issued once per year. Checks or credits will not be issued on a per project basis throughout the course of the year.

Pre-Approval Request for Cooperative Marketing

Date: _____ Period from: _____ to: _____

Builder: _____

Address: _____

City: _____ State: _____ Zip: _____

Submitted by: _____

TYPE OF ADVERTISING	ESTIMATE COST
JOB SITE SIGNS	
NEWSPAPER	
TRADE MAGAZINES	
RADIO / TELEVISION	
MISCELLANEOUS (DESCRIBE)	
MISCELLANEOUS (DESCRIBE)	

Authorized by: _____

Department Manager

Authorization #: _____

Annual Request for Cooperative Marketing Reimbursement

Date: _____ Period from: _____ to: _____

Builder: _____

Address: _____

City: _____ State: _____ Zip: _____

Submitted by: _____

1	Builder Marketing Expenditures	\$
2	50% OF PAID INVOICES	\$
LINES 3 THRU 7 ARE FOR NUCOR USE ONLY		
3	TOTAL <u>PAID</u> NUCOR INVOICES (EXCLUSIVE OF ERECTION, TAXES, FREIGHT, OR INTEREST)	
4	CO-OP MULTIPLIER (.005)	
5	LESSER OF LINE 2 OR 4	
6	OTHER ADJUSTMENTS	
7	TOTAL AMOUNT AUTHORIZED	

Credit Builder Account in the amount of _____

Please review account and issue check in the amount of _____

Charge Code: _____ Approved by: _____

Authorized by: _____

Nucor Manager

Controller: _____

Controller



AD MUST SAY "AUTHORIZED NUCOR BUILDER"

SO USE LOGO ABOVE OR TYPE

"AUTHORIZED NUCOR BUILDER" IN THE AD COPY IF YOU CHOOSE TO USE LOGO BELOW.



NUCOR BUILDING SYSTEMS

Putting your marketing dollars to work.

NBS CO-OP MARKETING CONTACTS:

NBS – IN

Anne Fitzpatrick or Toni Hatfield
305 Industrial Parkway
Waterloo, IN 46793
PH: 260-837-7891
FAX: 260-837-7384

NBS – SC

Joan Berwald
PO Box 1006
200 Whetstone Rd.
PH: 803-568-2100
FAX: 803-568-2121

NBS – TX

Kim Shivers
600 Apache Trail
Terrell, TX 75610
PH: 972-524-5407
FAX: 972-524-5417

NBS – UT

Marcie Greer
1050 No. Watery Lane
Brigham City, UT 84302
PH: 435-919-3301
FAX: 435-919-3057