

SECTION:	Marketing Communications
POLICY #:	MC 7 PAGE: 1 of 1
SUBJECT:	Advertising
DATE:	4/05 SUPERSEDES: 9/91

TITLE: MC7, Advertising

POLICY: StoreNext does not commit to a specific advertising schedule, rather selects to advertise in key publications at specific times.

SCOPE: All StoreNext products and dealers.

PROCEDURES:

1. StoreNext carefully evaluates all media for its potential effectiveness in achieving the marketing goals of StoreNext and its dealer partners. Publications are selected accordingly.
  - a. Dealers do not share the cost of StoreNext-placed national advertising.
2. Dealers may want to promote StoreNext products with advertising placed in regional or local publications. Examples would include advertising placed in:
  - a. Local or regional trade associations newsletters or publications
  - b. Local or regional wholesaler publications
  - c. In-house newsletters or publications to a dealer's customers

Such advertising that falls within the definitions of the StoreNext Co-op Marketing program will have its costs shared with StoreNext to the extent the program is met (see policy [see MC 1](#)).

- d. Resellers are strongly encouraged to discuss such advertising with StoreNext prior to committing expenditures.
- e. All such advertising must adhere to the StoreNext branding guidelines. See this information on StoreNext's Web site, and in hard-copy manuals that are distributed to all dealers.

