



# New Dealer Packet

Information On Co-op Advertising & Sioux Steel Products









## THE FACTS ABOUT CO-OP ADVERTISING

- YOUR CO-OP DOLLARS ARE UNLIMITED!
- All advertising dates need to be WITHIN 6 MONTHS of submission.
- Co-op credit reimbursements are issued on a quarterly basis, at the beginning of November, February, May & August.
- To receive maximum reimbursement for your advertising, follow the co-op advertising guidelines, which are located in the Dealer Section of www.siouxsteel.com.

#### **AD SLICKS**

Newspaper advertising is one of many ways to market Sioux products.

Ad slicks can be customized to fit your specific needs and products available.

Generic ads are also available. These are useful when you want to get your name out in the public.

We work with the publications you would like to place with, making sure sizes are correct and deadlines are met.

Promotional ad slicks will be available with product promotions that occur throughout the year.



#### PROMOTIONAL ITEMS

Dealers are welcome to use the company of their choice for logoed apparel, mugs, hats, and other merchandise you can order. You will receive up to 25% reimbursement on promo items.

#### RADIO SCRIPTS

We have a number of radio scripts available to choose from.

#### **Example:**

SIOUX STEEL DEALER, (Dealer Name), IN (City, State)... **OFFERS QUALITY GRAIN** STORAGE SYSTEMS TO PROTECT YOUR CROP INVESTMENTS. WITH VOLATILE GRAIN MARKETS, SIOUX BINS FROM (Dealer Name) ARE A WISE INVESTMENT...OFFERING YOU **DEPENDABLE STORAGE UNTIL** YOU'RE READY TO SELL. BACKED BY A 10 YEAR WARRANTY, SIOUX FARM BINS HAVE STRONG ROOFS; STANDING UP TO HIGH WINDS, PROTECTING AND PRESERVING YOUR GRAIN YEAR ROUND. FOR HIGH QUALITY, **DEPENDABLE GRAIN STORAGE** FACILITIES...CALL (Dealer Name) YOUR SIOUX STEEL COMPANY DEALER.

We have radio scripts available for all of our product lines. Custom scripts can be created to fit your needs.

#### OTHER MARKETING

There are many other ways to utilize your coop dollars. If you need design work done, please call.

#### Shows/Fairs

Make sure to display a Sioux banner and Sioux products. Submit a picture and the cost of your booth space and we will reimburse you up to 50%.

#### Television/Websites

Sioux logos and products must be present in the commercial or website.

#### Billboards

A picture of the billboard at the site and a paid invoice are needed to receive reimbursement.

#### Inserts/Fliers

Billing inserts and fliers sent out via the mail or newspapers is another great way to advertise Sioux products.

#### REMEMBER

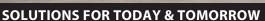
The Sioux Steel, Pro•Tec, HiQual Equipment or Koyker Manufacturing logo must be present on any publication display ad. For Radio spots, Sioux Steel or Pro•Tec must be mentioned twice in 30 second spots and three times in 60 second spots.

## SIOUX CO-OP ADVERTISING!

Take advantage of these pre-made ad slicks available to you at no charge. We will customize the ad and place the ad in the publications of your choice. If you need a generic ad or have something else in mind, we can create the ad you are looking for. Radio scripts are also available. Ads are eligible for 50% co-op reimbursement! Call the Sioux Steel Marketing Department at 800-557-4689 to get started!





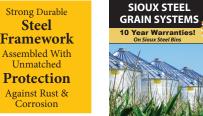


#### **Countless Uses:**

- · Livestock Shelter
- · Grain & Hay Storage
- · Truck & Vehicle Garage Farm Machinery &
- **Construction Equipment**
- Warehousing
- Maintenance Shop

Strong Durable Steel Framework Assembled With Unmatched **Protection** 

**DEALER NAME** 12345 State Rd - Town, MN 000-000-0000





Victory Gates

**SIOUX STEEL** 

10 Year Warranties!

 Our heaviest most durable gate Heavy-duty Z-bar vertical brace. Round top.

> 4' - 20' 4' - 18' 4' - 18' 50" 38" 60"

> > PRO•TEC

**BUILDINGS** 

**Countless Uses** 

Dealer

**Machine Storage** 





VENTS · WALK-IN DOORS · ROOFS · MANWAYS FLOORS • TRANSITIONS • LADDER & CAGES

> YOUR BUSINESS NAME 000-000-0000 101 Address St • Somewhere, SD

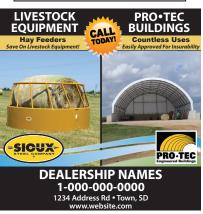


If these gates are ever damaged so that they

cannot be used for their intended purpose, we





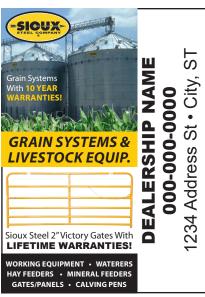




# ADDITIONAL CO-OP AD SLICKS

Take advantage of these pre-made ad slicks available to you at no charge. We will customize the ad and place the ad in the publications of your choice. If you need a generic ad or have something else in mind, we can create the ad you are looking for. Radio scripts are also available. Ads are eligible for 50% co-op reimbursement! Call the Sioux Steel Marketing Department at 800-557-4689 to get started!







Dealership Name Goes Here

000-000-000 • City, IA • www.website.com

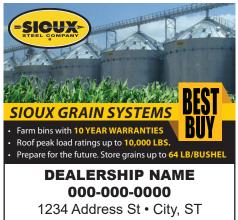












Submit COOP to: Sioux Steel Company/Koyker Mfg. COOP Adv - Sarah Waters PO Box 1265 Sioux Falls, SD 57101-1265

**PLEASE COMPLETE:** 







## **Cooperative Advertising Form**

#### **Check List**

- Fill out this form for co-op advertising reimbursements.
- Advertisements must follow approved co-op guidelines.
- Reimbursements will be based on proportionate share of the ad.
- All media must include the Sioux, Koyker or HiQual logo and feature products.
- Reimbursement will be credited only when the correct documents are attached.

#### Questions?

Please contact our Marketing Department:

Phone: 605-336-1750

E-mail: marketing@siouxsteel.com

### All advertising dates need to be WITHIN 6 MONTHS of submission.

Newspaper/Magazine • Radio/Television/Websites • Billboards • Promotional Items • Shows/Fairs

Download the most current copy of the co-op advertising guildlines to make sure all needed documentation is submitted. Visit the dealer login area of www.siouxsteel.com to learn more.

Name of Dealership:		City	State	
Name of Person Submitting:		Date Submitted		
IST SUBMISSIONS:				
Media Name	Ad Date	Advertising Total Cost	Reimbursement Requested	
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