



# BRIGGS & STRATTON CORPORATION

REACHLOCAL

## ONLINE PAID ADVERTISING PROGRAM CONSULTATION REQUEST



The Advertising Checking Bureau, Inc.

In collaboration with our co-op agency, ACB and their partner ReachLocal® a leading expert in digital advertising, we are offering a suite of marketing programs designed to drive more customers to your dealership. All dealers are encouraged to participate in this turn key solution for growing your business. All programs are co-op eligible. Fill out your dealership information below to be contacted by a Reach Local representative for a consultation.

For more information on the unique programs review the helpful documents found here:

<http://www.simplicityadvertising.com/display/router/OnlinePaidPrograms.htm>

### DEALERSHIP INFO

Dealership Name: \_\_\_\_\_

5-Digit Dealer Number: \_\_\_\_\_ Dealer Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website Address: \_\_\_\_\_

### CAMPAIGN TYPE

Select which campaign(s) type you're enrolling in:

Search Engine  ReachSocial Facebook  ReachRetargeting  ReachDisplay GeoFence

### CAMPAIGN BRAND/AD RADIUS

Select the brand for your campaign(s) (one brand per enrollment form and campaign)

Ferris  Simplicity  Snapper  Snapper Pro

Mile radius around your dealership which you would like to advertise to \_\_\_\_\_

### CAMPAIGN DURATION & COSTS

Costs are reflected in US dollars. Campaigns can be started at any time and custom length campaigns can be discussed with a program representative at ReachLocal. Minimum campaign duration is 4 months.

We recommend consulting with your ReachLocal Representative on the right program length and cost for your unique needs.

Costs will vary based on your desired search mile-radius and geographic location. For example, a dealer in a major city with a dense population and wide search mile-radius may require more campaign funds than one in a very rural area with a narrower search mile-radius.

All campaign contacts require an electronic signature and credit card entry.

### PAYMENT

Total cost is due upon signing up for the campaign and is billed via credit card from ReachLocal. Once your ReachLocal representative has received your signed contract they will contact you with further details and provide you with a secure online payment link to submit your program payment with a credit card.

### CO-OP REIMBURSEMENT

After your payment has been made, a co-op claim will be filed on your behalf with ACB to issue you a check to reimburse you for your co-op eligible amount. If applicable, dealers are responsible for validating their available co-op balance at the time of enrollment, co-op will be paid per the available balance. Co-op will be paid per the available balance at the time of claim processing. Program is reimbursed at 50% unless funds are currently accrued at 75%.



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### **QUESTIONS**

We have a dedicated team members at ReachLocal for this program.

Nicole Jobes — ReachLocal, Inc.  
Senior Internet Marketing Consultant  
Phone: 704.989.3710  
Email: [nicole.jobes@reachlocal.com](mailto:nicole.jobes@reachlocal.com)

To discuss campaign questions you can book an appointment with Nicole at the following web address: <https://nicolejobesreachlocal.setmore.com>

If you have questions regarding your co-op account eligibility/balance for this program, please access the online co-op system via: [www.ThePowerPortal.com](http://www.ThePowerPortal.com) > Click on the tab of the brand you carry (e.g. Simplicity®, Ferris®) > Sales & Marketing > Programs & Pricing & Coop Claims > Briggs & Stratton Co-op System. or contact ACB at 877.800.3908.

### **SUBMISSION**

Please submit this completed form via email to [nicole.jobes@reachlocal.com](mailto:nicole.jobes@reachlocal.com).  
Once your form has been received ReachLocal® will contact you