

Coop and Advertising Procedures Manual

Effective January 1st, 2025

PRINT



BROADCAST



OUTDOOR & PROMO



A higher degree of safety!

TOYO SUPPORT SITE

For the most current version of the Toyo Coop and Advertising Procedures Manual please visit the support site at www.toyosupport.ca.

TOYO COOP MANUAL

The purpose of this manual is to give guidance when creating a TOYO TIRES advertising campaign. ***Within this document Toyo Tire Canada Inc. from this point on will be referred to as Toyo Tires.***

COOP BUDGETS

Only active Toyo Tire Dealers who meet or exceed their purchasing quotas qualify for any coop assistance.

For recently established Toyo Tire Dealers, coop will be determined on a case-by-case basis.

For established Toyo Tire dealers, coop will be accrued at 2% of NET passenger and light truck tire purchases on a month to month basis in the current calendar year.

COOP CREDITS

Coop will be issued only in the form of a dealer account credit. Coop funds must be spent in the year that they are earned.

Coop must be submitted no later than 60 days from the completion of an ad campaign. All claims must be submitted no later than **January 10th** of the following year. Late claims may not be processed.

CONTENT REQUIREMENTS

The TOYO TIRES Logo with current slogan must be used in all

broadcast mediums and where applicable in print advertising. At no time will coop be approved if the TOYO TIRES content is less than 20% of total ad space.

PRE-APPROVAL

Ads should be e-mailed to Toyo Tire for pre-approval.

e-mail: toyoadv@toyocanada.com

BE SURE ADS MATERIAL IS CURRENT

All Toyo supplied ad material used in any campaign must be current. All material that is not current will be rejected.

WEB SUPPORT - www.toyosupport.ca

All advertising materials and coop information is kept up-to-date on the Toyo Tire support site.

All logos, ad mats, radio spots / scripts and access to television may be downloaded from this section. Additional information regarding price lists, contact information, promotional items etc. is also available to advanced access users.

To obtain access to this site, a dealer should first register. You will be given immediate temporary access. Advanced access may be requested to access other features of the site such as promotional item ordering, price lists etc.

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COOP SUMMARY

PRINT MEDIA - (Magazines/Newspaper)

100% Coop - Current Toyo Tire supplied material must be used to receive full coop reimbursement. No LESS than 70% of the ad must be dedicated to promoting the TOYO TIRES name and product line with current Toyo Tire supplied material. The remaining 30% is to be used for dealer identification and special *non-competitive promotions.

80/20 Coop - In cases where a dealer or dealer group wishes to produce their own ad campaign, no less than 50% of the space must be dedicated to promoting TOYO TIRES and Toyo Tire products.

*Non-competitive promotions - include mechanical specials or event notifications (i.e. Grand Openings). If the mechanical special includes a brand name, the portion dedicated to the special will be deducted from coop credit.

RADIO SCRIPTS

100% Coop - Current Toyo Tire supplied material must be used to ensure full coop reimbursement.

80/20 Coop - In cases where the dealer or dealer group wishes to produce a custom ad, these basic criteria must be met;

In a 30-second or 60-second audio spot -

... no less than 50% of the wording must be used to promote TOYO TIRES and the Toyo Tire product line. The TOYO TIRES name must be mentioned at least twice, the current slogan at least once and a product mention with a feature and a benefit should be included i.e. Extensa HP11... a premium all season performance radial.

No competitive brands will be accepted on a radio ad.

TELEVISION ADS

100% Coop - Current Toyo Tire supplied material must be used to receive full coop reimbursement.

70/30 Coop - ALL CUSTOM TV ADS MUST BE PRE-APPROVED PRIOR TO AIRING DATE before any coop credit will be considered.

In cases where the dealer or dealer group wishes to produce a custom ad, these basic criteria must be met;

- In a 30-second TV spot or a 60-second TV spot, no less than 50% of the wording and visual content must be used to promote TOYO TIRES and the Toyo Tire product line. The TOYO TIRES name must be mentioned at least twice, the current slogan at least once and a product mention with a feature and a benefit should be included i.e. Extensa HP11... a premium all season performance radial.

No competitive brands will be accepted on a TV commercial.

PROMOTIONAL ITEMS

All promotional items ordered from the Toyo Tire Promotional Items program are coopable at 60%.

Items ordered outside of the Toyo program MUST be pre-approved to be eligible for up to 50% coop (based on space and

position allocated to Toyo Tires).

All claims must not exceed a maximum of 25% of a dealers' annual coop budget.

All promotional items must feature the full TOYO TIRES current logo.

INTERNET - ONLINE MEDIA

Toyo Tire will consider internet media on a case-by-case basis. To receive coop the amount of page visits must be shown and verified by media affidavit. All campaign links must be directed to a dedicated Toyo Tires content web page. The content must relate to a current sale event or featured product. Note that the media invoice must be supplied with the claim. Agency invoices are not considered acceptable.

100% Coop - Toyo current campaign

80/20 Coop - Dealer produced campaign

DIRECTORIES - YELLOW PAGES

Toyo Tire will coop 50% of the Yellow Page ad to a maximum of \$550.00 per annum.

If other manufacturers are featured in the same ad, then Toyo Tire will pay for the portion allocated to TOYO TIRES. Logo may not be less than 1.5 inches (4cm) in width and may not be smaller than other manufacturer's logos featured.

OUTDOOR - BILLBOARD

Toyo Tire will consider outdoor media on a case-by-case basis. To receive coop the outdoor media proof must be submitted via photo and verified by affidavit.

100% Coop - Toyo current campaign artwork only

70/30 Coop - Dealer produced campaign

For ad campaigns featuring less than 70% TOYO TIRES content, Toyo Tire will pay 50% of the portion allocated to TOYO TIRES.

COOP SUMMARY - continued

WHAT IS COOP?

-Coop is intended to help disperse the Toyo Tire corporate message into a Toyo Tires dealer's specific region. It is also intended to help subsidize local dealers promoting Toyo Tire products and sale events to help in their efforts to sell more Toyo product.

COOP ACCRUAL AND CLAIM SUBMISSIONS

- Coop is only accrued to direct, active Toyo Tire dealers in good standing who meet or exceed their purchasing quotas qualify for any coop assistance.
- Coop may only be used to advertise Toyo Tires and its products or in special cases special Toyo Tire sale events.
- Coop is accrued at *2% on net passenger and light truck purchases only. Accrual is on a month to month basis. A reference budget may be obtained by contacting your Toyo representative however actual coop budget will be determined by actual net sales less returns and year-end bonus.
- All claims must be submitted by the Toyo Tire dealer on a completed Toyo Tire Coop Advertising claim form of via the coop claim portal on the Toyo support site (toyosupport.ca). Please contact your Toyo representative for access.
- All copies are to be submitted to Toyo Tire with the exception of the gold copy, which is retained by the dealer for their records.
- All claims must be accompanied by the proper documentation. If proper documentation is not supplied, the claim will be returned to the dealer.
- All claims must be submitted no more than 60 days from the completion of the ad campaign. For a print insertion campaign, the completion date refers to 60 days from published date. For broadcast (TV or Radio) campaign the completion date refers to the end of the commercial run or billing date whichever is soonest, however, should never exceed 30 days in total.
- Coop accruals are based on the current calendar year. These funds must be used within the calendar year they are earned and may not be carried over for any reason.
- Claims must be submitted to Toyo Tire head office no later than **January 7th** of the following year.

*Please review your dealer agreement for confirmation of coop accrual eligibility and details.

The following is ADVERTISING requiring pre-approval by Toyo Tire in all cases before coop reimbursement will be considered.

- Ad-libbed or live radio or television commercials
- Educational, civic, religious or social publications
- Conventions, seminar or open house expenses
- Sponsorship of fund raising event
- Contest , prize winners, promotional giveaways (including tires)

The following are EXPENSES NOT covered by coop.

- Teaser ads
- Thank you ads
- Season greetings ads
- Compliments ads
- Charity ads
- Portable signs
- Production costs or agency fees
- Colour up-charges not using TOYO corporate colours or accenting the TOYO portion of the ad
- Special positioning charges
- Price lists
- Merchandise lists
- Display materials
- Advertising agency fees
- Provincial or city taxes
- Finance or late charges
- Freight or storage costs
- Donations
- Advertising featuring less than 30% TOYO content
- Statement relating to TOYO products or services
- All non-pre-approved advertising
- Advertising making false or unsubstantiated claims
- With regards to any type of broadcast advertising, i.e. radio, TV, video, at no time will the mixing of other manufacturers be accepted for coop.

Logo & Brand Identification

Toyota Tires, a single official logo everywhere in the world!

In an effort to globally unify the corporate image the single Trademark - TOYO TIRES – has been adopted everywhere in the world, in every language. All reference to products or the company itself would be referred to under this one banner (see figure 1).

All communications in whatever language should contain the registered TOYO TIRES trademark both visually and verbally keeping in mind that it is a global identity and where possible not taken in their literal sense. i.e. Where tires may refer to the product however TOYO TIRES combined should be considered a global identity.

Acceptable brand tags

English

- A higher degree of safety
- Making tires for your road!
- toyotires.ca

French

- Un plus haut degré de sécurité !
- Des pneus fabriqués pour votre route !
- toyotires.ca

Print - visual

In all cases of print advertising the TOYO TIRES logo, and where applicable, the current brand tag line must be adapted in the ad as supplied by Toyo Tires.

All presentations of the TOYO TIRES logo and tag line must remain within the original dimensional proportions as supplied by Toyo Tires. Any distortion of these measurements will not be considered for coop at any time.

At no time should the TOYO TIRES logo be smaller than 2 inches. In multiple manufacturer ads, the TOYO TIRES logo should never be smaller than the other manufacturer's logos featured in that presentation.

Should the Toyo Tires logo be featured with a product line (i.e. Proxes, Open Country etc.) at ALL times the TOYO TIRES logo must be larger than a tire name being featured by at least 30% .

Print – Body copy

Within the product description or reference to an offer being made the use of Toyo Tires should be used. During repetitive use the single word "TOYO" may be used in its place as long as the full



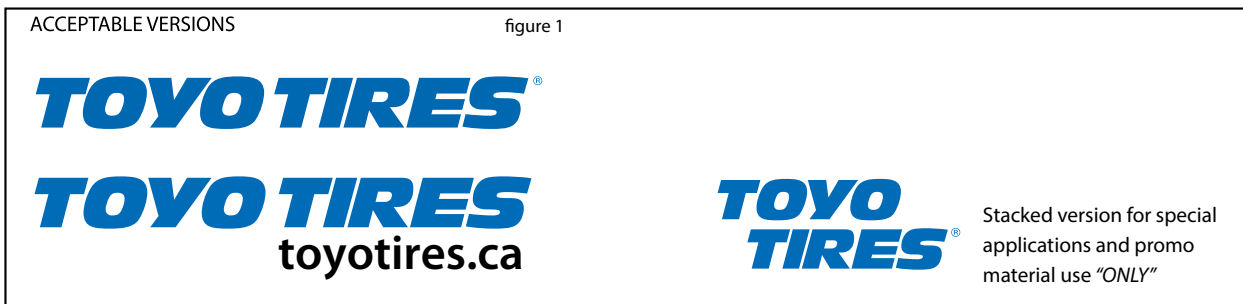
TOYO TIRES is used at least once with the current slogan.

In all cases of print the full name "TOYO TIRES" with the approved tag line must be used at least once.

Use in broadcast (Radio, television, online, video presentation)

Broadcast - Visual - Video

Broadcast refers to both the visual and verbal presentation of the brand and current campaign or slogan.



UN-ACCEPTABLE

Ads will be refused containing these logos.

1. Toyo tires logo without the full corporate TOYO TIRES
2. In the wrong order or with a translated. The logo always must be present in the Registered format - TOYO TIRES



Logo & Brand Identification - Continued

In all cases, in reference to the company or the products offered, TOYO TIRES will be used visually. The logo should be used unaltered from its original form (TOYO TIRES) in all languages. If necessary, the tag line may be translated into the local language however presentation must be pre approved.

Broadcast – Body copy

Within the product description or reference to an offer being made, the use of Toyo Tires must be used at least once. In areas where the full name becomes redundant or simply does not sound right the single word “TOYO” may be used in its place as long as the full name is used once already. Where possible the full name should be used in conjunction with the corporate slogan or current ad theme as defined by Toyo Tires.

i.e.

- Toyo Tires - ~~Driven to perform~~ - DO NOT USE 0% Coop
- Toyo Tires - a higher degree of safety
- Toyo Tires - Making tires for your road
- Toyo Tires - toyotires.ca ...

Rules of Use – broadcast copy

Copy - refers to the text designed to describe and explain a Toyo Tires, product feature, event or to enhance the image of the brand.

E.g. The TOYO TIRES year end sale event is on now. If you are looking for quality tires think Toyo. They are world leaders in technology and reliability. Toyo Tires - a higher degree of safety!

In dealer produced ads, the copy specifically focused on Toyo and Toyo products or events as above is considered Toyo Content. Copy not specifically focused on Toyo is considered dealer content.

E.g. - Content not considered to be focused on Toyo in italics vs. actual Toyo content ... *“and today we are having our annual truck load sale of light truck and all season tires ... we have some of the best deals in town ... like the Toyo Celsius.”*

What to watch for

At no time should a reference be made which may confuse the consumer that Toyo Tires is other than the manufacturer of tires. Care should be taken so that Toyo Tires is NOT interpreted as a tire retailer.

Grammatical Choices:

1. While the correct message would be ... “Toyo Tires - On sale now”. It is acceptable to say “Tire on sale by Toyo” only when the full Toyo Tires has already been used once in full.
2. To be clear you should always refer to the brand as the manufacture ... “to get the best, buy tires made by Toyo Tires” - Care should be taken when using statements like: “get the best tires from Toyo Tires”. This statement could confuse the consumer as to TOYO being the actual retail store. Statement

should read “the best tires are manufactured by Toyo Tires available at ABC Tires”

Pre-Approval

For all custom made ads pre-approval must be obtained before any coop will be paid for any advertising. To ensure your claim will be processed and that you will receive entitled coop dollars please send your requests to toyoadv@toyocanada.com .



COLOUR

If colour is involved, the TOYO TIRES logo must also be in colour. TOYO TIRES corporate colours should always be taken into consideration.

- | | |
|------------------------|--|
| Blue - Pantone 293 CVC | - “TOYO TIRES” |
| Black - Black | - “TOYO TIRES” |
| Grey - Pantone 423 | - Slogan
(in b&w applications
60% grey)
- accent over letter “i” is
Blue |

Building Identification - SIGN POLICY



TOYO TIRES

TOYO TIRES SIGN POLICY

Toyo Tire will provide standard size building signage for active* Toyo Tire ship-to accounts for a dealer's building.

SIGNAGE – 100% TOYO Participation

A standard TOYO TIRES sign will be supplied and installed by the then appointed approved Toyo sign company at no cost to the Dealer.

If for some reason (location of dealer or backlog) it is not possible to provide this service, Toyo Tire will accept (no less than) two sign companies to tender a bid to supply the proposed sign. The sign must meet Toyo Tire specifications with no exceptions.

All signage must be pre-approved by Toyo Tire **prior to the sign being built/installed** before any participation would be considered.

EXTERIOR BUILDING SIGNS

Standard size building signs are as follows:

- 2' x 8'
- 3' x 12'

This sign must remain the property of Toyo Tire leased to the Dealer at a rate of \$1.00 per year.

The Toyo Tire Dealer is responsible for insurance on the sign and must provide electrical hook-up (electrical hook-up should be arranged prior to installation) and maintenance. Dealer must also secure and pay for any necessary local sign permits.

REFURBISHING OF EXISTING EXTERIOR BUILDING SIGNS

Toyo Tire will pay for the refurbishing/re-facing of a sign if the Toyo Tire Regional Manager determines that the sign has deteriorated to a point where it is necessary or the sign itself becomes outdated.

CUSTOM SIGNAGE – INCLUDING POLE SIGNS

Toyo Tire will participate in a custom or pole sign to refurbish or install. Custom signs will come from a limited annual custom sign budget. Coop should not be used for sign projects.

Shared Signage

Where multiple manufacturers are featured on one sign face, Toyo Tire will consider participation in shared signage based on up to \$30/sq ft* of the space allocated to TOYO TIRES only. TOYO TIRES portion should not be smaller than 1ft x 3 ft on any building or pole sign.

Awnings

Toyo Tire will consider participation on building awnings based on up to \$30/sq ft* of the space allocated to TOYO TIRES only. The Toyo Tire portion should not be smaller than 1ft x 3 ft on any building awning.

* For example, if the sign dimensions are 2ft. x 6ft. Toyo Tire would pay up to \$360 (2 x 6 x \$30 = \$360). In the case of a pole sign, this applies to both sides e.g. Pole sign 2ft. x 6ft. two sided reimbursement would be \$720 (2 x 6 x \$30 = \$360 x 2 sides = \$720).

APPROVAL

ALL sign requests must be directed through a Toyo Tire Regional Manager. All sign projects must receive prior written approval and a Purchase Order number issued by Toyo Tire before the sign order is initiated. In all cases, a picture of the installed sign and the original invoice must be supplied before any credit will be issued.

*Active ship-to dealer refers to a Toyo Tire Dealer who has been active for no less than 1 year or has purchased no less than 200 units of Toyo Tires in the current year. Standard size sign refers to 2' x 8' and 3' x 12' building fascia signs provided by the then Toyo Tire's appointed approved sign company.

Print Media

PRINT MEDIA

Print media refers to any newspaper, magazine, flyers, coupons or other discount offers in the form of printed advertising material.

TOYO SUPPLIED AD - 100% coop reimbursement

Coop on Toyo Tire **supplied** material may be no less than 70% of the total ad space. Supplied ad mats should NOT be reduced in size more than 30%. Ad mats may be increased to any size applicable to print media.

Toyo Tire will not coop the cost of colour in an ad unless the colour also directly accentuates the TOYO TIRES logo and products.

CUSTOM PRODUCED AD MATERIAL - 70/30 coop reimbursement

All dealer or dealer group produced ad material, which has been pre-approved by Toyo Tire may NOT be altered without going through the pre-approval process again.

AD CONTENT

The following basic guidelines apply when creating ad material. All advertising must contain the CURRENT TOYO TIRES logo and where applicable the current slogan. No less than 50% of advertising space must be allocated to advertising TOYO TIRES featuring current logos and product. The remaining space may be used for dealer identification and special non-competitive promotions. All ads with less than 50% space allocated to TOYO TIRES will be assessed based on amount of space allocated to TOYO TIRES.

MULTIPLE MANUFACTURER AD

In cases where there is more than one manufacturer, Toyo Tire will issue coop credit based only on the space allocated to TOYO TIRES. Multiple manufacturer content also includes non-competitive manufacturer mention. Example, specific manufacturer Oil Specials etc.

TOYO TIRES LOGO

At no time should the TOYO TIRES logo be smaller than 2 inches. In multiple manufacturer ads, the TOYO TIRES logo should never be smaller than other manufacturer's logos featured. The Toyo Tires logo must always be larger than a tire being featured (i.e. Proxes, Open Country etc.) by at least 40%.

WHAT MUST ACCOMPANY A CLAIM

Original invoice along with the tear sheet from the publication (complete original page, portions of or cutouts are **NOT** accepted). All claims must be submitted on a Toyo Tire coop claim form or through the Toyo coop web portal (toyotires.ca). Contact Toyo advertising department for replacement forms or web portal access.

All claims must be submitted no more than 60 days from the

completion of the ad campaign. For a print insertion campaign, the completion date refers to 60 days from published date. All claims must be received by Toyo Tire no later than **January 15th** of the following year.

PRE-APPROVAL

Ads should be e-mailed to TOYO TIRE for pre-approval. e-mail: toyoadv@toyocanada.com

Coop approval / disapproval will be given along with qualifying coop reimbursement percentage.



TOYO TIRES

A higher degree of safety!

Toyo Tire produces products with you in mind always adding Toyo's best technology to get you where you need to go, no matter what the road or weather conditions.

CELSIUS II **TOYO TIRES**
toyotires.ca

Dealer information

Radio - Broadcast Media

RADIO BROADCAST

Radio broadcast refers to broadcast media such as radio commercials, live broadcasts or any other media that does not incorporate visual aid.

CORPORATE SUPPLIED

RADIO MATERIAL - 100% coop reimbursement.

Toyo Tire supplied radio scripts and pre-recorded spots should be used at all times. Each Toyo Tire supplied radio commercial contains space for a dealer tag.



CUSTOM PRODUCED MATERIAL - 80/20 coop reimbursement

All broadcast material produced by the dealer or dealer group **MUST BE PRE-APPROVED** by Toyo Tire before any coop will be issued and may **NOT** be altered without prior approval from Toyo Tires.

GUIDELINES FOR DEALER PRODUCED ADS

- 30-second spot

- 60-second spot

TOYO TIRES must be mentioned twice along with the current slogan and a product mention with a feature and benefit (e.g. Extensa HP11, a premium all season performance radial). No less than 50% of the wording must be used to promote TOYO TIRES and the product line.

Broadcast spots less than 30 seconds are not supported by Toyo Tire without written prior approval!

10 - 15 second spots (i.e. Traffic)- TOYO TIRES name must be mentioned once along with current slogan.

MULTIPLE MANUFACTURER BROADCAST AD

Under NO circumstances will more than one manufacturer per radio commercial be accepted for coop.

WHAT MUST ACCOMPANY A CLAIM

Each claim must be accompanied by the original invoice along with a copy of the script with the station affidavit. Note: the affidavit must be on the script portion of the claim to verify the actual broadcast content.

A fully completed script must accompany every claim even if the ad material was supplied from Toyo Tires or downloaded from the Toyo Support Site.

All claims must be submitted on a Toyo Tire coop claim form or through the Toyo coop web portal (toyotires.ca). Contact Toyo advertising department for replacement forms or web portal access.

PRE-APPROVAL

Ads should be e-mailed to TOYO TIRE for pre-approval.
e-mail: toyoadv@toyocanada.com

Coop approval / disapproval will be given along with qualifying coop reimbursement percentage.

Radio CKKX		Radio Script		
<small>Toyo Tire/Press Toyo Canada Inc. -7791 Nelson Road, unit 120, B.C. VWV T63 1-800-663-0063 Tel: (604) 304-1941 Fax: (604) 304-1946</small>				
Client:	TOYO TIRES Canada			
Project:	2011			
Commercial Title:	'Weekend-Reward'			
MP3 File Name:	Toyo Tires - EN Weekend Reward 25 - 2011.mp3			
Length:	25 Seconds - with 5 second dealer tag.			
Sfx:	Sounds of husband in background packing things up.			
Music:	(track under?)			
Wife:	In winter it's hard to get away for those romantic weekends ..			
Husband:	Are you sure about this trip ... looks like snow ... (he sounds like he is calling from another room)			
Wife:	It will be fine ... (raising her voice to answer him)			
Annrcr:	That's why I take all the precautions ... like buying Toyo Tires.			
Husband:	Right now, save 'up to' 80 dollars on select sets of four.			
Wife:	Could be icy ...			
Husband:	Ah ... We'll be fine dear! ...			
Wife:	(sounding a little frustrated again raising her voice answer him in the distance)			
Husband:	I know Toyo Tires are great on ice, snow or whatever...			
Wife:	Everything's packed ... Ready?(sounds like he just entered the room)			
Annrcr:	Yup..... let's go.			
Wife:	Toyo Tires ...			
(dealer tag) Toyo Tires available at Anystore, 555 Mainstreet. Your home of excellent service.				
Please note: A script with affidavit must be supplied with each coop request.				
This announcement was broadcast <u>45</u> times, for campaign start <u>05/10</u> end <u>06/10</u> as entered in the stations logs. The times this announcement was broadcast were billed to this station's client on our invoice(s) number(ed) <u>12258</u> at this earned rate as listed below:				
Morning		\$10.00	20	\$200.00
Evening		\$20.00	25	\$500.00
I CERTIFY THE ABOVE IS DOCUMENTED ON STATION LOGS				
Name	L. Minard		Title	President
Signature	_____		Date	_____
IMPORTANT: LA COPIE ORIGINALE doit être expédiée au manufacturier pour réclamation coop				

Ad Content

Must be completed even on Toyo supplied material. Must contain actual script broadcast and verified by station signing authority.

Station Affidavit Total \$ amount should be visible with some correlation to the invoice. All documents must be linked.

Television - Visual Broadcast

TELEVISION

Television refers to any television, video or audiovisual broadcasts.

CORPORATE SUPPLIED TELEVISION MATERIAL - 100% Coop reimbursement

All use of Television material MUST BE PRE-APPROVED by Toyo Tire before any coop will be issued.

DEALER CUSTOM PRODUCED VIDEO PRESENTATIONS - 70/30 Coop reimbursement

No less than 50% of the commercial content, both verbal and visual, should feature TOYO TIRES content.

GUIDELINES FOR DEALER PRODUCED ADS

30-second spot -

60-second spot -

TOYO TIRES name must be mentioned twice along with the current slogan with a product mention along with a feature and benefit (e.g. Extensa HP, a premium all season performance radial).
Commercials less than 30 seconds are not supported by Toyo Tire

INELIGIBLE ITEMS FOR COOP

All production charges and agency fees, are not eligible for coop. Toyo Tire will not coop any commercial, which makes false claims, derogatory statements or could be deemed inappropriate in any way.

MULTIPLE MANUFACTURER AD

Under NO circumstances will more than one tire manufacturer per TV commercial be accepted for coop.

WHAT MUST ACCOMPANY A CLAIM

Each claim must be accompanied by the original invoice along with a copy of the script - station affidavit (on the same form). Affidavit for Broadcast MUST contain both the visual and verbal content of the

commercial. This applies to all submissions even if the material was supplied by Toyo Tire.

All claims must be submitted on a Toyo Tire coop claim form or through the Toyo coop web portal (toyotires.ca). Contact Toyo advertising department for replacement forms or web portal access.

PRE-APPROVAL

Ads should be e-mailed to TOYO TIRE for pre-approval. e-mail: toyoadv@toyocanada.com

Coop approval / disapproval will be given along with qualifying coop reimbursement percentage.



Toyo Tire Canada Inc. - 1770 Bellamy Road, unit 120, B.C. B9W 1G1 800-661-8883 for 100% Coop 1941

TV Script

All script alterations must receive your approval from Toyo Tire Canada Inc.

Client:	TOYO TIRE Canada Inc.
Project:	2024 -2025 - Spring
Commercial Title:	Toyo Tires Celsius II - Open Country - English
Code:	-
Length:	30 cooperative - 25 Seconds - 5 second tag (dealer version)
Campaign Dates:	March 15th to August 31 2024 - and 2025
SCRIPT:	As Recorded
Lab Tech:	Impressive! During those unpredictable weather conditions ...
Young Lab Tech:	... the improved Celsius II really performed when needed most!!
Lab Tech:	... This Toyo Open Country tire ...
Young Tech:	... got us through tough weather on a variety of terrains!
Young Tech:	... with advanced tread design, sipes ...
Everyone:	That Really Grip!
Annor - :	Toyo has a tire for your vehicle for any road you travel!
Lab Tech:	THAT'S a winning line-up!
Annor - :	Toyo Tires.
Annor - :	Making tires for your road!
(dealer tag)	5 second dealer tag for dealer version

Ad content

Must be completed even on Toyo supplied material. Must contain actual script broadcast and verified by station signing authority.

Please note: A script with affidavit must be supplied with each co-op request.

This announcement was broadcast 45 times, for campaigns start 05/10 end 06/10 as entered in the statistics logs. The times this announcement was broadcast were billed to this station's client on our invoice(s) number(ed) 85225 at this earned rate as listed below:

Time Classification	Time Day Announcement	Rate per Announcement	Number of Air Time	Total \$ Amount
Mid-day		\$10.00	20	\$200.00
Evening		\$20.00	25	\$500.00

Station Affidavit

Total \$ amount should be visible with some correlation to the invoice. All documents must be linked.

I CERTIFY THE ABOVE IS DOCUMENTED ON STATION LOGS

Name: _____ Title: *Station controller*
Signature: *Minard R* Date: _____

IMPORTANT: ORIGINAL COPY must be sent to manufacturer for Co-op claim.

Online Advertising - Static and Video Pre-rolls

ONLINE ADVERTISING

Refers to any online advertising, including static banner ads, video pre-rolls, and AdWords campaigns.

CORPORATE SUPPLIED MATERIAL:

Video pre-roll - 100% Coop reimbursement

Banner Ads- 100% Coop reimbursement

All online campaigns must be first approved by Toyo Tires before proceeding.

DEALER CUSTOM PRODUCED ADS:

Video pre-roll - 80/20 Coop reimbursement

All video pre-roll material must have been pre-approved before any coop will be considered.

Banner Ads - 80/20 Coop reimbursement

No less than 50% of the content should feature TOYO TIRES content.

ADWORDS CAMPAIGN - 80/20 Coop reimbursement

All select words and word combinations must be pre-approved. For words not directly relating to Toyo Tires or a product name coop percentage will be adjusted.

LANDING PAGE

All campaigns must be directed to a dedicated Toyo Tires content page. The content must relate to a current sale event or featured product. Co-op reimbursement percentage will be changed if the landing page contains competitive or non-related topics.

GUIDELINES FOR DEALER PRODUCED VIDEO ADS

30-second spot -

60-second spot -

Pre-approval is mandatory for any video ads. TOYO TIRES name must be mentioned twice, along with the current slogan, with a product mention and a feature and benefit.

INELIGIBLE ITEMS FOR COOP

All production charges and agency fees are not eligible for co-op. Toyo Tire will not co-op any commercial that makes false claims, derogatory statements, or could be deemed inappropriate in any way. Toyo will not pay co-op for the creation of a dealer's personal webpage for the purpose of expanding their website or creating a landing page.

WHAT MUST ACCOMPANY A CLAIM

Online advertising, even though it has been in existence for several years, is still in its infancy stage with regards to reporting for advertising co-op purposes. So it may not be as easy to get all the information needed for Toyo needs to process a claim. However an invoice and proof of what was advertised must be supplied as detailed here:

An Invoice: Note that an invoice must be supplied **from the media service** i.e. Google, Facebook. Agency invoices



are **not** considered acceptable substitutes. If multiple campaigns are run, the Toyo Tire campaign should be separated.

Proof of Performance:

Proof of Performance: Proof of performance must clearly show what was presented in each campaign verified by the media's signing authority.

Artwork presented during the campaign must be provided at the for each claim submission. For video, an affidavit (on the same form) must be supplied (See TV affidavit for an example).

When submitting an AdWords claim, a full report from the media provider must be submitted, clearly separating the Toyo campaign. The results of the campaign and the costs of the campaign must be clearly presented.

When a standard format is not available an affidavit may be submitted in letter from by the medias signing authority confirming copies of any visual advertising presented.

Ad Name	Start	End	Spots	Cost	CPA	CTR	AD-ID	UTM-CODE
Toyo Tires - Open Country - Spring 25						7.1%		
Teen Campaign - M			20,000	1,000	50%	18	79	8552 CAS54030
Total Campaign								CAL79030

For an e-mail campaign along with the invoice, a copy of the e-mail along with an official affidavit from the media provider providing the results and all associated costs must be provided.

All claims are submitted on a Toyo Tire coop claim form or through the Toyo coop web portal (toyosupport.ca).

PRE-APPROVAL

Ads should be e-mailed to TOYO TIRE for pre-approval. This is especially critical with online advertising.

e-mail: toyoadv@toyocanada.com

Outdoor Advertising - Billboards

Outdoor advertising is considered one of the least effective forms of advertising. People moving along with their day to day business do not have time to stop and contemplate an ad. To ensure the greatest of success, the message needs to be simple and to the point, while maintaining consistency in the branding of the product.

may be up to **90/10**. Toyo content must be at least 70% of the ad space.

Dealer produced ads reimbursement may be up to **80/20** coop depending on how much space is allocated to Toyo Tires and the placement of logo etc.

COOP REIMBURSEMENT

For campaigns using **Toyo Supplied artwork** coop reimbursement

The rule for outdoor advertising is ...
keep it simple!
Messaging should follow Toyo brand
message where possible.

At no time will mix brands in an outdoor
advertising be coop.



Toyo Tire Showroom Components Program

Give your showroom a Toyo Tires face-lift!

Qualifying Toyo Tire Dealers may participate in this program using coop funds. Showroom components range from counters, interior signage as well as varying displays and tire stands. Each component package may be customized to fit any showroom configuration.



Interested Toyo Dealers are guided through an easy consultation process to determine which components and layout would be best for their retail location.

If you are interested in this program or would like more information on how you can participate please contact your Toyo Tire Regional Manager. A full assessment of your needs will be scheduled at that time to determine layout options, timing of installation and budget.

Eligible for 100% coop. Please contact your Toyo regional manager.



Promotional Items

PROMOTIONAL ITEMS

Promotional Items refers to any items such as shirts, pens, jackets, banners, poster frames etc.

TOYO PROMOTIONAL ITEMS

Items ordered from the Toyo Tire Promotional Items program are coopable at 60/40. You are able to order Toyo items through the promotional site located on the Toyo support site (toyosupport.ca)

Dealer produced items may be eligible for up to 50/50 coop. All custom promotional items must be pre-approved before any coop will be issued.

All claims must not exceed a maximum of 25% of a dealers' annual coop budget.

INELIGIBLE PROMOTIONAL ITEM COSTS

All production charges, agency fees, or additional cost over and above the cost of the article are not eligible for coop. This includes the cost of logo reproduction, tapes or files for stitching etc.

WHAT MUST ACCOMPANY A CLAIM

Approved Program - Original invoice.

Custom Items - The invoice along with a printed photo of the completed item along with the pre-approval verification must accompany **all** claims.

TOYO TIRES LOGO

The TOYO TIRES logo must be the only logo used for all

promotional items. The size of the TOYO TIRES logo should not be less than 2 inches in width - proportionally in height.

LOGO POSITIONING

To qualify for coop, the Toyo Tires logo should occupy a prime position at all times. For clothing, this is the left chest area, for hats etc. front centre.

When a dealer's logo is included, an effort should be made so that the two logos are not positioned close together.

MULTIPLE MANUFACTURERS

At no time will a promotional item be cooped when multiple manufacturers are featured.

PRE-APPROVAL

Sample Pictures or artist renderings should be e-mailed to Toyo Tire for pre-approval.

e-mail: toyoadv@toyocanada.com



Directories Advertising - Yellow Pages

DIRECTORIES ADVERTISING

Directories Advertising refers to ALL telephone or address look up services.

In cases where TOYO TIRES is the only manufacturer listed, Toyo Tire will coop 50% of the ad, to a maximum of \$550.00 per annum. If other manufacturers are featured in the same ad, then Toyo Tire will pay coop of 50% of the ad divided by the number of manufactures listed, to a maximum of \$550.00 per annum.

WHAT MUST ACCOMPANY A CLAIM

Original invoice or signed contract with a tear sheet from the publication (complete original page, portions of or cutouts are not accepted).

AD CONTENT

At no time should the TOYO TIRES logo be smaller than 2 inches. In multiple manufacturer ads the TOYO TIRES logo should never be smaller than other manufacturer's logos featured.

PRE-APPROVAL

Ads should be e-mailed to TOYO TIRE for pre-approval.
e-mail: toyoadv@toyocanada.com

Coop approval / disapproval will be given along with qualifying coop reimbursement percentage.

Submitting a Coop Claim for Reimbursement

TWO WAYS TO SUBMIT

There are two options to submit a Coop claim.

1. Mailing in a completed Toyo Tire Coop form.
2. Online submission via the Coop site.

FILLING OUT A PAPER COOP FORM

Complete a Toyo coop form and submit it to Toyo Tire Head Office - Attn. Coop Advertising Dept. as outlined on the form. Once received, it will be processed as long as all the supporting documents are attached and in a legible order. If pre-approvals have been received for any campaign, be sure to print and attach only the final approval page with the invoice.

ONLINE SUBMISSION

Submitting claims online is available to qualifying dealers only. To qualify first obtain approval from your Toyo Sales Representative and within a group also from your head office. All dealers who qualify must complete the Coop Online submission course on the Toyo Training site before receiving access. This 10-minute course gives the user a step-by-step guide to the online submission process.

WHAT IS REQUIRED TO SUBMIT A CLAIM

In all cases the following information must be supplied either via mail with the paper form or vial PDF upload to the Coop site. ALL COOP CLAIMS ARE SUBMITTED **PRE-TAX**

PRINT

For newspaper, magazine or any other print media a separate line should be used for each ad publish date. The actual published date on the invoice should match the published date of the publication.

Be sure to supply the tear sheet page in its full format clearly showing the published date and publication name. By law the publication must identify the media and date of publication. Closed clipped ads may not supply this important information resulting in the claim line being rejected. Signed affidavits supplied by the magazine or newspaper (signed by the publication's signing authority), with a copy of the and printed on the same document are acceptable.

BROADCAST (Radio - Television - Online)

For TV, radio or any broadcast media a separate line should be entered for each broadcast campaign. This could be as short as 1 day or as long as 1 month. In most cases this is within a stations billing period. For each billing period or invoice, a fully completed affidavit must be supplied.

The script should be in detail for each commercial broadcast EVEN if it is a Toyo supplied commercial. All media presentation material must be confirmed for each broadcast. Only ads listed on the affidavit will be considered. All Toyo pre-approved broadcast ads are available on the Toyo

Support Site along with standard affidavits.

Once again please noted that the affidavit is the document which coop is determined from. This includes content evaluation, coop percentage and campaign value in pre-tax dollars.

ONLINE - VIDEO PRE-ROLL, BANNERS, AD-WORDS

An Invoice: Note that an invoice must be supplied **from the media service** i.e. Google, Facebook. Agency invoices are **NOT** considered acceptable invoices. When multiple campaigns are run, the Toyo Tire campaign must be separated clearly.

Proof of Performance:

Proof of Performance: Proof of performance must clearly show what was presented in each campaign verified by the media's signing authority. See the online section of this guidebook for more information.

Artwork used during the campaign must be clearly provided for each claim submission. For videos, an affidavit must be supplied exactly like a television submission (See TV section for an affidavit example).

When submitting an AdWords claim, a full report from the media provider must be submitted, clearly separating the Toyo campaign. The results of the campaign and the costs of the campaign must be clearly presented.

When a media does not have a standard form an affidavit may be submitted in letter form by the medias signing authority confirming copies of any visual advertising presented. All artwork must be replicated on the affidavit along with broadcast frequency, value and results.

E-MAIL CAMPAIGN: along with the invoice, a copy of the e-mail sent along with an official affidavit from the media provider providing the results and all associated costs must be provided.

HOW TO FILL OUT THE PAPER FORM:

The Coop form has been designed to be easy to use easily separating campaigns and to enter the respective coop amounts requested.

Be sure to separate each line of media (Print or Broadcast) based on individual publish or broadcast date. This will give a better way to track any discrepancies.

Media Name - name of media as described on the affidavit or invoice.

Date of ad - the publication date or campaign date(s) for broadcast.

Total cost - this is the total cost of the campaign or insertion "taxes OUT" and commissions "OUT". Coop is not paid on

Toyo Tire Coop Claim Form - continued

taxes or media commissions for media buys.

% of ad space Toyo - in print media if there are competitive products or if the space allocated to Toyo is less than the guidelines, place the amount of space given to advertise Toyo Tires and its products. In broadcast if less than 50% is used to advertise Toyo Tires and its products place the amount of time used to promote Toyo. Competitive brands are not allowed in broadcast advertising.

Toyo share - this is the (Total cost) X (% of print ad space Toyo). e.g. if the ad cost is \$1000 and Toyo is sharing the ad with one other manufacturer evenly the calculation would be \$1000 x %50 = \$500. If space is not being shared you may leave blank or place N/A.

Toyo coop % - this is the coop percentage the specific ad qualifies for. An example would be a dealer produced ad 80%, a Toyo supplied ad 100% etc. Please review coop manual for details.

TOTAL - This is the (Toyo share) x (Toyo coop %).

Total Claim - this is the total of all print insertion dates and campaign totals. This equals the total coop requested.

Coop pre-approval - if a coop pre-approval was given via e-mail print and attach this approval to your claim.

Supporting documentation checklist has been made available to ensure all documentation is accompanying the claim.

Note that all claims with missing or incomplete information will not be processed.

FILLING OUT A CLAIM - ONLINE:

Once you have been approved you will be given access to the Coop Submission site on the Toyo Support Site (toysupport.ca).

Adding online claim lines is similar to filling out a paper coop form. Details of this process is outlined in the Coop Submissions online course. Each print ad or broadcast media invoice is to be placed on it's own line, however, the supporting documents are scanned into PDF files or PDFs received my e-mail, which are then attached to a claim line and uploaded. Be sure to scan the documents as clearly however, also converted to the smallest document size.

BE SURE ADS MATERIAL IS CURRENT

All Toyo supplied ad material used in any campaign must be current. All material that is not current will be rejected.

PRIOR TO STARTING A CAMPAIGN

All Custom ads should be e-mailed to TOYO TIRE for pre-approval.

e-mail: toyoadv@toyocanada.com

Failure to do this may result in a lower coop percentage reimbursement.

Attach copies of invoices, tear sheets and affidavits. Submit claim to your R.M. or to Toyo Tire Canada Inc., Attn. Coop Advertising Dept. (Retain gold copy and submit remaining three)

IMPORTANT: Claims without supporting documents will be refused.

TOYO TIRE ADVERTISING FORMAT

Advertising should be unaltered Toyo Tire supplied material. If ads are dealer or dealer group produced, pre-approval by Toyo Tire must be received before coop credit would be considered. All advertising must contain the TOYO TIRES current logo and slogan.

TOYO TIRES SUPPORT SITE - www.toyosupport.ca

For the most current version of the Toyo Tire Coop and Advertising Procedures Manual, please visit the Toyo Tire support site located at www.toyosupport.ca. Contact your Toyo Tire representative for details on accessing this site.



COLOUR

If colour is involved, the TOYO TIRES logo must also be in colour. TOYO TIRES corporate colours should always be taken into consideration.

Blue - Pantone 293 CVC	- "TOYO TIRES"
Black - Black	- "TOYO TIRES"
Grey - Pantone 423	- Slogan (in b&w applications 60% grey) - accent over letter "i" is Blue

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