



OMIX-ADA, Inc.

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RUGGED RIDGE 2017 MONTHLY PROMO

We are currently running our promotions on a monthly basis, focusing on deeper discounts on only a select few, popular items. This should help our customers deliver a more powerful retail message by offering more compelling savings and urgency to the consumer.

As always, below is a list of requested marketing support tactics that we ask to be completed to support the discounted pricing. We are borrowing from our marketing budget to support these discounts, and we are putting that money into your hands to deliver increased sales to your customers! Please review the below list and speak with your sales rep to build a marketing program that works for you.

- Publish ALL promotional SKUs on your website and/or retail locations listings at the reduced LRAP as early as the 1st of the month, but starting no later than the 10th of the month. Reduced pricing is only available for the dates you publish the reduced LRAP.
- A minimum of two e-mails each month promoting the sale to your customer base. sales@omix-ada.com must be **copied** on the e-mail distribution. This is an absolute requirement, and without proof of delivery your account may be charged for any promotional savings incurred during the promotion.
- Promote the sale on Rugged Ridge on your website with a homepage banner or similar callout.
- Promote the sale on Rugged Ridge at least twice per month through all your active social media platforms.
- Promote the sale with promotional signage at any brick and mortar location. Must send photos to sales@omix-ada.com for verification.
- Promote the availability of the Rugged Ridge consumer rebate on any item over \$150 on all product pages

If you have other creative ideas (including use of Marketing Allowance Rewards if available) to promote the sale in place of any of the above requirements, please consult your sales rep for consideration.

Notify your sales rep of your commitment to participate no later than the 10th of the promotional month.