

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: May 30, 2017
SUBJECT: Your Standlee 'Premium Performance' Signs are HERE!

Enclosed are your shelf danglers and 8.5" x 11" signs for the Standlee 'Premium Performance Demands Premium Forage' in July & August. Feel free to retain the dangler signage for after the promotion for use at shelf.

Please place the dangler signs in the feed aisle with your Standlee products in July & August. The 8.5" x 11" signs can be placed in the window or at your feed desk as needed. Take down 8.5" x 11" signs following promotion end date.

Program Details:

- **Timing:** July 1-August 31, 2017
- **Offer:** \$2 OFF any (1) bag or (1) compressed or Grab & Go® bale via electronic manufacture coupon
- **Distribution:** Electronic coupon only available at standleeforage.com/coupons or via Promoboxx for use on your company website or social media assets
- **Support:** Dangler signs, National print and electronic advertising and Promoboxx electronic assets from Standlee
- **Products:** Choose ANY (1) bag or (1) compressed or Grab & Go® bale from Standlee Premium Western Forage® (ONE item max; excludes 2 & 3 string bales)



National Ad and Shelf Dangler Example



Electronic Coupon ONLY

Program Requirements for Dealers:

- Sign-up with your Standlee sales representative
- Sign-up via Promoboxx at standleecontent.com for electronic program assets
- Stock up to cover sales
- Inform your store management and cashiers of offer and details

All coupon communications (memo, marketing content, redemption form) will also be available on our Standlee Dealer Portal. To register or sign-in, go to standleeforage.com/dealer-portal.

Note- This promotion cannot be combined with any other offer or program from Standlee.

Please don't hesitate to contact your Standlee Sales Representative or customer service at 800-398-0819 with any questions.

Thanks and Happy Selling!