



Retailer/Wholesaler Name: _____

Date: _____ Telephone #: _____

Contact: _____

Total Reimbursement Requested: \$ _____ *

*Please Note: This program is provided to accounts who are actively ordering and in good standing with the Standlee Premium Western Forage® accounting department.

Request Submission Procedure

1. Fill out this form within 30 days of the end of the advertising program and attach the following:
 - a. Proof of Performance
Proof of sell-through of promoted product, copies of ads, photos of displays, screen shots of electronic media and/or other as needed. (See back for more consumer programming examples)
 - b. Copy of Invoices
Media invoices must indicate the date(s) ad(s) ran
2. Please mail this form and other appropriate support material(s) within 30 days of the end of the advertising/promotional program:

Standlee Premium Western Forage®
c/o Mark Myers - Standlee Forage Funds
22349 Kimberly Road, Suite E
Kimberly, ID 83341

Advertising Policy

Qualifying ads must feature the approved Standlee Premium Western Forage® logo in a size appropriate to the ad.

For more information or any questions, please contact your Standlee Premium Western Forage® Regional Sales Manager or Jay Shansby at 208-358-4108 or jshansby@standleeforage.com.

Thank you for doing business with Standlee Premium Western Forage®!



Standlee Approved Promotion Items:

- Print advertising including inserts
- Radio/TV advertising
- Electronic media (IE: web banners, social media, e-mail bursts)
- In & out-of-store signage (IE: POS signs, feeding instructions, banners)
- Product displays (IE: End-Caps, pallet displays)
- Collateral and flyers
- Events (IE: trade or consumer shows, training)

*Please ask your Standlee Sales Representative for additional guidance as needed.

Standlee Requirements:

- Provide proof of performance using the Standlee Forage Funds Reimbursement Request form within 30 days of the end of the advertising program (IE: Proof of promoted product sell-thru, copies of invoices, copies of ads or inserts, photos of displays, screen shots of banners, social media, etc.)
- Use SFFs throughout the year to ensure awareness of Standlee Premium Western Forage® product offerings
- Follow Standlee Premium Western Forage® Branding Guidelines
- Use approved logos, product shots and images
- No claims will be permitted 30 days after the end of the calendar year or January 30th
- SFFs will not carry-over into the next calendar year

Please contact Jay Shansby at Standlee Marketing @ (208) 358-4108 or jshansby@standleeforage.com with any program questions.