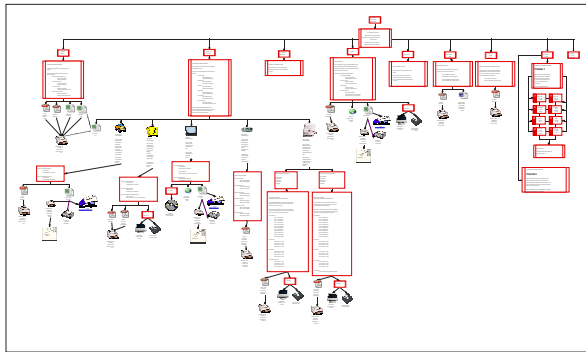
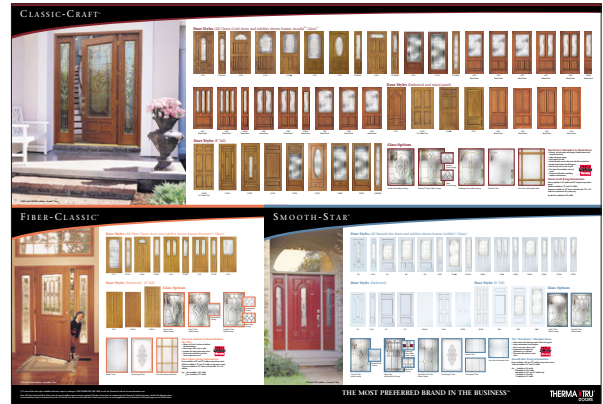
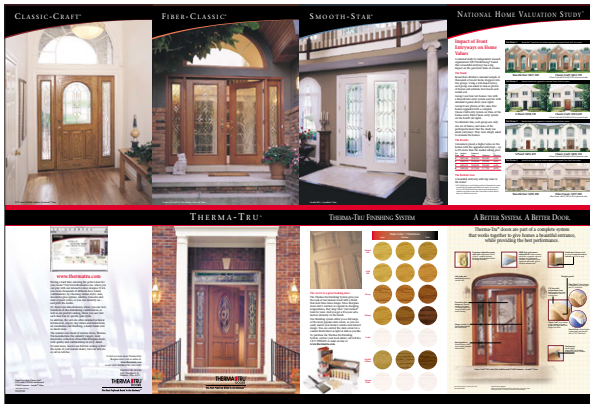


Creation of Co-op Marketing Program

Therma-Tru (TT) challenged LMG with the creation of a co-op program to use with their dealers. In addition to new sales tools such as the high-performing wall-poster and other collateral, the client desired to see the program go interactive. A site architecture and website was quickly spun up to allow ordering to take place online.

Campaign Elements

- 3' x 2' Selection Poster | Sales Collateral
- Site Architecture | Interactive Website
- Co-op Program Policy Manual | Ad Elements
- Builder Design Tools | Trade Show Graphics



Co-op Ad Planner

Welcome!

The Therma-Tru 2012 Co-op Ad Planner program has been upgraded in 2012 with one objective in mind - make the program more user-friendly for our distributors, dealers and builders.

Through this easy-to-navigate web site, you will be able to find everything you will need for newspaper, magazine, television, outdoor, yellow pages, truck graphics, web site advertising, etc. This includes all of the necessary guidelines, order forms and logos that you will need.

A number of additional tools are also available that you will find beneficial in the promotion of Therma-Tru products to your customers. This includes a company store to log merchandise and merchandise picks, track order shipment, customer set sheets and other merchandising tools used to promote Therma-Tru Door Systems.

If time permits, we have tried to provide you with high-resolution digital art that you can change in-house or simply provide an outside service for your customers. Below, we will describe further the use of these graphics and where they can be found on the CD's included within this ad planner.

How's the Ad Planner Got It?

The Co-op Ad Planner consists of two CD-ROM disks:

- CD 1 (2012 Ad Planner) - High-resolution photography & artwork from catalog pages 2 - 26. Also includes cover art and logo.
- CD 2 (2012 Ad Planner) - High-resolution photography & artwork from catalog pages 26 - 52.
- CD 3 (2012 Ad Planner) - High-resolution photography & artwork from catalog pages 54 - 78.
- CD 4 (2012 Ad Planner) - High-resolution photography & artwork from catalog pages 82 - 114.
- CD 5 (2012 Ad Planner) - High-resolution photography & artwork from catalog pages 116 - 136.
- CD 6 (2012 Ad Planner Co-op Materials) - This CD contains the Co-op guidelines, various advertising elements, information pertaining to our company store, branding/merchandise, track orders and design tools for your business to use with customers!

Artwork Not Included on This CD

The Ad Planner CD's contain only the art placed in the 2012 catalog. To receive a CD containing the Smooth-Star, Premium Steel and Construction Series high-resolution artwork, along with all Therma-Tru line art, call 1-800-643-7628 and speak with the Co-op administrator to request the CD.

High-Resolution Graphics

High-resolution graphics require all of the color information necessary to produce high quality, four-color prints used in the printing world. On the other hand, low-resolution graphics do not contain all of the color information necessary to produce high-quality prints. These graphics are used only for placement in a computer file to use on screens only - not for printing.

Making the Graphics Fit the Space

Graphics from the Ad Planner can be imported into other programs such as Adobe Photoshop, Corel Draw, Quark, Microsoft Word, Access, etc. They can also be copied off the disk and given to a designer, contractor or professional printer to produce the printed piece you are working on. All catalog and advertising graphics are in EPS or PDF format. This means that the graphics are printed from a high-quality printer. They will look no good as they do in our catalog.

High-Quality Printing

High-quality printing actually means 4-color printing from a professional print house. By sending your project out-of-house, a print house would provide professional quality for any project. A low-quality printer is one type of low-price found in a business office. A low-quality printer will not display all of the detail in the high-resolution file, and will not look as crisp and clear.

In order to print these graphics in-house on low-quality printers with success, make sure that your printer is a postscript printer. To determine this, refer to your printer's user guide.

Co-op Marketing Program Policy Manual

Co-op Administrator
Therma-Tru Doors
100 Woodlands Drive
Brentwood, TN 37027
Phone: 1-800-643-7628
Fax: 1-615-871-8888
E-mail: coopadmin@thermatru.com

CLASSIC-CRAFT FIBERGLASS DOOR SYSTEMS

Imagine a door with the strength of fiberglass and with the timeless beauty of a natural woodgrain finish. Classic-Craft fiberglass doors are designed to not warp, but to improve and adapt to the needs of your business.

- Fiberglass doors never warp, crack or split.
- No oak grain looks and no oak fiber natural wood.
- Full height track and wide weight and seal.
- Full height track and wide weight and seal.
- Interchangeable custom styles and colors like an oak door.
- Classic-Craft fiberglass doors are available in a variety of colors and finishes.
- Classic-Craft fiberglass doors are available in a variety of colors and finishes.

Classic-Craft is a registered trademark of Therma-Tru Doors.

www.thermatru.com

HIGH PERFORMANCE ADJUSTABLE SILL

Adjusting the sill component on any screen will make the door fit the screen perfectly. The High Performance Adjustable Sill fits in no time. This is the most convenient, easiest to use sill.

Features:

- Interchangeable between most glass companies.
- Interchangeable between most glass companies.
- Interchangeable between most glass companies.
- Interchangeable between most glass companies.
- Interchangeable between most glass companies.

www.thermatru.com

National Home Valuation Study
Impact of Front Entrances on Home Values

A national study by independent research organization NPD WorldGroup found that beautiful entryways can increase the perceived value of a home by more than \$24,000.

See How:

- Smooth-Star - \$427,540
- Classic-Craft - \$451,190
- 6 Panel - \$284,730
- Classic-Craft - \$303,430
- 6 Panel - \$188,470
- Classic-Craft - \$208,310

Upgrading the entryway increases perceived value!

Co-op Advertising Documentation Requirements

Required Documentation

Required Documentation	Newspaper Advertising	Magazine Advertising	Outdoor Advertising	Truck Advertising	Yellow Pages Advertising	Television Advertising	Radio Advertising	Direct Mail Advertising	Point of Purchase Advertising	Trade Show Advertising	Other Advertising
Contract/Order Form	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Copy/Artwork	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Product Literature	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Product Photos	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Product Specifications	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Product Price List	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Product Literature	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Product Photos	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Product Specifications	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Product Price List	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

www.thermatru.com

For More Information
Keri Samiec
412-496-5570
keri@kerisamiec.com