



NORTH STAR
WINDOWS & DOORS

MARKETING & CO-OP PROGRAM
2023

QUALITY WINDOWS & DOORS. GREAT SERVICE. EXCEPTIONAL VALUE.

northstarwindows.com

POLICY, RULES & REGULATIONS

POLICY

North Star's 2023 co-operative advertising program is as follows:

- Dealers who have achieved net sales of \$200,000 or greater in 2022 are offered 1.25% of the value of product shipped between January 1st and December 31st, 2022, to be accrued in a co-op fund.
- Dealers who have achieved net sales of between \$175,000 and \$199,999 in 2022 are offered \$1,000, to be accrued in a co-op fund.

Requirements for reimbursement of co-op funds are as follows:

- **Intent to participate within the co-op program must be submitted by September 30, 2023.** Once commitment has been received, all initiatives funded by co-op support must be executed prior to December 11, 2023. Job signs must be ordered by December 1, 2023 to qualify.
- Reimbursement will be made in the form of a credit memo on future purchases.
- Reimbursement does not cover production or design costs. **Must be pre-approved by North Star.**

MERCHANDISING – Rules & Regulations

North Star offers a range of North Star-branded marketing and merchandising tools to be used at the retail level in an effort to drive sales and improve product awareness.

All sales brochures and materials are available with quantities to be mutually agreed upon. For North Star job site signs, 50% of the cost will be reimbursed up to a maximum of the pre-determined budget.

North Star will allow up to 20% of your advertising budget to be used for apparel e.g. hats, shirts, jackets etc. North Star will credit up to 50% of apparel based on inclusion of exclusive North Star logo. No other brands are allowed.

ADVERTISING – Rules & Regulations

North Star has prepared a broad range of media support – including radio and print advertising materials. These materials are available in the Dealer Portal area of the North Star website.

QUALIFIES
FOR
50%

If you are considering a unique co-op opportunity, please confirm that the program qualifies by contacting our Marketing Department at marketing.nst@cornerstone-bb.com

Rules & Regulation – Digital, Radio & Print

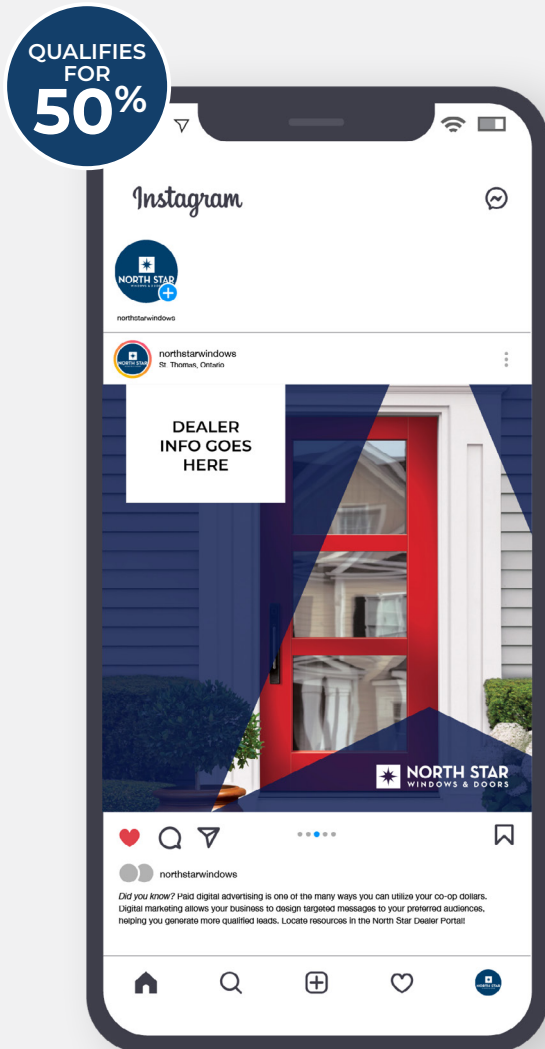
- **Advertising is to be exclusive to North Star, no competing brands of any product are permitted.**
- **All advertisements must be pre-approved by North Star (layout and/or script approval).**
- North Star logo can be no smaller than 50% of dealer logo in any advertisement.
- North Star mentions in advertising must be at least equal to references to dealer name.
- North Star will pay 50% of the placement costs for the advertising up to a maximum of the pre-determined budget.
- All product claims made must be supported in North Star's own advertising.
- Both the invoice and a copy of the corresponding advertisement must be submitted together to North Star within 30 days of placement (tear sheets for print and co-op invoices or affidavits for broadcast and digital marketing efforts are required for reimbursement).
- All digital marketing efforts must include performance metrics, including but not limited to: impressions, engagement, reach, cost per click and campaign duration, and be exclusive to **Paid Display** and **Paid Social Media Advertising**. All requirements set forth in this co-op agreement must be upheld and pre-approved before proceeding with any paid digital marketing campaign.
- All website related advertising and promotions must be discussed and pre-approved before proceeding.

North Star Windows & Doors reserves the right to process co-op requests for advertising to ensure consistency with our current brand standards. North Star Windows & Doors collectively utilize a **blacklist policy based on generic categories, including but not limited to:** hate speech, extremist sites, offensive content, terrorism, violence, illegal drugs, illegal downloads, adware, malware, adult content, pornography of any kind, illicit and criminal content, family planning, as well as uncontrolled or unmoderated user generated content including forums. Only the co-op requests that meet the following guidelines and brand standards will be considered and approved in a timely manner.

All requests not mentioned in this policy must be pre-approved to be eligible for reimbursement.

DIGITAL ADVERTISING

North Star has a variety of templates available for use in your digital marketing efforts. Digital advertising allows your brand to diversify your marketing efforts and reach new audiences with engaging and informative content. To access the templates, visit the Dealer Portal on our website or connect with our Marketing Department.



PAID AND ORGANIC SOCIAL MEDIA

Expand your reach with social media advertising! North Star offers both organic and paid social media templates to help boost your brand awareness across Facebook and Instagram.

Growing your social media presence gives your brand the opportunity to build trust with customers, partners and potential talent and expands your sales capabilities across various channels and networks.

Paid digital advertising qualifies for 50%*



GOOGLE DISPLAY

**Digital marketing efforts, including but not limited to: Google Display, Facebook, Instagram, LinkedIn, Tiktok and Twitter, qualify for 50% co-op reimbursement up to a maximum of the pre-determined budget.*

APPAREL GUIDELINES

North Star will allow a maximum of 20% of your co-op advertising budget to be used towards apparel, including t-shirts, sweaters, jackets and hats. All apparel branding must be exclusive to North Star and your business – inclusion of competing brands or products will automatically exclude your submission. All apparel orders must include the newest iteration of the North Star logo as shown below. All layouts must be pre-approved prior to placing the order.

DOWNLOAD LOGO FILES & ASSETS

Scan the QR Code for instant access to our Dealer Portal.

- English & French-Canadian Logos
- Print-Ready PDF's for Print Ads
- Social Templates
- Sales Tools & Brochures
- North Star Photo Assets



RADIO ADVERTISING



Our radio advertising options touch on key North Star features that are sure to attract more customers. Backed by our solid consumer brand, you can gain greater exposure for your business by customizing the ads with your own tagline and information.

AD #1 – TRIPLE GLAZING

TIMING:

30 Seconds (20 second ad/10 second dealer tag)

SCRIPT:

How do you make a North Star window and door that much better?
It's simple...Triple glazing... That's three panes of glass that not only reduce outside noise and practically eliminate condensation, but they also lower energy bills and they're EnergyStar certified. So when you're looking for quality windows and doors, great service and exceptional value, look to the North Star brand.

AD #2 – WINDOW TRIM COLOUR

TIMING:

30 Seconds (22 second ad/8 second dealer tag)

SCRIPT:

Did you know that North Star windows and doors has nine exterior designer colours to match your home's personality perfectly?
And unlike our competition, North Star's unique application process is made to last. It won't fade chip or peel like paint can over time. Add value to your home with a colour upgrade from North Star... Quality windows and doors, great service and exceptional value.

AD #3 – GENERIC BRAND

TIMING:

30 Seconds (22 second ad/8 second dealer tag)

SCRIPT:

Shopping for new windows or doors?
Take a look at North Star. When you buy North Star, you're getting the best quality for your investment. From our triple glazed product line to the introduction of seven designer colours, we're confident that when you choose North Star, you're not only making your home more beautiful, but you're adding value too. Quality windows and doors, great service and exceptional value.... that's North Star.

AD #4 – COMFORT & SAVINGS

TIMING:

30 Seconds (20 second ad/10 second dealer tag)

SCRIPT:

Hot under the collar about high energy bills? Don't sweat it! Because, at North Star Windows and Doors, our manufacturing process is not only energy-efficient, our products are, too, which means year-round comfort – and savings! As your energy bills go down, the value of your home goes up! Talk about an air-tight investment! Enjoy the North Star view... and a greener future.

AD #5 – A GREENER FUTURE

TIMING:

30 Seconds (20 second ad/10 second dealer tag)

SCRIPT:

Green. It's not just a colour, it's an outlook on the world.
At North Star Windows and Doors, our outlook is getting greener every day, because of our commitment to the environment. Our products are not only energy-efficient, our manufacturing process is, too. Investing in North Star windows and doors means investing in a greener future. And that's a beautiful view everyone will enjoy.

AD #6 – QUALITY THAT'S AIR TIGHT

TIMING:

30 Seconds (20 second ad/10 second dealer tag)

SCRIPT:

Looking for some good investment advice?
Take a look at North Star Windows and Doors. They lower your energy costs and increase your home's value. And North Star is so confident in their quality, that they are backed with a lifetime, transferable warranty. Quality that saves money and energy – now that's an air-tight investment!
So enjoy the view... through North Star windows and doors.

PRINT ADVERTISING



North Star's comprehensive range of five print ads highlight the best features and innovations North Star has to offer. Available in two sizes in full CMYK colour, these high-quality materials are easily customized with your own logo and information and will easily scale to fit traditional newspapers or magazines. **Have a custom idea in mind but need help? Ask our Marketing Department!**

1/4 PAGE AD FORMAT

North Star offers a full-line of high quality steel and fibreglass doors with numerous glass options and colour choices to help compliment the style of your home. **North Star Entry Doors make the first impression of your home a memorable one.**

NORTH STAR
WINDOWS & DOORS
northstarwindows.com

QUALITY WINDOWS & DOORS
GREAT SERVICE. EXCEPTIONAL VALUE.

DEALER INFORMATION

3/8 PAGE AD FORMAT

Tested and certified by both the Canadian Standards Association and American Architectural Manufacturers Association, all of North Star's windows and doors not only meet or exceed industry standards, they meet our own high standards. **And we back them with a transferable, limited lifetime warranty to prove it.**

NORTH STAR
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DEALER INFORMATION



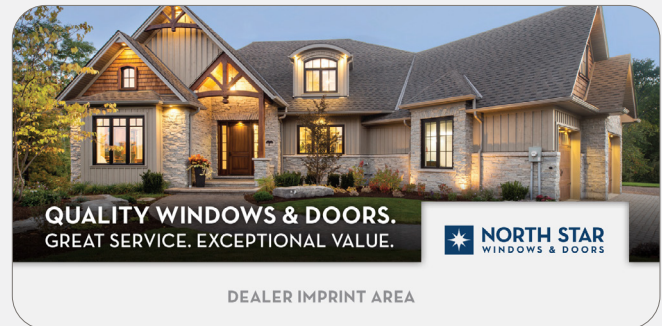
OUT-OF-HOME ADVERTISING

North Star's co-op billboards are a great way to advertise to the public. Placed along hi-traffic corridors or as a directional element near your location, they're a great way to get your brand associated with the quality of North Star.

Billboards are also an effective way to increase sales by advertising a special or premium incentive.

Artwork is sized to a standard 20' x 10' display panel.

QUALIFIES
FOR
50%



POP-UP BANNERS

QUALIFIES FOR
50%

North Star's Pop-Up Banners offer strong visual appeal, and their portability makes them ideal for use in the showroom or at a local home-show.

\$200
EACH BANNER

Banner size is 33.5" x 78"



TRUCK/TRAILER WRAPS

QUALIFIES FOR
50%

A great way to get attention with maximum advertising exposure. A billboard on wheels.



All prices shown are net. Pricing may change pending vendor availability.



LAWN SIGNS

Job site signs are a great way to draw attention to your latest North Star installation while promoting your dealer information to your customer's friends, family and neighbours.

QUALIFIES FOR
50%

\$10

EACH BASED ON 200

\$13

EACH BASED ON 100

Lawn signs order deadline is December 1, 2023.

SALES TOOLS

Along with our extensive co-op marketing initiatives, North Star has produced a number of sales tools that will help sell the unique functionality and comprehensive design features of our window and door collections.

SALES BROCHURES

North Star offers a range of professionally designed sales brochures to be used at the retail level to drive sales and improve product awareness, free-of-charge.



TECHNICAL
INFORMATION
(USA)

1000 WINDOW SERIES

QUALIFIES
FOR
50%

\$1.50
EACH



ComfortStar™ PATIO DOORS

PRESENTATION FOLDER

All prices shown are net. Pricing may change pending vendor availability.

SHOWROOM POSTERS



North Star offers a variety of showroom posters, available in 36" X 24" horizontal or 24" X 36" vertical format. Posters are made of 3/8" Sintra board and include a hanging slot. Dress up your showroom with North Star Art.



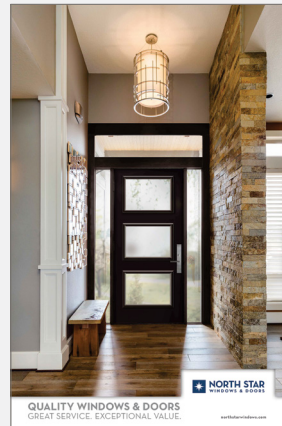
VERTICAL POSTERS – 24" X 36"



1



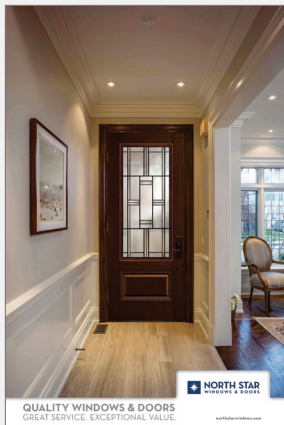
2



3



4



5



6



7



8

HORIZONTAL POSTERS – 36" X 24"



9



10

All prices shown are net. Pricing may change pending vendor availability.

WINDOW CUT-AWAYS

QUALIFIES
FOR
50%

North Star offers a variety of window cross-sections.

\$75
EACH
CROSS-
SECTION



SERIES 1000



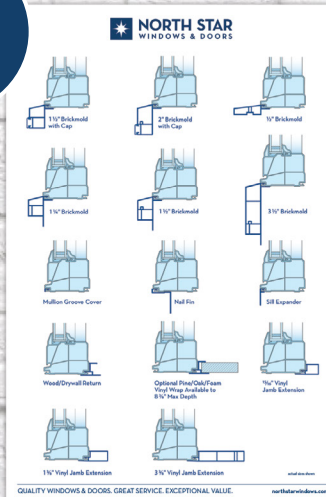
SERIES 1000 – TRIPLE PANE

POSTERS

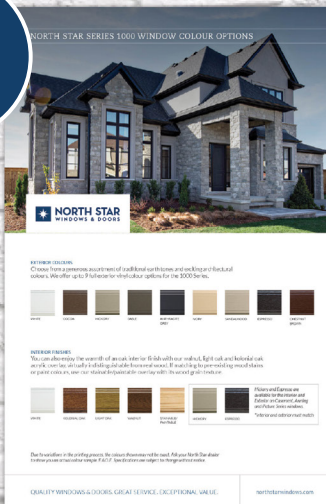
QUALIFIES
FOR
50%

Also available are 24" x 36" cross sections posters, colour options posters and hardware options posters mounted on 3/8" Sintra board. Ideal for your showroom.

\$90
CROSS-
SECTION
BOARD



\$90
COLOUR
OPTIONS
BOARD



All prices shown are net. Pricing may change pending vendor availability.

HARDWARE & GLASS OPTION SAMPLES

\$500
GLASS
SAMPLES

Also available is a 48" x 12" Fixed Window Frame showing Mistlite, Frosted, Acid Etched and Rain Glass samples.

QUALIFIES
FOR
50%



VERTICAL GLASS SAMPLES

SHOWROOM DISPLAYS











NEW!

QUALIFIES
FOR
50%

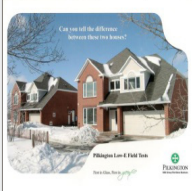





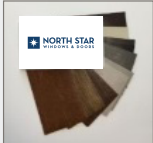

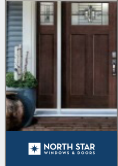
Dealers will receive displays at 50% off net, to a maximum of 20% of your co-op allowance for the year.

All prices shown are net.

MARKETING MATERIAL

<p>NORTH STAR 1000 SERIES WINDOW (16 pg. brochure)</p> <p>Part #: 960.1386 – English Part #: 960.1387 – French</p> <p>Window brochure featuring the 1000 series windows.</p>	
<p>NORTH STAR COMFORTSTAR™ PATIO DOOR (12 page brochure)</p> <p>Part #: 960.1496 – English Part #: 960.1497 – French</p> <p>ComfortStar™ Patio Door brochure featuring patio door options and configurations.</p>	
<p>NORTH STAR ENTRY DOOR CATALOGUE</p> <p>Part #: 960.1526</p> <p>Door catalogue featuring the door options available.</p>	
<p>NORTH STAR TECHNICAL INFORMATION (USA) (4 page brochure)</p> <p>Part #: 960.1518</p> <p>Outlines the technical specifications for each of our energy efficient windows, specific to the US market.</p>	
<p>NORTH STAR PRESENTATION FOLDER</p> <p>Part #: 960.2135 - \$1.50 (each net)</p> <p>Presentation folders are ideal for presenting quotations to your customers.</p>	
<p>NORTH STAR WARRANTY CARD</p> <p>Part #: 960.1520 – English Part #: 960.1521 – French</p> <p>Outlines warranty coverage, including detachable “Certificate of Coverage” for warranty transfers.</p>	
<p>PILKINGTON ACTIV SELF CLEANING GLASS (2 page brochure)</p> <p>Part #: 960.1464</p> <p>Explains the principles of how ACTIV™ Self Cleaning Glass works and provides features and benefits</p>	
<p>PILKINGTON ENERGY ADVANTAGE LOW E GLASS (4 page brochure)</p> <p>(Give Your Home the Gift of Free Energy) Part #: 960.1460</p> <p>Illustrates the benefits of Energy Advantage™ Low E glass</p>	

MARKETING MATERIAL

<p>PILKINGTON LOW-E FIELD TESTS (Can you tell the difference between these two houses?) Part #: 960.1490</p> <p>Demonstrates the field tests completed in order to show the effectiveness of using the Energy Advantage Low E (HSG) windows over the use of windows with low solar heat gain.</p>	
<p>CARDINAL COATED GLASS LoE 366 GLASS (Ultimate Performance Glass) Part #: 960.1494</p> <p>Explains the benefits of low solar heat gain by using a LoE 366 coating.</p>	
<p>EDGETECH HEALTH SMART WINDOWS (Home is where we keep our most precious possessions.) Part #: 960.1476</p> <p>Encompasses everything that is a "Health Smart Window™" and addresses the following:</p> <ul style="list-style-type: none"> • Why Super Spacer® is the best choice for health and comfort in the home • Problems with humidity and condensation on windows and how resulting mold growth can lead to illness • How warm edge Super Spacer® is the solution 	
<p>EDGETECH BETWEEN YOU AND THE ELEMENTS Part #: 960.1474</p> <p>Explains the features and benefits of Super Spacer.</p>	
<p>EDGETECH SUPER SPACER (When it comes to minimizing condensation, Super Spacer leaves all others out in the cold) Part #: 960.1470</p> <p>Details the benefits of No-Metal Super Spacer.</p>	
<p>SUSTAINAVIEW SUPER SPACER (You want to do your part. We can help.) Part #: 960.1472</p> <p>Features the environmental benefits of using warm edge spacer.</p>	
<p>SMALL WINDOW COLOUR SAMPLES Part #: 960.1515</p> <p>Colour booklets available for customers.</p>	
<p>DOOR PAINT COLOUR SAMPLES Part #: 960.1523</p> <p>Perforated colour chips to use as customer handouts.</p>	
<p>DOOR STAIN COLOUR STAIN SAMPLES Part #: 960.1524</p> <p>Stain colours available for doors for customers.</p>	








MARKETING MATERIAL ORDER FORM

INSTRUCTIONS

To order, please complete the appropriate fields below.

Save completed pdf and email to greg.robertson@cornerstone-bb.com

DEALER NAME:	ENTER NAME	DATE REQUESTED:	DATE
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MARKETING MATERIAL REQUIRED	PART #	QUANTITY
	NORTH STAR 1000 SERIES WINDOW BROCHURE	960.1386 – English
		960.1387 – French
	NORTH STAR PATIO DOOR BROCHURE	960.1496 – English
		960.1497 – French
	NORTH STAR ENTRY DOOR CATALOGUE	960.1526
	NORTH STAR TECHNICAL INFORMATION (USA)	960.1518
	NORTH STAR PRESENTATION FOLDER - \$1.50 (EACH NET)	960.2135
	NORTH STAR WARRANTY CARD	960.1520 – English
		960.1521 – French
	PILKINGTON ACTIV SELF CLEANING GLASS BROCHURE	960.1464

CONTINUED OVER:

MARKETING MATERIAL ORDER FORM

MARKETING MATERIAL REQUIRED	PART #	QUANTITY
	960.1460	
	960.1490	
	960.1494	
	960.1476	
	960.1474	
	960.1470	
	960.1472	
	960.1515	
	960.1523	
	960.1524	

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GREG.ROBERTSON@CORNERSTONE-BB.COM