



PARTNERING FOR SUCCESS

CO-OP & MARKETING PROGRAM

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The North Star Co-Op & Marketing Program is our annual commitment to our qualifying dealer's success. At its core, this program is designed with the sole purpose of strategically investing in our dealers where mutual success is the ultimate goal.

By providing marketing tools and supports to our qualifying dealers, our dealers are empowered to enhance their market presence and strengthen their brand affinity through co-branded omni-channel marketing.

The funds made available through the Co-Op Program are designed to help fund your local advertising activities and strengthen your partnership with North Star.

GENERAL RULES OF ENGAGEMENT

NET SALES	CO-OP %
\$400,000+	0.5% of Year-Prior Sales

REIMBURSEMENT

Reimbursement will be made in the form of a credit memo and does not cover production or design costs. Reimbursement will not be paid if shown to have balances owing.

APPROVALS

All initiatives funded by co-op **must be pre-approved** by the administrators of this program pre-production – no other representatives have the authority to approve co-op funded initiatives. To request pre-approval, please email a copy of your artwork or advertising proofs to marketing.nst@cornerstone-bb.com.

All co-op claims must be submitted by the cut-off date of December 9, 2024. We ask that claims be submitted as they occur throughout the year, and not all at once.

CO-OP REIMBURSEMENT RATES

REIMBURSEMENT PERCENTAGE	
DIGITAL ADVERTISING (DIGITAL PAID MEDIA)	75%
PRINT ADVERTISING (FLYERS, NEWSPAPERS)	50%
OOH ADVERTISING (BILLBOARDS, LAWN SIGNS)	50%
RADIO/TV ADVERTISING	50%
TRAILER WRAPS & VEHICLE DECALS	50%
POP-UP BANNERS, SHOWROOM POSTERS & SAMPLES	50%

UNIQUE OPPORTUNITIES

If you are considering a unique co-op opportunity not mentioned within this document, please reach out to our [Marketing Department](#) to confirm eligibility.

DISPLAYS & APPAREL

Effective January 1, 2024, displays and apparel are no longer included in North Star's co-op marketing program. We understand the importance of showroom displays and are dedicated to addressing each request on a case-by-case basis. Please connect with your Dealer Development Representative or our Marketing Department with any questions.

BRANDING

To ensure a quick and seamless approval process, it is imperative that the logo and company name used throughout your advertising initiatives aligns with North Star's brand standards. The administrators of this program, in their sole discretion, can deny or refuse co-op submissions that do not align with our brand standards including but not limited to incorrect logos, references to previously held company names, or where product claims are not supported in North Star's own advertising.

The North Star logo can be no smaller than 50% of the dealer logo in any advertisement and North Star mentions in advertising must be at least equal to references to the dealer name. Advertising with competing brands of any kind will not be considered.

EXCLUSIVITY

All advertising is to be exclusive to North Star and your brand. No competing brands of any product are permitted.

BRAND GUIDELINES

BRAND COLOURS

HEX: #003E6B
RGB: R-0 G-62 B-107
CMYK: 100, 80, 33, 20
PANTONE: 7694 C

HEX: #000000
RGB: R-0 G-0 B-0
CMYK: 75, 68, 67, 90
PANTONE: BLACK 6 C

LOGO VARIATIONS

PRIMARY FULL COLOUR LOGO



BLACK LOGO*



*Selective usage. Greyscale advertisements only. Available upon request.

WHITE LOGO



The star symbol adjacent to the company name must always be present.

TYPOGRAPHY

Montserrat Font Family | Thin, Extra Light, Regular, **Semi-Bold** and **Bold**.

WHERE TO DOWNLOAD

Please visit the Dealer Portal to download our brand logo. If you require a different file format than provided, please contact marketing.nst@cornerstone-bb.com.

DIGITAL PAID MEDIA ADVERTISING

REIMBURSEMENT PERCENTAGE

DIGITAL ADVERTISING (DIGITAL PAID MEDIA)	75%
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WHAT WE COVER

North Star's Co-Op & Marketing Program will credit 75% of your co-branded paid media advertising costs* up to your pre-determined co-op budget.

WHY INVEST IN PAID MEDIA

In an era dominated by digital platforms, paid media offers a targeted and scalable approach to reach specific audience segments, driving brand visibility and customer engagement.

With the ability to precisely define demographics, interests, and behaviours, businesses can optimize their ad spend and ensure that their message reaches the right audience.

Paid media also provides measurable results, allowing businesses to track and analyze the performance of their campaigns in real-time, enabling data-driven decision-making and the ability to adjust strategies when necessary.

NEED DESIGN ASSISTANCE?

North Star offers pre-made templates for dealer use.

We understand that our pre-made templates may not be the right fit for your business, but that you may still require assistance with creative design when getting started. Our Marketing team is dedicated to assisting you with developing paid media creative that fits your brands needs at no-charge.

Contact marketing.nst@cornerstone-bb.com to get started or to request pre-configured templates.



An example of a pre-made 1080 x 1080 social media template with dealer imprint space.

*All digital marketing co-op submissions must include performance metrics, including but not limited to: impressions, engagement, reach, cost per click and campaign duration. All requirements mentioned within this co-op program must be upheld and pre-approved before proceeding with any paid digital marketing campaign that is planned through co-op. The invoice and copy of your campaign creative will be required upon submission. Digital paid media includes but is not limited to: Instagram, Facebook, TikTok, Twitter (X), LinkedIn, Pinterest, YouTube, Google Ads (Search & Display) and Bing Ads.

APPAREL & PROMOTIONAL MERCHANDISE

REIMBURSEMENT PERCENTAGE	
APPAREL & PROMOTIONAL MERCH	INQUIRE FOR MORE DETAILS

WHAT WE COVER

Apparel and Promotional Merchandise is not available as a standard offering within the 2024 Co-Op Marketing Program. Please inquire with our Marketing Department for more details on co-op coverage for co-branded materials.

Apparel and promotional merchandise cannot be ordered through North Star – we encourage dealers to work with their local vendors on material and sizing requirements.

DOWNLOAD OUR LOGO

Scan the QR code to access our Dealer Portal for high-resolution logos & assets.



An example of branded apparel.

RADIO & TV ADVERTISING

REIMBURSEMENT PERCENTAGE

RADIO & TV ADVERTISING*

50%

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 eight 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.

*North Star provides pre-made radio ads that can be modified by your local radio station to include your dealer tagline. North Star does not provide custom tagline insertions, nor do we provide readily available commercial spots.

OUT-OF-HOME & PRINT ADVERTISING

REIMBURSEMENT PERCENTAGE

OUT-OF-HOME & PRINT ADVERTISING	50%
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WHAT WE COVER

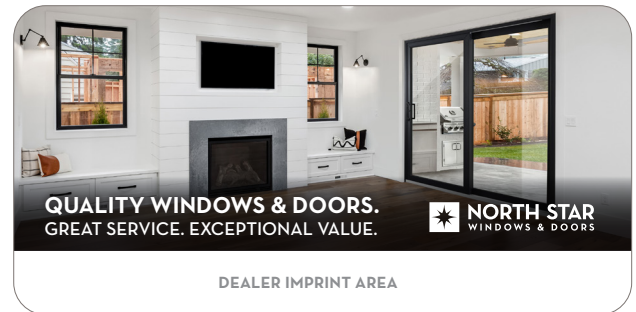
North Star's Co-Op & Marketing Program will credit 50% of your out-of-home advertising costs.

Out-of-home billboards are a great way to advertise to the public. Placed along high-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.

North Star's pre-made billboard artwork is sized to a standard 20' x 10' display panel.

If you require a custom size, please reach out to marketing.nst@cornerstone-bb.com.



POP-UP BANNERS

REIMBURSEMENT PERCENTAGE

POP-UP BANNERS	50% (\$200 ea. pre-discount)
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North Star's pre-made pop-up banner artwork is sized at a 33.5" x 79.75" roll-up banner. Please reach out to marketing.nst@cornerstone-bb.com for options.

TRUCK & TRAILER WRAPS

REIMBURSEMENT PERCENTAGE

TRUCK & TRAILER WRAPS	50%
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JOBSITE LAWN SIGNS

REIMBURSEMENT PERCENTAGE

JOBSITE LAWN SIGNS	50% (\$10 ea. 200+, \$13 ea. 100+ pre-discount)
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Lawn signs must be ordered by December 1, 2024.

SHOWROOM POSTER BOARDS

REIMBURSEMENT PERCENTAGE	
POSTER BOARDS (24x36" & 36x24")	50% (\$50 ea. pre-discount)

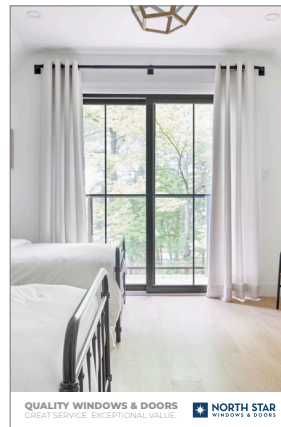
VERTICAL POSTERS - 24" X 36" (12 OPTIONS)



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4



5



6



7

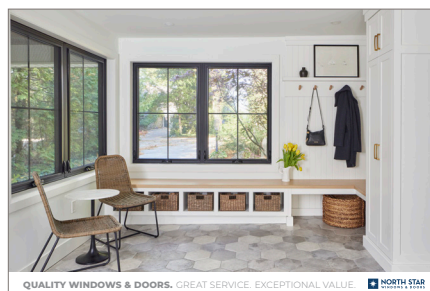


8

HORIZONTAL POSTERS - 36" X 24" (12 OPTIONS)



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Preview all options in the dealer portal or by visiting our [shared Dropbox folder](#).

LITERATURE

REIMBURSEMENT PERCENTAGE	
LITERATURE	NO-CHARGE



Series 1000
Window Brochure



ComfortStar™
Patio Door Brochure



Sentinel™
Entry Door Brochure

Additional literature and samples including warranty cards, colour, and stain swatches are available upon request for no-charge.

SAMPLES

REIMBURSEMENT PERCENTAGE	
GLASS SAMPLES	50% (\$500 ea. pre-discount)
WINDOW CUT-AWAYS/CROSS-SECTIONS	50% (\$75 ea. pre-discount)



Double & Triple Pane

TEXTURED GLASS SAMPLES

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



SALES TOOLS & ADVERTISING MATERIALS

Take advantage of all the tools and resources available to North Star dealers by accessing the Dealer Portal on northstarwindows.com. These items include:

LITERATURE

- Series 1000 Brochure
- Sentinel Entry Door System Brochure
- ComfortStar Brochure

BEAUTY IMAGES

- Windows
- Patio Doors
- Entry Doors
- Garden Doors

RADIO ADS

- Colour Options
- Generic
- Triple Glazing
- Energy Saving
- Green
- Quality

PRINT MATERIALS

- 10' x 20' Billboards (4 Options)
- 24" x 36" & 36" x 24" Showroom Posters
- 1/4- & 3/8-Page Print Ads (4 Options ea.)

AND MORE

If you require custom materials, please connect with our [Marketing Department](#) for assistance.

