



2025

# DEALER ADVERTISING CO-OP PROGRAM

The Trane® Dealer Advertising Co-op Program is designed to help you stimulate Trane residential and light commercial product sales by sharing the cost of your qualifying advertising. This guide is intended to provide key details, but see the official guidelines in your co-op sales plan for program specifics.

## Take It To The MAX

Getting the most value out of your co-op dollars just got easier.

Meet MAX: a web-based tool that opens up a world of highly accessible, business-boosting marketing resources. MAX, short for Marketing Advertising eXpress, provides everything you need to quickly create ads. Included in this easy to use system are:

1. Ad Builder
2. Image Library

MAX is a tool designed as a result of Trane's response to dealer input and appreciation for a commitment to our brand, to make your co-op dollars work as hard as you do to generate leads and close sales. Continual improvement is part of the formula for success. We invite you to send your feedback on how MAX could be even more valuable to support@tranemax.com.



This guide is valid for the January 1, 2025 through December 31, 2025 program. Please refer to your distributor and your co-op sales plan for official language.



### MAXimize Your Advertisements

To use your co-op dollars productively and increase your competitive edge, you need a tool that allows you to market as efficiently and effectively as possible. MAX was designed to be intuitive and easy to use, with new templates to communicate both the Trane brand AND your brand.

Access MAX 24/7 from: *ComfortSite > Marketing Center > MAX (Marketing Advertising eXpress)*

### Customizable ad templates available on MAX:



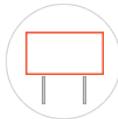
Direct Mail



Newspaper & Magazine



Door Hangers



Yard Signs



Thank You Cards



Billboards



Radio



TV



Web Banners

### Choose between two types of ad templates:

#### **RTR (Ready To Run)**

Quick & easy static templates allow you to add your own logo and company contact information using a pre-made ad.

#### **BYO (Build Your Own)**

Customizable templates with several options to choose from and more dealer space!

### Downloadable material available on MAX:



Logos



Product Photography



Lifestyle Images



Web Banners

### Radio & TV

All radio & TV ads have a customizable area for both offer and dealer tagging.



All available radio ads can be listened to on MAX.

You may also download production quality ads that have an area for custom offer and dealer information.



All available TV ads can be viewed on MAX.

You may also download production quality ads that have an area for custom offer and dealer information.

Pre-approval is strongly recommended for all ads to ensure co-op eligibility, and can be requested from your distributor's local marketing contact.

## MEDIA SPECIFIC GUIDELINES: TRADITIONAL MEDIA



Eligible Media	Ad Requirements	Claim Requirements
Television or Cinema	<p><b>:15, :30 &amp; :60 ads:</b>  Approved Trane or TCS logo at least 50% size of dealer logo and at least one Trane mention in audio/voiceover</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Finalized produced ad OR notarized script detailing audio and visual ad components</p>
Radio (including digital) or Podcast	<p><b>:15, :30 &amp; :60 ads:</b>  One Trane mention in audio/voiceover  ("It's Hard to Stop a Trane" tagline counts as 1 mention)</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Finalized produced ad OR notarized script detailing audio components</p>
Printed Materials: Direct Mail, Door Hangers, Printed Newsletter, Newspaper, Magazines and Yard Signs	<p>Approved Trane and/or TCS logo at least 50% size of the dealer logo</p> <p>OR approved Trane and/or TCS logo with additional Trane element (Trane product photo, promotion, offer, creative image. Logo must be in the ad.  (No competitive brands or imagery)</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Copy of Printed Piece or Ad (electronic form is acceptable)</p>
Dealer Outdoor Building Signs: Static or Electronic	<p>For electronic building signs, only the cost of the sign is co-op eligible.  No installation or maintenance costs.</p> <p>Approved Trane and/or TCS logo</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Photo of installed sign and for electronic copy of art card</p>

## MEDIA SPECIFIC GUIDELINES: TRADITIONAL MEDIA



Eligible Media	Ad Requirements	Claim Requirements
Billboards (static or electronic)	<p>Approved Trane and/or TCS logo at least 50% size of the dealer logo</p> <p>OR approved Trane and/or TCS logo with 1 additional Trane element (Trane product photo, promotion, offer, creative image).</p> <p>(No competitive brands or imagery)</p>	<p><b>Proof of Cost:</b> Copy of invoice</p> <p><b>Proof of Performance:</b> Photograph or art card of billboard</p>

## MEDIA SPECIFIC GUIDELINES: DIGITAL MEDIA

Eligible Media	Ad Requirements	Claim Requirements
Over the top (OTT)	<p><b>:15, :30 &amp; :60 ads:</b> Trane Logo and at least one Trane mention in audio/voiceover</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Finalized produced ad OR notarized script detailing audio and visual ad components</p>

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# MEDIA SPECIFIC GUIDELINES: DIGITAL MEDIA



Eligible Media	Ad Requirements	Claim Requirements
Website/Landing Page /Mobile Site Development and Continued Maintenance/Hosting	<p>Approved Trane and/or TCS logo on the main page</p> <p><b>No competitive logos or imagery</b></p> <ul style="list-style-type: none"> <li>-Brands serviced may be listed by name</li> </ul> <p><b>Include at least 2 of the following elements:</b></p> <ul style="list-style-type: none"> <li>- Trane product pages(s)</li> <li>- Trane product images(s) on main page</li> <li>- Trane related articles/blog</li> <li>- Equipment offers specific to Trane</li> <li>- Wells Fargo or Financeit financing page per guidelines</li> </ul>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Website URL</p> <p>Trane reserves the right to audit website to validate ongoing compliance</p> <p>Amount reimbursed may be prorated based on % of website dedicated to HVAC (vs. plumbing, etc.)</p> <p>“Trane” cannot be used in newly created URL domain names.</p>
Search Engine Optimization (SEO)	<p>Approved Trane and/or TCS logo on main page</p> <p><b>No competitive logos</b></p> <ul style="list-style-type: none"> <li>- Brands serviced may be listed by name</li> </ul> <p><b>Include at least 2 of the following elements:</b></p> <ul style="list-style-type: none"> <li>- Trane product pages(s)</li> <li>- Trane product images(s) on main page</li> <li>- Trane related articles/blog</li> <li>- Equipment offers specific to Trane</li> <li>- Wells Fargo or Financeit financing page per guidelines</li> </ul>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Website URL</p> <p>Trane reserves the right to audit website to validate ongoing compliance</p> <p>Amount reimbursed may be prorated based on % of website dedicated to HVAC (vs. plumbing, etc.)</p>
Pricebook Digital	<p>Only Trane Equip, Parts &amp; Supplies may be represented</p> <p>Pricebook Digital is the only vendor approved for co-op</p> <p>Dealer must maintain their own contract with Pricebook Digital and submit for reimbursement</p>	<p><b>Proof of Cost:</b></p> <p>Pricebook Digital Invoice</p>

## MEDIA SPECIFIC GUIDELINES: DIGITAL MEDIA



Eligible Media	Ad Requirements	Claim Requirements
Online Banner/ Display Ads Desktop or mobile ads	<p>Approved Trane and/or TCS logo at least 50% size of the dealer logo</p> <p>OR approved Trane and/or TCS logo with 1 additional Trane element (Trane product photo, promotion, offer, creative image).</p> <p>(No competitive brands or imagery)</p> <p>If promoting financing, click through link must direct to page with full financing disclaimer</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Copy of digital ad</p> <p>Destination URL or screen shot of destination URL/landing page if promoting a financing offer</p>
Digital Video/ Pre-roll Ads	<p>Approved Trane or TCS logo at least 50% size of dealer logo</p> <p>OR approved Trane and/or TCS logo with 1 additional Trane element (Trane product photo, promotion, offer, creative image).</p> <p>If promoting financing, click through link must direct to page with full financing disclaimer</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Copy of digital ad</p> <p>Destination URL or screen shot of destination URL/landing page if promoting a financing offer</p>
Keyword Search Advertising (PPC) Includes click-to-call ads	<p>Only non-Trane branded HVAC related keywords are eligible (examples: AC repair, furnace maintenance, heating and air dealer, ac installation)</p> <p>Search engine ad must include Trane mention or promotional offer featuring Trane product</p> <p>If promoting financing, click through link must direct to page with full financing disclaimer</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> List of keywords</p> <p>Destination URL or screen shot of destination URL/landing page if promoting a financing offer</p>

# MEDIA SPECIFIC GUIDELINES: DIGITAL MEDIA



Eligible Media	Ad Requirements	Claim Requirements
Google Local Services Ads (GLS) /Google Shopping	<p>For GLS: Mediagnostic or SearchKings must be used – these vendors have created specific GLS accounts for HVAC</p> <p>Only HVAC leads from GLS are co-op eligible</p> <p>For Google Shopping: SearchKings must be used and adhere to Trane program guidelines</p> <p><i>*TCS dealers who selected the Lead Generation growth benefit may co-op GLS leads after they have exhausted the \$3,500/\$6,000 growth benefit credit.</i></p>	<p><b>Proof of Cost:</b> Copy of Invoice or Report from Mediagnostic or SearchKings; For Google Shopping Trane invoices are also accepted</p> <p>Trane reserves the right to audit sales of Trane/RunTru equipment on GLS HVAC leads and Google Shopping</p>
Social Media Management & Ads	<p>Content must include Trane elements (logo, product, promotions, etc.) and comply with applicable laws and regulations.</p> <p>“Special financing available” is acceptable; No Specific term or rate finance offers may be included in social media advertising. No targeted or sponsored posts are allowed. Must comply with Wells Fargo or Financeit guidelines.</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p>
Email Marketing	<p>Approved Trane and/or TCS logo at least 50% size of the dealer logo in a prominent part of the email (ex. Header, above the fold, leading content, etc.) and comply with applicable laws and regulations.</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Copy of Email</p>
Online Local Listing Management	<p>DAC Group's Local Presence Management (LPM) and review monitoring program fee; one-time fee to transfer reviews to trane.com (for non-TCS dealers &amp; Distributors)</p> <p><b>Register at:</b> <a href="http://trane.dacgroup.com">trane.dacgroup.com</a> Program is free for TCS Dealers</p>	<p><b>Proof of Cost:</b> Copy of Invoice from DAC Group</p>

## MEDIA SPECIFIC GUIDELINES: OTHER MEDIA



Eligible Media	Ad Requirements	Claim Requirements
Sponsorships	<p>Include a promotional element (TV, radio, billboard, direct mail, digital ad, etc.)</p> <p>Follow media guideline requirements.</p> <p>If event sponsorship, include prominent Trane signage with approved Trane logo</p> <p>Benefits (tickets, suite access, parking passes, VIP passes, etc.) are not eligible for reimbursement as separate line items but can be included as added value in packages</p> <p>Pre-approvals are strongly encouraged.</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b></p> <ul style="list-style-type: none"> <li>-Copy of sponsorship contract</li> <li>-Final produced promotional element</li> <li>-Photograph of Trane Signage at event</li> <li>-Charity events are excluded from this category unless they meet requirements as stipulated under sponsorships</li> </ul>
On-hold Messaging	Mention Trane at least 1 time for every :60 seconds of audio	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b></p> <p>Final produced on-hold message recording</p>
Events, Shows & Exhibits	<p>Trane signage with approved Trane and/or TCS logo at 50% size of the dealer's logo</p> <p>Trane products must be on display (cost of product is not eligible)</p> <p>No competitive products/brands on display</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Photos of event and/or exhibit showing Trane signage and product display</p> <p><b>Deposit claims:</b> Event date, location and deposit invoice (due within 90 days of invoice date or activity date). The claim can be reimbursed out of the fund year for either the invoice date or the activity.</p>

## MEDIA SPECIFIC GUIDELINES: OTHER MEDIA



Eligible Media	Ad Requirements	Claim Requirements
Vehicle Wraps/ Full Designs	<p>Approved Trane and/or TCS logo at least 50% size of the dealer logo in a prominent location on a minimum of 2 sides</p> <p>Trane logo decals should be claimed under Branded Merchandise category</p> <p>Signature graphics is preferred vendor</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Photo of vehicle minimum of 2 sides</p>
Branded Uniforms & Apparel	<p>Approved Trane logo and/or TCS logo</p> <p><b>Preferred vendors</b></p> <p><b>Branded Merchandise:</b> PSG Geiger; <a href="http://traneresidentialbrandstore.com">traneresidentialbrandstore.com</a>; Metro Printed Products</p> <p><b>Uniforms:</b> Wayne Enterprises (ComfortSite &gt; Marketing Center)</p>	<p><b>Proof of cost:</b> Detailed invoice from vendor showing all expenses</p> <p><b>Proof of performance:</b> Picture of item purchased showing approved Trane logo</p> <p>If items are ordered via Trane's preferred vendor, proof of performance is not required</p>
Branded merchandise, promotional items & vehicle decals	<p>Trane logo and/or TCS logo at least 50% in size to the dealer/IWD logo if applicable</p> <p><b>Preferred vendors:</b></p> <p><b>Branded Merchandise:</b> PSG Geiger; <a href="http://traneresidentialbrandstore.com">traneresidentialbrandstore.com</a>; Metro Printed Products</p> <p><b>Vehicle Wraps:</b> Signature Graphics (ComfortSite &gt; Marketing Center)</p>	<p><b>Proof of Cost:</b> Invoice from vendor</p> <p><b>Proof of Performance:</b> photo of item purchased (with Trane logo shown)</p> <p>If items are ordered via Trane's preferred vendor(s), photos of the items are not required</p> <p>Gift certificates are not eligible</p> <p>Only custom brochure/flier (not available from Metro) printing expenses are eligible</p>

## MEDIA SPECIFIC GUIDELINES: OTHER MEDIA



Eligible Media	Ad Requirements	Claim Requirements
Product Literature	Trane and RunTru consumer literature ordered on ComfortSite > Order Center > Marketing Materials	<b>Proof of Cost:</b> Copy of invoice from Metro
CallSource	Tracking for leads through marketing mediums	<b>Proof of Cost:</b> CallSource Invoice  <b>Proof of Performance:</b> Signed affidavit from vendor stating only Trane Products are represented
Podium	Online reputation management and customer interaction/reviews	<b>Proof of Cost:</b> Podium Invoice

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## INELIGIBLE EXPENSES



### INELIGIBLE EXPENSES REIMBURSEMENT, including but not limited to:

- Barters or trades for equivalent value
- Call centers and answering services
- Charitable or political contributions
- Classified ads
- Customary business expenses such as office equipment, supplies, vehicles and software
- Event, entertainment and travel expenses not tied to an approved sales incentive plan
- Market research
- Production expenses for individually produced creative
- Services performed by distributor or dealer employees
- TCS program fees
- Uniform rental and cleaning services
- Hiring of Personnel

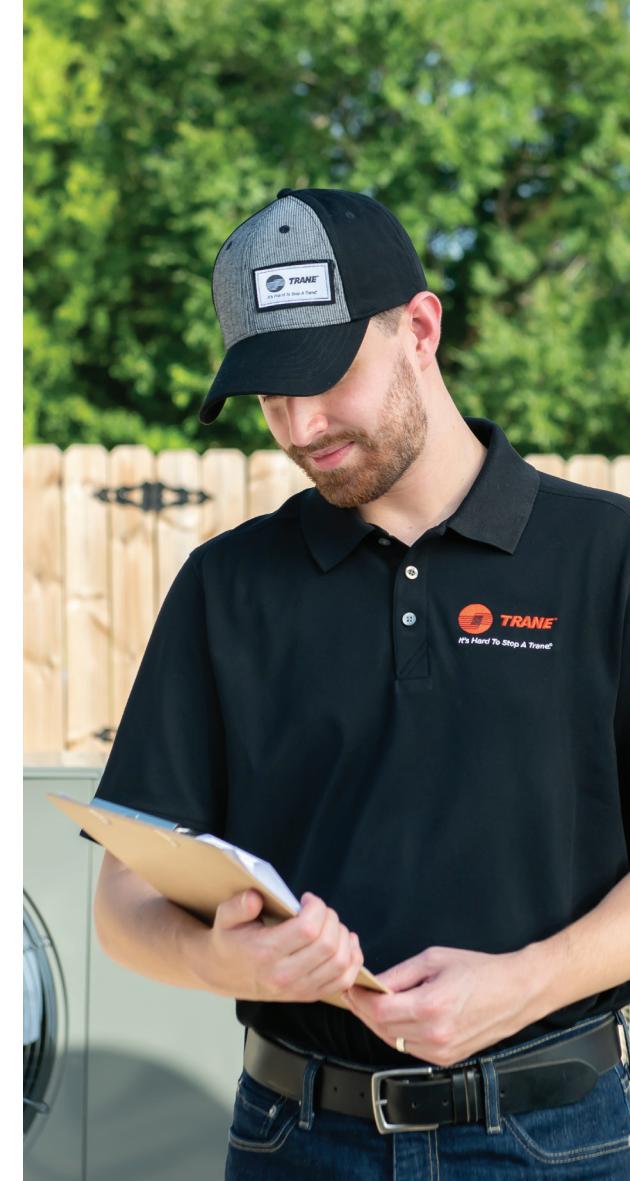


## GENERAL ADVERTISING REQUIREMENTS



Follow these key guidelines to ensure your ads are eligible for co-op:

- Feature Trane products exclusively.
- Meet Trane Brand Identity Guidelines as posted on ComfortSite: MAX Info Center
- Contain the proper Trane logo and/or Trane Comfort Specialist (TCS) logo (if eligible)  
Note: Both logos are not required to be shown together.
  - The Trane logo must also contain the “It’s Hard To Stop A Trane.” tagline
  - RunTru logo may be used in advertising as a standalone brand
  - Trane/Mitsubishi Electric products can be included in advertising when presented as a secondary product to Trane (i.e. Trane/Mitsubishi Electric product must be less than 50% of ad space.)  
For complete co-branded logo requirements, see the Mitsubishi/Trane Logo Usage Guide on MAX.
- Promotional and financial messages must specify the product, promotion/offer, dates plus any Trane and legal disclaimers.
- Dealers must be identified as “independent” Trane dealers.
- Advertising must meet all standards for responsible advertising (e.g. no false or misleading offers, offensive materials, etc.).
- Locomotive themes/pictures/photography will render an ad ineligible for reimbursement.



## Approved Logo Use

This is the lockup of the Trane logo with the tagline.

This unit is comprised of the Trane logomark, the Trane logotype, and the Trane tagline. The size relationship shown here must be maintained in all its applications. These elements, the size ratio of each element to one another, and their position in relation to one another should never be altered, resized, redrawn or modified in any way.

An appropriate amount of space (diameter of 1 logomark) should be left between the Trane logo and other information, such as product names and other logos.

The smallest the logo can be used to still be clear and effective is 1.25" wide in print or 125 pixels.



### PRIMARY COLORS

#### TRANE RED

##### PANTONE BRIGHT RED C

C / 0	R / 255
M / 88	G / 43
Y / 100	B / 0
K / 0	HEX / FF2B00

#### TRANE GREY

##### PANTONE 430 C

C / 33	R / 124
M / 18	G / 135
Y / 13	B / 142
K / 40	HEX / 7C878E

#### TRANE LIGHT GREY

##### PANTONE 427 C

C / 7	R / 208
M / 3	G / 211
Y / 5	B / 212
K / 8	HEX / D0D3D4

# BRAND/LOGO GUIDELINES (CONTINUED)



## Approved Logo Use



The preferred Trane logo and tagline format shown is used for most media. Its consistent use provides a consistent appearance and ensures the proper relationship between the Trane symbol and logotype. The tagline should appear as shown in Black.



Optional application of the logo in Trane Red on a Black background with tagline dropped out to White. Trane Red must be knocked out of Black background and not an overprint.



Dropout of a color. The logo should always appear in White. Do not use any other color combination.



The logo and tagline dropped out to White on a printed Black background.



The logo and tagline in Black printed on a White background.

## Incorrect Logo Use



*It's Hard To Stop A Trane.*

**Do Not** stretch, skew or distort the logo.



*It's Hard To Stop A Trane.*

**Do Not** create new or unapproved logo lockups.



*It's Hard To Stop A Trane.*

**Do Not** alter the proportions of the symbol and logotype or adjust the positioning of the logo elements.



**TRANE**  
Heating & Cooling

*It's Hard To Stop A Trane.*

**Do Not** add words to the lockup.



**TRANE**

*It's Hard To Stop A Trane.*

**Do Not** use the Trane logotype alone.



**TRANE**

*It's Hard To Stop A Trane.*

**Do Not** add a drop shadow or other special effects.



*It's Hard To Stop A Trane.*

**Do Not** recreate the logo in unapproved colors.



**TRANE**

*It's Hard To Stop A Trane.*

**Do Not** outline the logo.



**Do Not** use the Trane logomark without the Trane logotype.

*It's Hard To Stop A Trane.*

**Do Not** use the Trane tagline alone.

## BRAND/LOGO GUIDELINES (CONTINUED)



### TCS (Trane Comfort Specialist) Badge Use



The preferred way to reproduce the Trane Comfort Specialist (TCS) logo is in color.



80% black or PMS 7417 should be used when reversing the logo out of a background.



When the color version cannot be used in black & white print media, the TCS logo may be reproduced in one color or grayscale. 80% black should be used.

Colors	Pantone	4-Color Process
	7417 Trane Red	C 0% M 88% Y 100% K 0%
	80% Black Trane Grey	C 0% M 0% Y 0% K 80%
	50% to 10% to 50% Black Horizontal Gradient	50% to 10% to 50% Black Horizontal Gradient

### Buffered Zones



The TCS logo must always be at least the width of the house on the logo away from any other object, except when paired with the Trane logo or other logos/marks and a vertical line is used.

## BRAND/LOGO GUIDELINES (CONTINUED)



### Approved RunTru Logo Use



The smallest the logo can be used to still be clear and effective is 1.25" wide in print or 125 pixels for screens.



**NOTE:** The horizontal lines in "RUN" should always be white except when used in "Reversed" instance.



### LOGO SPACING

An appropriate amount of space (width of 1 'TRU' in logo-type) should be left between the RunTru logo and other information, such as product names and other logos.

### RUNTRU LOGO COLORS



**TRANE RED (PREVIOUS PAGE)**  
PREFERRED COLOR TO BE USED FOR THE RUNTRU LOGO TYPE AND ENDORSEMENT



**TRANE GRAY (PREVIOUS PAGE)**  
PREFERRED COLOR TO BE USED FOR THE "TRU" LOGO TYPE WHEN USED ON WHITE BACKGROUND



### ON WHITE

This is the preferred RunTru logo lockup. Its use across all mediums provides a consistent appearance and ensures the proper relationship between the logo elements.



### ON BLACK

Optional application of the logo and endorsement with "Tru" in white on a black background. The horizontal lines in "Run" should stay white. Trane Red must be knocked out of the black background and not an overprint.



### ONE COLOR

The logo, underline, and endorsement in black may be printed on a white background for black-and-white-only applications.



### REVERSED

When used on a colored background, always use the one-color white logo. Do not use any other color combination. The white logo may also be used on a black background, in place of the "On Black" version, when color is not an option.

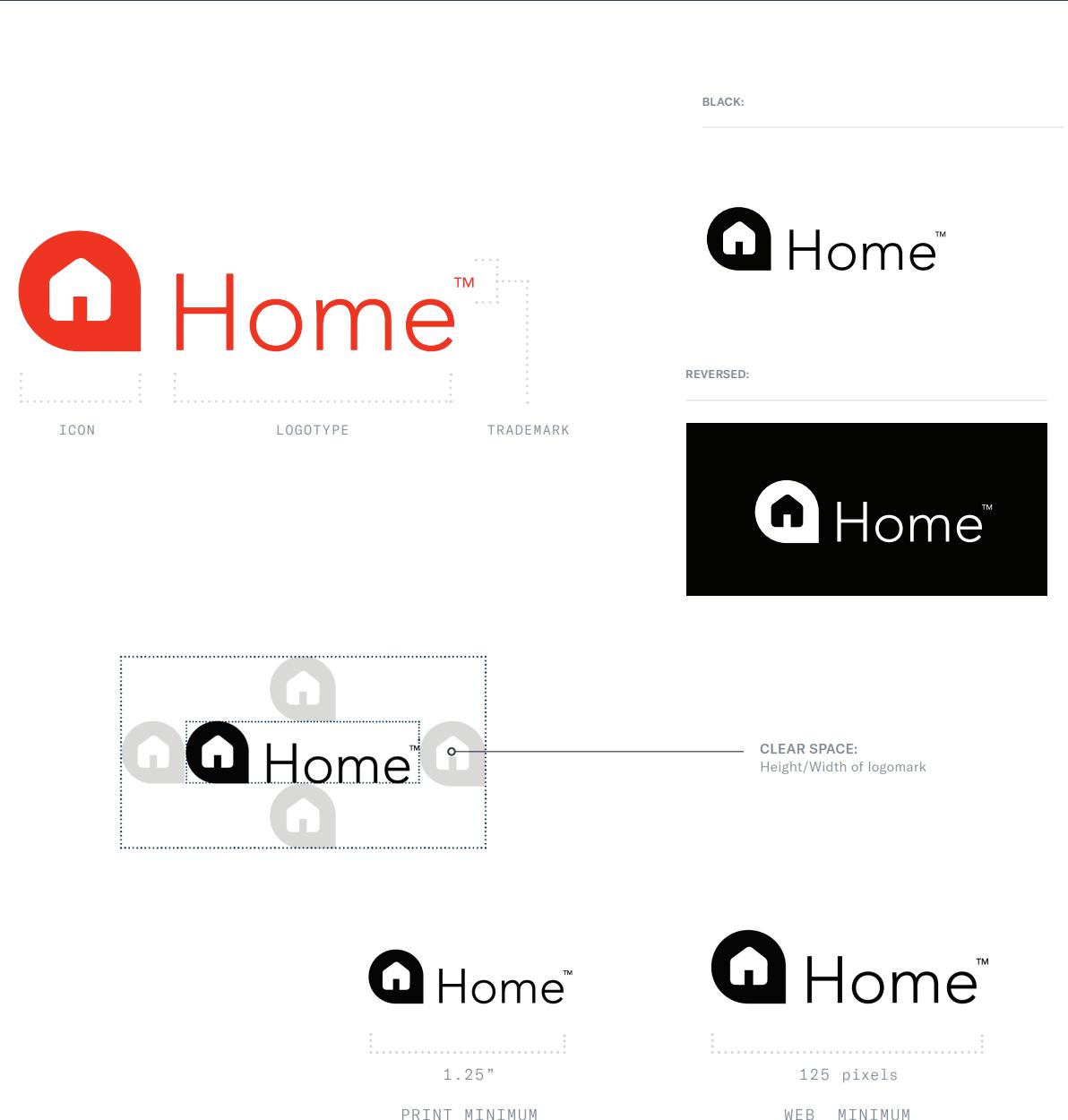
## BRAND/LOGO GUIDELINES (CONTINUED)



### Trane Home

This is the Trane Home Moniker design. Per best practice instructions on the following pages, this Moniker must always be utilized with the Trane Residential logo to reinforce these branded services, but never shown as a side-by-side lockup. The icon is part of the moniker and should never be used separately from the logotype. The Trane Home Moniker is currently available in Trane Red. Black and Reversed can be used when necessary. The Trademark symbol must always be shown.

An appropriate amount of space (diameter of 1 logomark) should be left between the Moniker and other information, such as product names and other graphics. The Moniker should never be placed directly next-to, above, or below the Trane logo. The moniker should be placed appropriately, but still accompanied by the Trane logo somewhere on all print and digital placements. Wherever the moniker is used, the Trane logo should also be visible.



# ASSEMBLED IN THE USA CLAIMS



## "ASSEMBLED IN THE USA" CLAIMS

"Made in America" and "Assembled in the USA" are strictly regulated legal claims.

No Trane products qualify for the claim "Made in America." Do not make this claim or similar claims such as "Manufactured or Produced in the USA." Do not imply this claim by using images such as American flags or maps of the United States.

Certain Trane products do qualify for "Assembled in the USA."

Because we have a mix of assembled and sourced products, we cannot make unqualified statements about the brand. You cannot say the following: Trane products are Assembled in the USA.

Example of what you can say:

The S9X2 gas furnace is Assembled in the USA (or alternately) in Trenton, NJ.

(See qualifying products listed below)

## OUTDOOR UNITS

Assembled location: Tyler, TX

4TTV/5TTV Condensers  
4TTZ Condensers  
4TTX/5TTX Condensers  
4TTR/5TTR Condensers  
4TTB Condensers  
4TTA/5TTA Condensers  
4TTA Condensers  
2TTB Condensers  
4TTM (Only serial #'s 14011 and later)  
4TTL/5TTL Condensers

4TWV/5TWV Heat Pumps  
4TWZ Heat Pumps  
4TWX/5TWX Heat Pumps  
4TWR/5TWR Heat Pumps  
4TWA/5TWA Heat Pumps  
2TWB Heat Pumps  
4TWL/5TWL Heat Pumps

## GAS FURNACES

Assembled location: Trenton, NJ

TUHM Gas-Fired Furnaces  
TUH Gas-Fired Furnaces  
TUX Gas-Fired Furnaces  
S9V Gas-Fired Furnaces  
S9B Gas-Fired Furnaces  
S8X Gas-Fired Furnaces  
TUC Gas-Fired Furnaces  
TUD Gas-Fired Furnaces  
TUE Gas-Fired Furnaces

TDHM Gas-Fired Furnaces  
TDH Gas-Fired Furnaces  
TDX Gas-Fired Furnaces  
S9X Gas-Fired Furnaces  
  
S8B Gas-Fired Furnaces  
TDC Gas-Fired Furnaces  
TDD Gas-Fired Furnaces  
TDE Gas-Fired Furnaces

## OIL FURNACES

Assembled location: North Judson, IN

THV Oil Furnaces  
TLR Oil Furnaces

TLF Oil Furnaces  
TDF Oil Furnaces

## PACKAGED UNITS

Assembled locations: Panama City, FL | Smith, AR

4TCY Cooling Packaged Models  
4TCC Cooling Packaged Models  
4TCX Cooling Packaged Models

## AIR HANDLERS

Assembled location: Vidalia, GA

GAM/5TAM Air Handlers  
GAF Air Handlers  
TEM/5TEM Air Handlers  
4TEE Air Handlers  
4TEC Air Handlers  
4TFB Air Handler  
GMU/V OTWH Air Handlers  
TAM/5TAM Air Handlers  
GAT Air Handlers  
4TEH Air Handlers  
4TGB Air Handlers  
4TFE Air Handlers

## CASED COILS

Assembled location: Trenton, NJ

4TXC/5TXC Cased Coils  
4TXA Un-Cased Coils  
4CXC Cased Coils  
4TXF Flat Coils  
4NXC Cased Coils  
4NXA Un-Cased Coils  
4PXC/5PXC Cased Coils  
4PXA Un-Cased Coils

## PACKAGED HEAT PUMPS

Assembled locations: Panama City, FL | Smith, AR, | Tyler, TX

4WCZ Heat Pump Packaged Models  
4WCY Heat Pump Packaged Models  
4WCX Heat Pump Packaged Models  
4WHC Heat Pump Over/Under Models

4DCZ Heat Pump Packaged Models  
4DCY Heat Pump Packaged Models  
4WCC Heat Pump Packaged Models

## GAS ELECTRIC PACKAGED HEAT PUMPS

Assembled locations: Panama City, FL | Smith, AR

4YCZ Gas Electric Packaged Models  
4YCX Gas Electric Packaged Models

4YCY Gas Electric Packaged Models  
4YCC Gas Electric Packaged Models

# WHY ADVERTISING DISCLOSURES ARE NEEDED



Disclosing the details of a promotional offer is incredibly important because it helps customers make informed choices. Accurate and prominent credit terms and costs are also important because they help:

- Customers understand their financing options.
- Build trusted, positive experiences with your customers.
- Prevent the risk of litigation and damage to your reputation.

## What happens if I don't follow the advertising laws and regulations?

Wells Fargo and third-party advertisers like you are equally responsible for complying with the advertising laws or it may result in penalties like fines, reputation damage, and other negative consequences for all parties.

## Are compliance requirements for all financing programs the same?

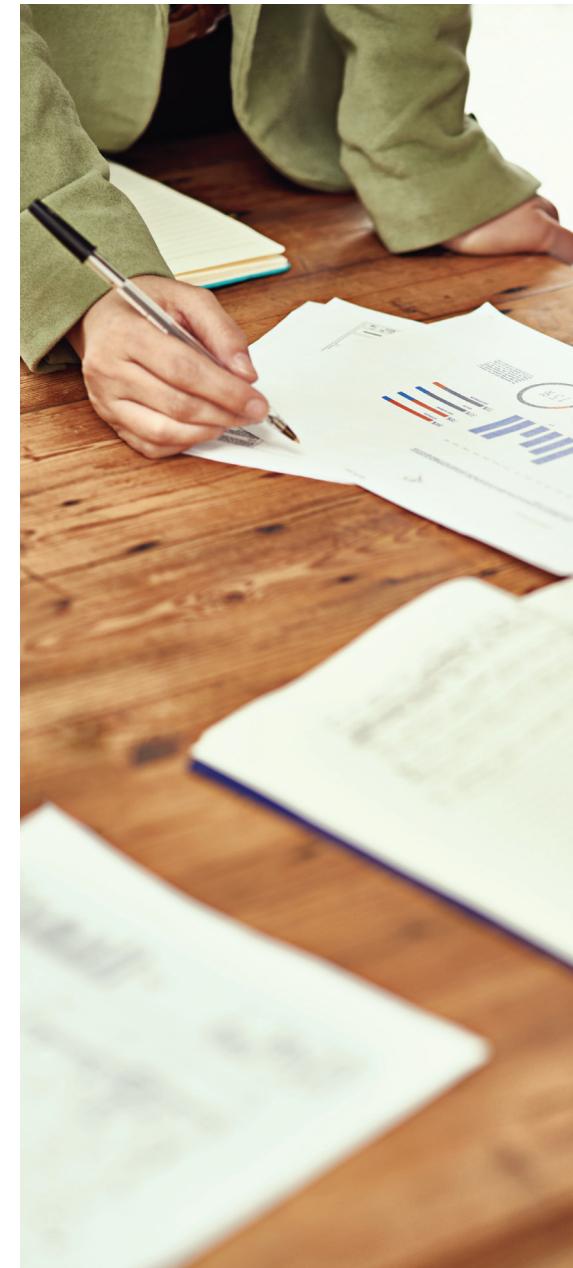
Different state and federal laws apply to consumer finance programs. Guidelines from other credit card program providers do not replace ours, which are based on Wells Fargo policy. All requirements may not transfer across finance providers.

State and federal laws and regulators that mandate specific rules when promoting financing include, but are not limited to:

- UDAAP (Unfair, Deceptive and Abusive Acts & Practices) laws
- Truth in Lending Act (TILA); including Regulation Z
- The Federal Trade Commission (FTC).

For full disclaimer guidelines, visit:

[https://retailservices.wellsfargo.com/programs/df3080921/en\\_US/pdfs/advertising\\_requirements.pdf](https://retailservices.wellsfargo.com/programs/df3080921/en_US/pdfs/advertising_requirements.pdf)



## CO-OP PRE-APPROVAL PROCESS



You can submit your ads for co-op pre-approval to [dealeradvertising@munchsupply.com](mailto:dealeradvertising@munchsupply.com). Pre-approval requests submitted are processed within 24-48 hours.

Please plan accordingly. Utilize MAX for correct logos.