



2025 TYM DEALER CO-OP ADVERTISING PROGRAMS



SIGN-UP BY FEBRUARY 15TH, 2025 DEADLINE

All the advertising plans are TYM brand approved and co-op eligible

www.tymdealercoop.com



Mach One Media Group, Inc. is a full-service advertising program specializing in co-op advertising. Mach One Media Group, Inc has been proudly serving clients since 1997 and has extensive experience working with dealers in the tractor industry.

Mach One Media Group has teamed up with TYM to provide dealers with a comprehensive and turn-key co-op advertising solutions for every budget. TYM wants to make it easy to use your co-op dollars in an effective and efficient program that ensures you are reaching the right type of customers at the right time of year. Mach One Media Group will handle all facets of the co-op program on your behalf so you can focus on selling more TYM tractors. When you participate in one of this year's marketing programs you get incredible value for your dollars, professionally designed marketing pieces, lower cash flow commitments, and zero co-op paperwork. This program is designed to make it easy for you and help grow your business.

TOP 3 BENEFITS FOR PARTICIPATING IN THE 2025 TYM CO-OP PROGRAM:

1. INCREASED VALUE:

When more dealers participate and print more mailers, then the quantity of the print job increases and it lowers the cost of the mailers for every dealer. That means you get more mailers for a lower price.

2. NO CO-OP PAPERWORK

We understand that filing co-op paperwork is time consuming and tedious. When you participate in this program, Mach One Media Group will file all of the co-op paperwork on your behalf. All marketing pieces will be pre-approved and the proofs of run will be sent directly to TYM for you.

3. MORE AFFORDABLE ADVERTISING PACKAGES

Traditionally, when you use your co-op dollars, the dealer is responsible to pay for the total amount of the advertising plan and then submit their co-op and get their money credited back to their account. When you participate this year, the dealer is only responsible for THEIR portion of the co-op dollars. Plus, Mach One Media Group is offering payment plans for that portion of the dealer's budget. That means you keep more cash in your pockets and you have a much more affordable monthly payment to advertise.



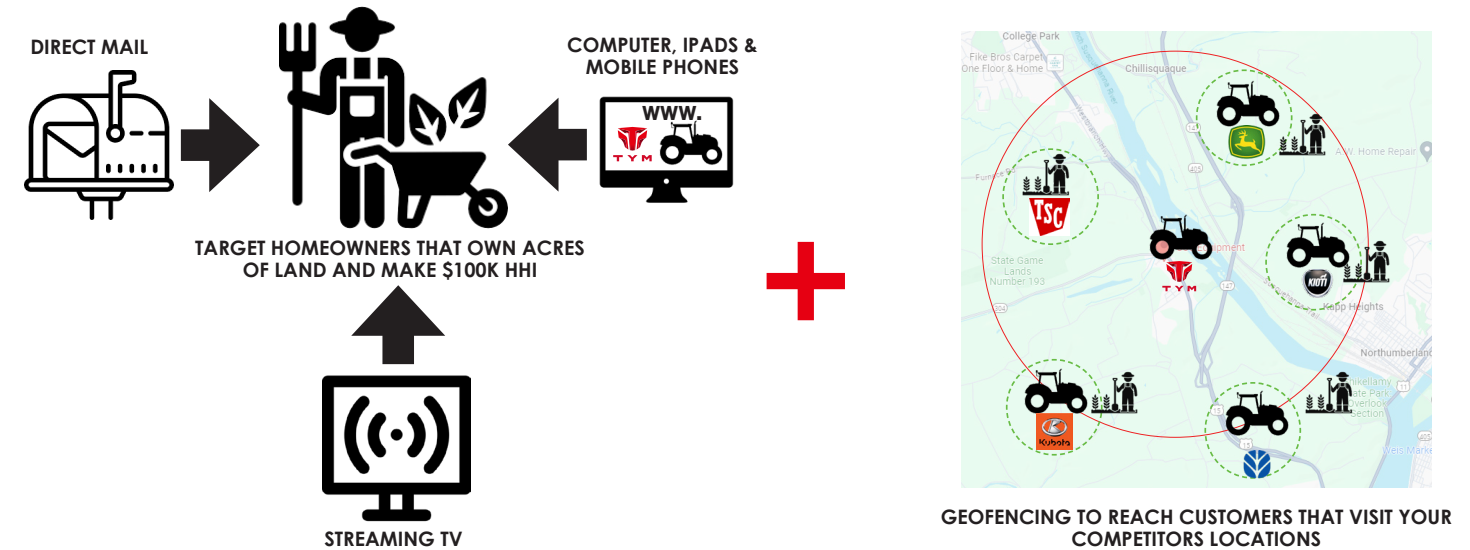
2025 CO-OP ADVERTISING PACKAGES

SUCCESSFUL ADVERTISING IS A RESULT OF REACHING THE RIGHT CUSTOMERS WITH THE RIGHT MESSAGE AT THE RIGHT FREQUENCY TO GET NOTICED.

WHO IS YOUR CUSTOMER?

WE BELIEVE IT IS HOMEOWNERS THAT OWN ACRES OF LAND AND MAKE ENOUGH MONEY TO AFFORD A TRACTOR. WE ALSO BELIEVE IT IS CONSUMERS THAT SHOP AT YOUR COMPETITORS TRACTOR LOCATIONS.

IF YOU AGREE, THEN WE HAVE A MARKETING PLAN TO TARGET THOSE CONSUMERS! SIGN UP TODAY.



THE TYM CO-OP ADVERTISING PLANS GIVE YOU OPTIONS TO REACH CONSUMERS THAT ARE HOMEOWNERS WHO LIVE IN YOUR SERVICE AREA AND OWN ACRES OF LAND AND MEET INCOME REQUIREMENTS. PLUS, YOU CAN TARGET OTHER POTENTIAL CONSUMERS THAT VISIT AND SHOP AT YOUR COMPETITORS TRACTOR STORES WITH GEOFENCING DIGITAL AD CAMPAIGNS SO YOU CAN BE SURE YOU ARE REACHING THE RIGHT POTENTIAL. WE HAVE A PLAN THAT IS RIGHT FOR YOU!



THESE PACKAGES ARE FOR THE SPRING ONLY. THE SAME PROGRAM WILL BE OFFERED IN THE FALL. Fall campaign will run September, October and November with a July 31st, 2025 deadline to sign-up.

DEADLINE FOR SPRING SIGN-UPS IS FEBRUARY 15TH, 2025

SIGN UP AT TYMDEALERCOOP.COM



IF YOU WOULD LIKE DISCUSS WHICH PACKAGE IS RIGHT FOR YOUR BUSINESS AND YOUR BUDGET, THEN PLEASE CALL 570-220-3470 AND ASK FOR ROYCE EYER



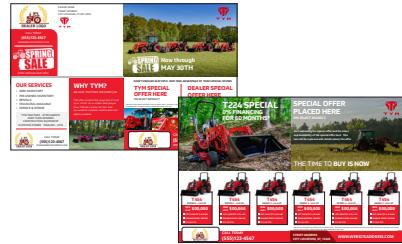
2025 CO-OP ADVERTISING PACKAGES



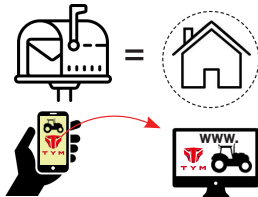
11 X 17 DIRECT MAILER

FANTASTIC PACKAGE:

11x17 Mailers



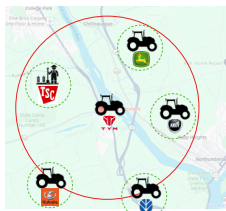
2 Month Audience Targeting Digital Ads Campaign



2 Month Streaming TV Ad Campaign

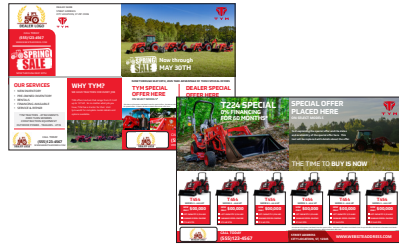


3 Month Geofencing Digital Ads Campaign

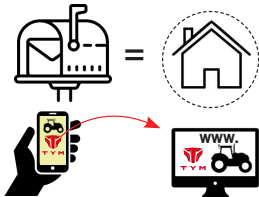


BEST PACKAGE:

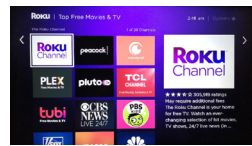
11x17 Mailers



2 Month Audience Targeting Digital Ads Campaign

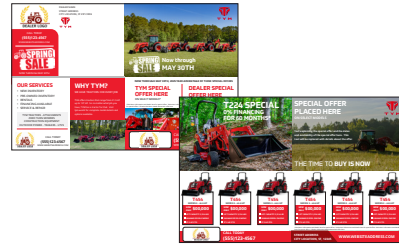


2 Month Streaming TV Ad Campaign

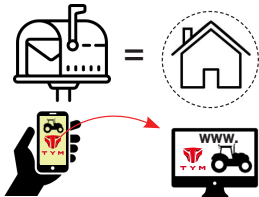


BETTER PACKAGE:

11x17 Mailers



2 Month Audience Targeting Digital Ads Campaign



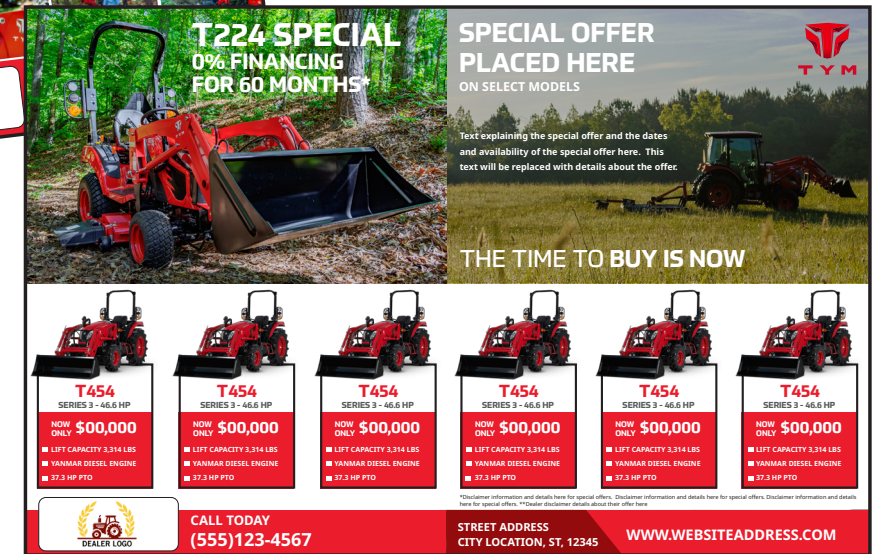
AVAILABLE FOR THE SPRING & FALL (FALL CREATIVE AVAILABLE IN JULY)

FRONT & BACK

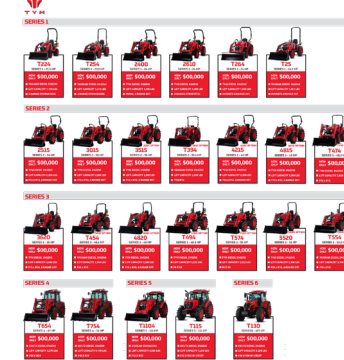


CUSTOMIZED 11X7 SELF-MAILER FOLDS TO 8.5X5.5

INSIDE



PICK 6 FEATURED MODELS



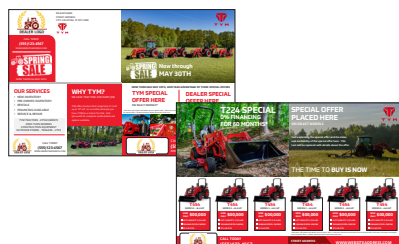
Add Your Pricing, Your Specials, Your Services Your Logo and Company Information

- TURN-KEY MARKETING SOLUTION
- CUSTOMIZED TO YOUR BUSINESS INCLUDING YOUR LOGO, COLORS, PRICES AND TRACTOR MODELS YOU WANT TO FEATURE
- MAILER IS TARGETED TO HOMEOWNERS, SINGLE FAMILY DWELLINGS AND PEOPLE THAT OWN 3+ ACRES OF LAND WITHIN 50 MILES OF YOUR LOCATION
- NO HASSLE CO-OP APPROVAL AND CO-OP PROCESSING ON YOUR BEHALF
- OUT THE DOOR PRICING - EVERYTHING INCLUDED:

11x17 MAILER IS INCLUDED IN THE FOLLOWING PACKAGES:
FANTASTIC, BEST, BETTER OR GOOD

GOOD PACKAGE:

11x17 Mailers



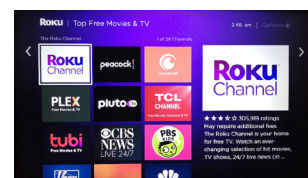
GEOFENCING ONLY:

3 Month Geofencing Digital Ads Campaign Only



STREAMING TV ONLY:

3 Month Streaming TV Campaign Only



IF YOU DON'T SEE WHAT YOU ARE LOOKING FOR, THEN WE CAN CUSTOMIZE A MARKETING PLAN FOR YOUR BUSINESS. CALL TO DISCUSS OPTIONS AT 570-220-3470 AND ASK FOR ROYCE EYER.

UPON APPROVAL OF YOUR CO-OP PLAN, MACH ONE WILL EMAIL A LINK TO CUSTOMIZE AND APPROVE MAILER ARTWORK FOR PRINT.



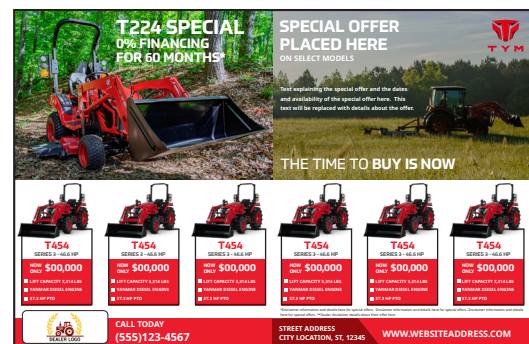
TYM DEALERS ADDRESSABLE AUDIENCE TARGETING & FALL MAILING LIST PROGRAM

A TWO IN ONE ADVERTISING PROGRAM

A potential customer will receive BOTH a physical 11x17 mailer and digital banner ad program.

11X17 MAILER

TARGETED TO HOMEOWNERS, SINGLE FAMILY DWELLING & OWN 3+ ACRES OF LAND WITHIN 50 MILES OF YOUR STORE



The same people that receive the mailer will also be served digital banner ads to their phone and computer

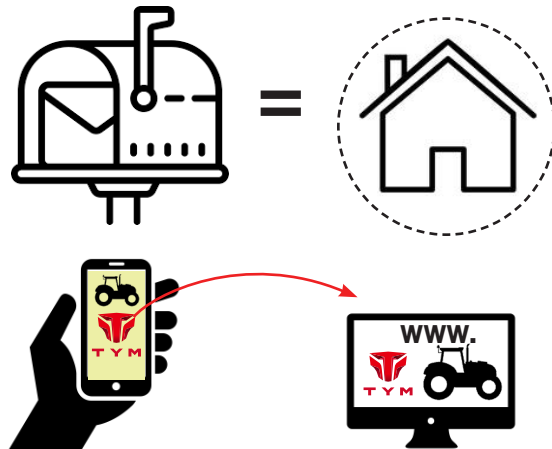
ADDRESSABLE AUDIENCE TARGETING IS INCLUDED IN FANTASTIC, BEST OR BETTER PACKAGES

AUDIENCE TARGETING DIGITAL BANNER AD PROGRAM

TARGETED TO THE HOMEOWNERS WHO WILL RECEIVE THE FALL

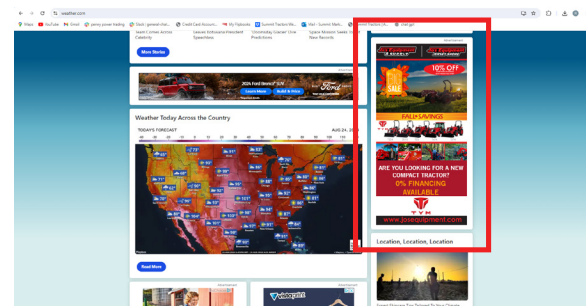
HOW DOES IT WORK?

We create a cross reference of the customer mailing list and our geofencing campaign to identify each home. When a consumer frequents that location, they trigger the digital ad campaign to serve them ads on every device.



Consumers that enters the mailing list address location on a fequent basis are pinged and now eligible to receive TYM digital banner ads.

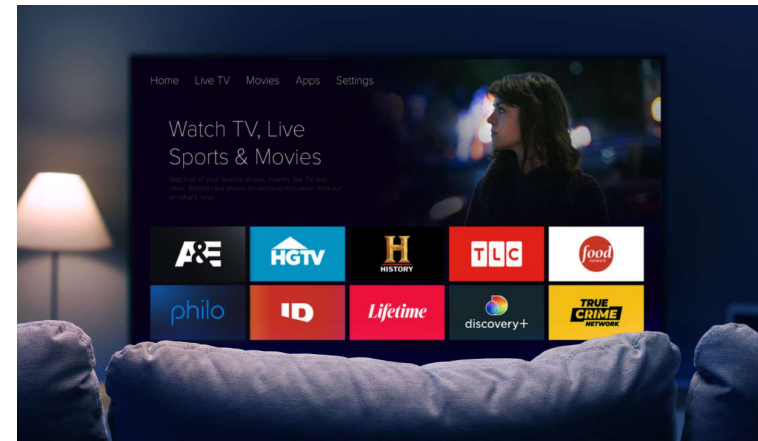
Customer directed to your dealer website



Consumers can now receive banner ads on the various networks and online properties as the geofencing program



:30 STREAMING TV SPOTS CAMPAIGN



Streaming TV allows advertisers to granularly target audiences based on data provided by the host platforms. Keywords, area or zip code, DMA, interests, and viewing habits.

WHAT AUDIENCE SEES YOUR ADS? CONSUMERS WITH ACREAGE 5+ AND HOUSEHOLD INCOME \$100K+

TAG A TYM COMMERCIAL WITH YOUR DEALERSHIP

We will tag a TYM :30 spot with your logo, location, phone and website information and run your :30 tv commercial on various streaming networks.



WHY AD FRAUD PROTECTION IS IMPORTANT:

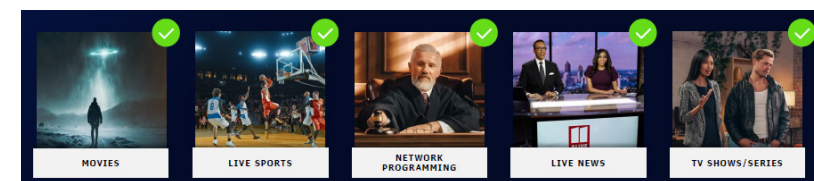
- Protects CTV/OTT ad spend
- Enables authentic ad measurement
- Assures legitimate ad delivery

STREAMING TV OFFERS THE SAME QUALITY AS NETWORK TV AND CABLE TV BUT WITH MORE CONTROL OF THE TARGET AUDIENCE VIEWERSHIP AND AT A MUCH MORE AFFORDABLE PRICE.

“According to Parks Associates, 89% of US Households subscribe to at least one streaming video service.”

TV CAMPAIGN OVER THE INTERNET

A streaming TV ad campaign is a way to advertise on video content delivered over the internet, such as on Roku, Hulu, Sling TV, Roku. Streaming TV in television that is connected to the internet.



TV STREAMING ADS ARE INCLUDED IN THE FOLLOWING PACKAGES FANTASTIC, BEST OR TV STREAMING ONLY



GEOFENCING DIGITAL AD CAMPAIGN



2025 TYM CO-OP ADVERTISING PROGRAM

HOW DOES GEOFENCING WORK?

Target consumers that physically visit your competitors or similar demographic stores like Tractor Supply or Rural King locations. When a consumer crosses the "FENCE LINE", their cell phone is then pinged and eligible to receive TYM digital banner ads.

WHY CHOOSE GEOFENCING?

1. Consumers have their cell phones with them nearly 100% of the time.
2. The digital banner ads are reaching consumers who are clearly the right target market and demographic because they are physically visiting a tractor or rural lifestyle location.
3. The consumer obviously has a need or interest in a tractor or they would not be visiting a tractor store.
4. Digital banners are visual and increase your dealer's name awareness and branding as well as putting your message and the TYM brand in front of someone looking for a tractor.
5. The digital banners are cost effective and allow many impressions to the same consumer at an affordable and cost effective price.

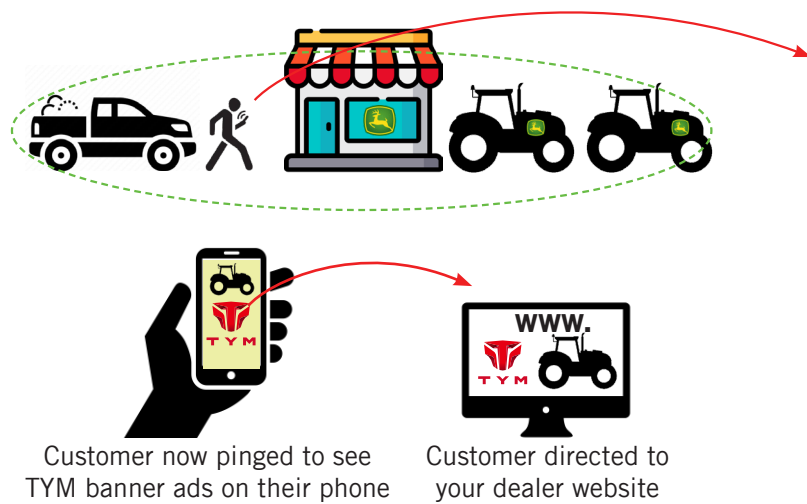
STEP 1: YOUR COMPETITION

Identify your competition inside your service area. Example 50 mile radius from your store location



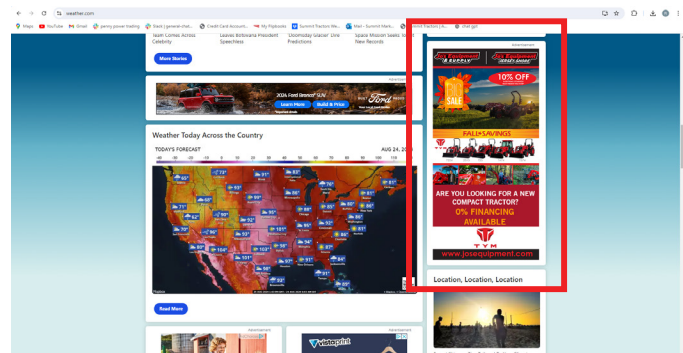
STEP 2: TARGET THE CONSUMER

When a consumer enters the parking lot of your competition, their cell phone is pinged and now they can be targeted with your digital banner ads.



STEP 3: DIGITAL BANNER ADS

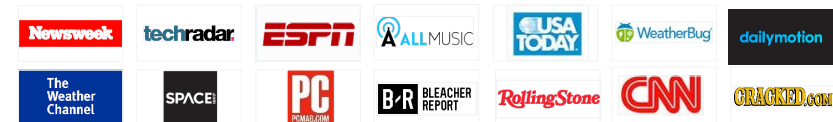
Various customized digital banner ad sizes will be placed on a network of websites and mobile apps based on industry keyword searches as well as news, weather and other digital APPS and website properties that the consumer searches and uses.



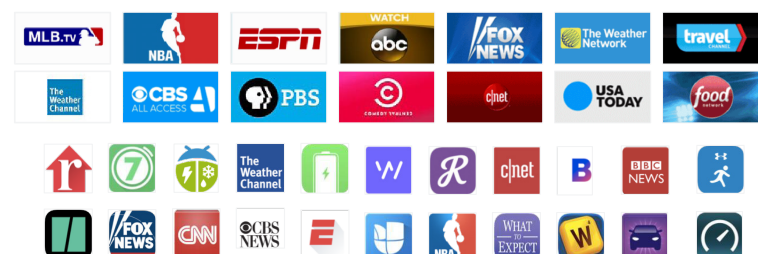
NEWS & INFORMATION - LIFESTYLE - WEATHER - HEALTH & FITNESS - SPORTS - TRAVEL - GAMING - MUSIC - TV & MOVIES

GEOFENCING DIGITAL AD CAMPAIGNS INCLUDED IN THE FOLLOWING:
FANTASTIC OR GEOFENCING ONLY PACKAGES

SAMPLE LIST OF APPROVED WEBSITES



SAMPLE LIST OF APPROVED APPS



Please submit the sign up form at www.tymdealercoop.com.

REVIEW THE PLANS BELOW THEN VISIT WWW.TYMDEALERCOOP.COM TO FILL OUT THE ONLINE SIGN-UP FORM

FILL THIS FORM OUT ONLINE:

FANTASTIC PLAN							
11X17 MAILERS*	ADDRESSABLE AUDIENCE TARGETING (2 MONTHS*)	STREAMING TV CAMPAIGN (2 MONTHS*)	GEOFENCING DIGITAL ADS (3 MONTHS*)	TOTAL	TYM	DEALER	PAYMENTS
<input type="checkbox"/> 1,000 QTY	100,000 IMPRESSIONS	70,000 IMPRESSIONS	150,000 IMPRESSIONS	\$8,250	\$4,125	\$4,125	3 MOS @ \$1,375
<input type="checkbox"/> 2,500 QTY	225,000 IMPRESSIONS	70,000 IMPRESSIONS	225,000 IMPRESSIONS	\$11,400	\$5,700	\$5,700	3 MOS @ \$1,900
<input type="checkbox"/> 5,000 QTY	400,000 IMPRESSIONS	70,000 IMPRESSIONS	300,000 IMPRESSIONS	\$17,100	\$8,550	\$8,550	3 MOS @ \$2,850
<input type="checkbox"/> 10,000 QTY	700,000 IMPRESSIONS	70,000 IMPRESSIONS	450,000 IMPRESSIONS	\$27,000	\$13,500	\$13,500	3 MOS @ \$4,500

* Mailers will hit in March. Number of impressions shown based on total impressions for the full campaign. Audience targeting digital campaign and Streaming TV will run 2 months in March and April, geofencing digital campaign will run 3 months in March, April & May.

BEST PLAN							
11X7 MAILERS*	ADDRESSABLE AUDIENCE TARGETING (2 MONTHS*)	STREAMING TV CAMPAIGN (2 MONTHS*)	GEOFENCING DIGITAL ADS (3 MONTHS*)	TOTAL	TYM	DEALER	PAYMENTS
<input type="checkbox"/> 1,000 QTY	100,000 IMPRESSIONS	70,000 IMPRESSIONS	0	\$5,700	\$2,850	\$2,850	2 MOS @ \$1,425
<input type="checkbox"/> 2,500 QTY	225,000 IMPRESSIONS	70,000 IMPRESSIONS	0	\$8,400	\$4,200	\$4,200	2 MOS @ \$2,100
<input type="checkbox"/> 5,000 QTY	400,000 IMPRESSIONS	70,000 IMPRESSIONS	0	\$13,100	\$6,550	\$6,550	2 MOS @ \$3,275
<input type="checkbox"/> 10,000 QTY	700,000 IMPRESSIONS	70,000 IMPRESSIONS	0	\$20,500	\$10,250	\$10,250	2 MOS @ \$5,125

* Mailers will hit in March. Number of impressions shown based on total impressions for the full campaign. Audience targeting digital campaign and TV Streaming campaign will run 2 months in March and April.

BETTER PLAN							
11X17 MAILERS*	ADDRESSABLE AUDIENCE TARGETING (2 MONTHS*)	STREAMING TV CAMPAIGN (3 MONTHS*)	GEOFENCING DIGITAL ADS (3 MONTHS*)	TOTAL	TYM	DEALER	PAYMENTS
<input type="checkbox"/> 1,000 QTY	100,000 IMPRESSIONS	0	0	\$2,700	\$1,350	\$1,350	2 MOS @ \$675
<input type="checkbox"/> 2,500 QTY	225,000 IMPRESSIONS	0	0	\$5,400	\$2,700	\$2,700	2 MOS @ \$1,350
<input type="checkbox"/> 5,000 QTY	400,000 IMPRESSIONS	0	0	\$10,100	\$5,050	\$5,050	2 MOS @ \$2,525
<input type="checkbox"/> 10,000 QTY	700,000 IMPRESSIONS	0	0	\$17,500	\$8,750	\$8,750	2 MOS @ \$4,375

* Mailers will hit in March.

MORE PLANS ON THE BACK >



PLEASE NOTE WHEN BUDGETING AND SIGNING UP:
THIS SIGN-UP IS FOR SPRING ONLY. THE SAME PROGRAM WILL BE OFFERED IN THE FALL.
 Fall campaign will run September, October and November with a July 31st, 2025 deadline to sign-up.



CUSTOM PLANS

Please fill out this form or visit www.tymdealercoop.com to sign-up online by FEBRUARY 15, 2025.

GOOD PLAN

11X17 MAILERS*	TOTAL	TYM	DEALER	PAYMENTS
<input type="checkbox"/> 1,000	\$1,500	\$750	\$750	1 MO @ \$750
<input type="checkbox"/> 2,500	\$2,900	\$1,450	\$1,450	1 MO @ \$1,450
<input type="checkbox"/> 5,000	\$5,600	\$2,800	\$2,800	1 MO @ \$2,800
<input type="checkbox"/> 10,000	\$10,000	\$5,000	\$5,000	1 MO @ \$5,000

* Mailers will hit in March.

DEADLINES:	NO LATER THAN
SIGN-UP FOR SPRING PKG:	2/15/25
CREATIVE APPROVALS:	3/1/25
CAMPAIGNS RUNNING	3/15/25
PAYMENT #1 DUE:	3/1/25*
PAYMENT #2 DUE (Based on Plan Choice):	4/1/25*
PAYMENT #3 DUE (Based on Plan Choice):	5/1/25*
ALL CO-OP PAPERWORK SUBMITTED	6/30/25
SIGN-UP FOR FALL PKG:	7/31/25
FALL PACKAGE PLAN REPEATS SAME STEPS & DEADLINES	

GEOFENCING CAMPAIGN ONLY PLAN

GEOFENCING DIGITAL AD CAMPAIGN ONLY (3 MONTHS)	TOTAL	TYM	DEALER	PAYMENTS
<input type="checkbox"/> 225,000 IMPRESSIONS (75,000 PER MONTH X 3 MOS)	\$3,000	\$1,500	\$1,500	3 MOS @ \$500
<input type="checkbox"/> 300,000 IMPRESSIONS (100,000 PER MONTH X 3 MOS)	\$4,500	\$2,250	\$2,250	3 MOS @ \$750
<input type="checkbox"/> 450,000 IMPRESSIONS (150,000 PER MONTH X 3 MOS)	\$6,000	\$3,000	\$3,000	3 MOS @ \$1,000
<input type="checkbox"/> 600,000 IMPRESSIONS (200,000 PER MONTH X 3 MOS)	\$7,500	\$3,750	\$3,750	3 MOS @ \$1,250

* Number of impressions shown based on total impressions for the full campaign. Geofencing digital campaign will run 3 months in March, April & May.

STREAMING :30 TV SPOTS ONLY (CAN BE AN ADD-ON OR STAND-ALONE CAMPAIGN)

:30 STREAMING TV SPOTS (3 MONTHS)	TOTAL	TYM	DEALER	PAYMENTS
<input type="checkbox"/> 100,000 SPOTS (33,333 PER MONTH X 3 MOS)	\$4,800	\$2,400	\$2,400	3 MOS @ \$800
<input type="checkbox"/> 150,000 SPOTS (50,000 PER MONTH X 3 MOS)	\$7,200	\$3,600	\$3,600	3 MOS @ \$1,200
<input type="checkbox"/> 225,000 SPOTS (75,000 PER MONTH X 3 MOS)	\$10,500	\$5,250	\$5,250	3 MOS @ \$1,750
<input type="checkbox"/> 300,000 SPOTS (100,000 PER MONTH X 3 MOS)	\$12,750	\$6,375	\$6,375	3 MOS @ \$2,125

* Number of spots are total for the campaign. This will run as a 3 month campaign in March, April and May.

I ACKNOWLEDGE THAT THIS PROGRAM IS FOR THE SPRING ONLY AND THAT I AM USING MY CO-OP DOLLARS FOR THE PROGRAM I SIGNED UP FOR. I AGREE TO PAY MACH ONE MEDIA GROUP DIRECTLY FOR MY DEALER PORTION AMOUNT. I AGREE TO PARTICIPATE IN THE PROGRAM.

ALL CO-OP PLAN AMOUNTS MUST BE APPROVED BY TYM BASED ON CO-OP ACCRUED AND AVAILABLE.

ARTWORK FOR THE DIRECT MAILERS AND DIGITAL BANNER ADS MUST BE PRE-APPROVED. THERE ARE CO-OP APPROVED TEMPLATES AVAILABLE FOR DEALERS TO ADD LOGOS, COMPANY INFORMATION, SPECIALS AND ADDITIONAL INFORMATION AND TRACTOR MODELS. SEE THE DIRECT MAIL PAGE OF THIS PACKET. ONCE DEALER APPROVES THE ARTWORK, MACH ONE MEDIA GROUP IS NOT ACCOUNTABLE FOR ANY SPELLING OR GRAMMATICAL ERRORS ON THE ARTWORK. DEALER MUST APPROVE ALL ARTWORK.

DEALER AGREES TO ALLOW MACH ONE MEDIA GROUP TO SUBMIT CO-OP ON BEHALF OF THE DEALER. DEALER WILL GRANT MACH ONE MEDIA GROUP ACCESS TO THEIR COOP CLAIMS ACCOUNT. MACH ONE MEDIA GROUP WILL PROVIDE ALL BACK UP AND PROOF OF RUN ON BEHALF OF THE DEALERS COOP PLANS.

SIGN UP AT TYMDEALERCOOP.COM

FOR ANY ADVERTISING QUESTIONS PLEASE CONTACT MACH ONE MEDIA GROUP
 ROYCE EYER - MACH ONE MEDIA GROUP AT 570-220-3470 or Email: royce@machonemediagroup.com

IF YOU DON'T SEE WHAT YOU ARE LOOKING FOR, THEN WE CAN CUSTOMIZE A MARKETING PLAN FOR YOUR BUSINESS. CALL TO DISCUSS OPTIONS AT 570-220-3470 AND ASK FOR ROYCE EYER.



DO YOU WANT LOCAL CABLE TV, NETWORK, RADIO, SOCIAL MEDIA ADS? WHATEVER YOU ARE LOOKING FOR, MACH ONE MEDIA GROUP IS A ONE-STOP SHOP. WE CAN CUSTOMIZE A PLAN FOR YOU AND DEAL WITH YOUR CO-OP PAPERWORK AS WELL.

OUR GOAL IS TO MAKE IT EASY TO DO BUSINESS WITH US. CALL FOR A FREE CONSULTATION TO DISCUSS YOUR BUSINESS AND HOW WE CAN HELP YOU GROW YOUR SALES.



www.tymdealercoop.com



TYMDEALERCOOP.COM

NEED PROMOTIONAL ITEMS & OTHER PRINTED MATERIAL FOR TYM?
COMING SOON!

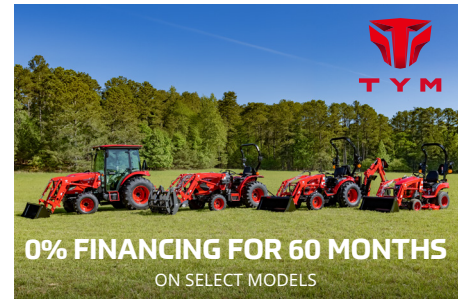
ROLL-UP SIGNS



BANNERS



POSTERS



TRACTOR SALES TAGS



SALES GUIDES



OTHER PRINTED ITEMS



ORDER CO-OP PRE-APPROVED MATERIAL

**CONTACT MACH ONE MEDIA GROUP TODAY
CALL ROYCE EYER - 570-220-3470**