



Enrollment Form

The 2019 Gerster Equipment Company Ad Club is a key component of our Dealer Sales Agreement. Advertising runs during the Trane Spring and Fall Consumer Promotion periods.

The Ad Club includes

- Zone-targeted television advertising on top cable networks
- Targeted advertising on desktop and mobile platform, as well as keyword targeting and inclusion on landing page dealer locator
- Production costs for :15 second dealer tag for spring TV commercial and fall TV commercial
 - Production includes voiceover with pictures supplied by dealer OR in-studio shoot using dealer personnel

Benefits

- Reach targeted audiences
- Increase brand awareness within your local market
- Turnkey, comprehensive advertising campaign prepared for you by GEC

Tiers

Classic

Minimum level
 \$3,000 per year, billed in 10 monthly installments of \$300 each from March - December
 Required when signing a DSA

Premium

Premium level
 \$5,000 per year, billed in 10 monthly installments of \$500 each from March - December
 Includes everything in the Classic tier, PLUS
 Additional TV Commercials in your zone
 Taggables in your zone, customized with your dealer information

Choose your tier and fill out information below. Return to Marketing@gersterequipment.com by 2/15/19!

Dealer Name: _____

Dealer Signature: _____

Contact Name for Ad Club Communication: _____

Contact Email for Ad Club Communication: _____