

2016 CENEX® RETAIL MARKETING PROGRAMS

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MARKETING  

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## QUICK REFERENCE GUIDE

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Petroleum Equipment Questions  
& Orders:  
1-800-852-8186, ext 7729  
or [pe.chsinc.com](http://pe.chsinc.com)

Highway Logo Sign Information:  
[interstatelogs.com](http://interstatelogs.com)

CHS Payment Solutions Questions:  
1-800-852-5301, or email:  
[paymentsolutions@chsinc.com](mailto:paymentsolutions@chsinc.com)

General Marketing Questions:  
Contact your Cenex®  
Representative or email  
[refinedfuelsmarketing@chsinc.com](mailto:refinedfuelsmarketing@chsinc.com)



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**Questions?** Contact your Cenex Representative.  
For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## CENEX SHOP

### WHAT YOU NEED TO KNOW

BILLBOARDS

HALF BILLBOARDS

HIGHWAY SIGNS

RADIO ADVERTISING

PRINT ADVERTISING, SALES FLYERS, STATEMENT STUFFERS, ETC.

C-STORE POS MATERIALS, SIGNAGE, PUMP TOPPERS, COUPONS, ETC.

DIRECT MAIL

WEB BANNERS

CENEX® UNIFORMS

EVENT MATERIALS

The screenshot shows the CenexShop website interface. At the top right, there are navigation links: [F.A.Q.](#), [Contact Us](#), [My Account](#), [My Account](#), [Login](#), and [Shopping Cart](#). A search bar is also present. The main header reads "CenexShop: Merchandise and Sales Tools".

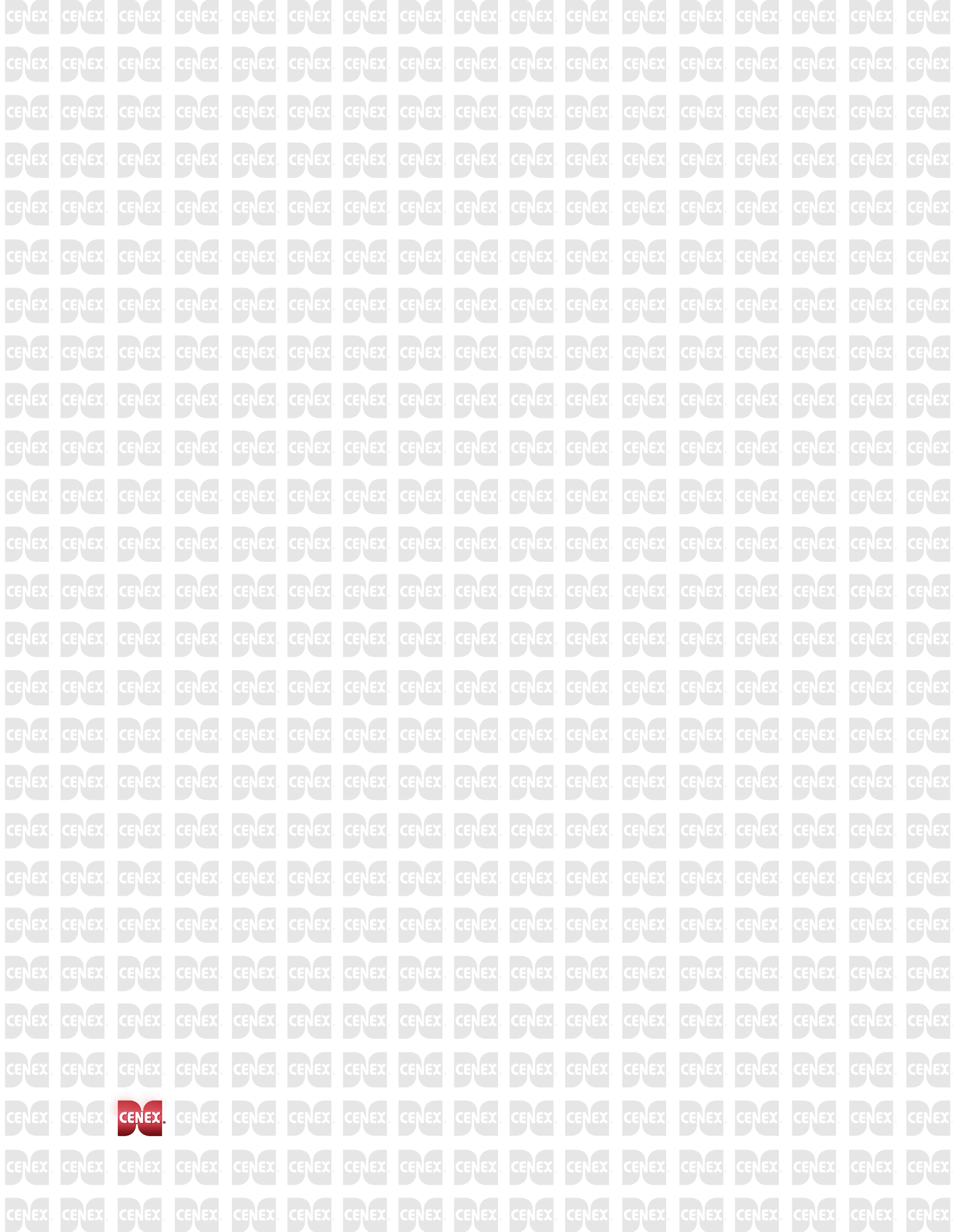
On the left side, there is a vertical menu with the following items: [Cenex Brand](#), [C-Store](#), [Fuels](#), [Lubricants](#), [Propane](#), [Outlet](#), and [Sales Rep Login](#).

The central banner features a collage of promotional items: a "Tanks of THANKS 45¢" sign, a "Good Deeds" sign with a price of \$1.80, a "Check Out This Deal" sign with a price of 75¢, and a gas pump graphic with a price of \$1.25. The main text in the banner says "Fill 'Er Up!" and "Shirts, decals, sign toppers, posters, clings, and buttons are now available for purchase." Below the banner are navigation arrows.

At the bottom, there are three service boxes:

- Special Orders:** "Can't find what you're looking for here? Contact [Deb](#) for ideas, special orders, or inquiries about gift ideas." Includes an image of a baseball cap.
- Customer Service:** "Our Cenex Shop Customer Service Group can be reached at 866-364-2500 between 8am-5pm CST Monday through Friday. Or you can send us an [email](#) anytime." Includes an image of a gas pump nozzle.
- Expert Help:** "Have a question or need some advice? [CONTACT US](#) We're here for you." Includes an image of a woman wearing glasses and a uniform, with a small number "3" in the bottom right corner.





## CENEX SHOP: WHAT YOU NEED TO KNOW

To create new customers and maintain loyal ones, it's essential to provide your customers with a satisfying C-store experience. It all starts by making sure your image is professional and up-to-date. Cenex Shop at **cenexshop.com** is your one-stop online destination for current Cenex® assets to keep your advertising, store and products enticing and relevant.

Cenex Shop is a dynamic, online tool that allows you to create professional marketing materials on your own without hiring a graphic designer or advertising agency. Using this simple online tool, you have the power to create and order the materials you need, as you need them.

You'll find a full range of ready-made templates, easily customizable to your unique needs. Create everything from in-store signage and pump toppers to advertising materials such as print ads and billboards. With Cenex Shop, the hard part has already been done for you. It's advertising made simple.

*Please note that Cenex® brands, trademarks, logos and ads should not be recreated or altered. Contact us at **refinedfuelsmarketing@chsinc.com** for questions or assistance.*

### Product Categories

Cenex Shop products are organized into main categories of specific marketing materials, including:

- Cenex Brand
- C-Store
- Fuels
- Lubricants
- Propane
- Outdoor Advertising
- Outlet Merchandise

### Available Advertising Templates

- Billboards
- Coupons
- Customer Conversion Materials
- Direct Mail
- Event Banners
- In-Store Signs
- Loyalty Punch Cards
- Press Releases
- Print Ads
- Promotion Materials
- Pump Toppers
- Radio Ads and Scripts
- Sales Flyers
- Statement Stuffers
- Web Banners

### Cenex Products

- Branded Apparel
- Branded Merchandise and Giveaways
- Cenex Product Sales Tools
- Cenex Uniforms
- Cabela's CLUB Visa® Loyalty Program
- Cenex Credit Cards
- Cenex Gift Cards
- Cenex Premium Diesel Fuels

## GETTING STARTED

- 1. Visit [cenexshop.com](http://cenexshop.com).** Immediately begin shopping for your advertising and promotional items without the hassle of having to login before browsing.
- 2. Check out, and create an account.** Once all your items are added to the Shopping Cart, you will need to login to your account to complete the ordering process. Don't have a Cenex Shop account? No problem, it is easy to create your own account and will only take a couple minutes! And, don't forget to record your username and password for future reference.
- 3. Have questions?** If you need help, view the FAQs located at the top of [cenexshop.com](http://cenexshop.com), or contact your Cenex Representative.

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## BILLBOARDS

Billboards provide 24/7 exposure, making them especially effective advertising investments for convenience store marketers. With the right billboard, you can reach a large audience on a repeat basis. This increases your opportunity to gain new customers.

C-Store marketers who post a new Cenex® billboard can receive a **billboard rebate equal to 100% of your production and installation cost**, whether you own or lease your board.

As an extra incentive, **CHS offers robust rebate programs of up to 75% through the Ad Share program** to help supplement the ongoing costs and rental fees associated with outdoor advertising.

### Billboard Benefits

- Reaches customers at the time of buying decisions
- Very low cost per impression
- 24-hour-a-day exposure
- Directs customers right to you
- High visibility — reaches a large, varied audience

### Tips & Considerations

- **Location.** High traffic areas or those near the exit to your store are ideal. The best locations may be more expensive, but they pay off by reaching a larger audience.
- **Illumination.** With illumination, your signs will be visible day and night.
- **Visibility.** If possible, personally inspect the billboard onsite before signing a contract. Even billboards in great locations can be obscured by branches and other barriers.



## Did you know?

**ACCORDING TO A RECENT FORBES STUDY, 68% OF BILLBOARD VIEWERS FREQUENTLY MAKE THEIR SHOPPING DECISIONS WHILE IN THE CAR!**

*Source: forbes.com, "Does Outdoor Advertising Still Work?", Steve Olenski, Contributor*

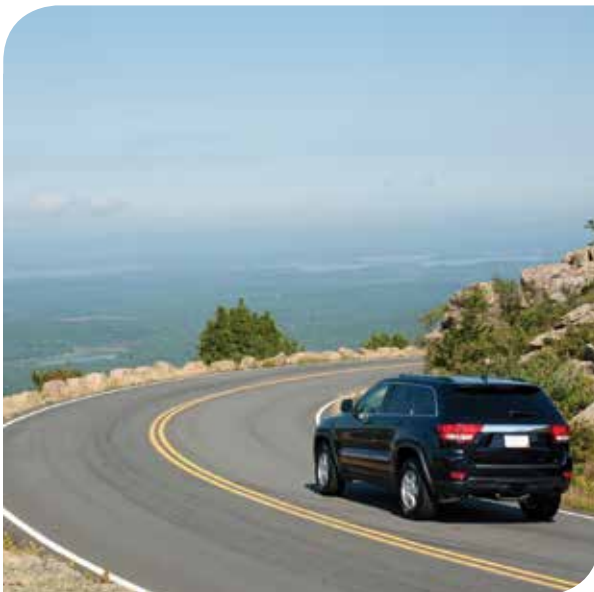
**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.



## HALF BILLBOARDS

Cenex® half billboards provide another flexible option for your outdoor advertising. When choosing this option, the board must follow the design template as provided on Cenex Shop, in the Outdoor Advertising section. Half Billboard Ad Share claims and credits will be pro-rated to reflect the portion of the half billboard that displays the Cenex logo.



## GETTING STARTED

- 1. Log on to [cenexshop.com](https://cenexshop.com)** and complete the Custom Billboard order form located in the Outdoor Advertising category.
- 2. Customize your billboard.** On the order form, choose a template design and customize it with details like your store logo, amenities, directional information and/or other product logos.
- 3. Place your order.** Place your order through the shopping cart (no charges will be incurred). You will need to login to your existing Cenex Shop account or create an account to finish your order.
- 4. Approve your new billboard.** An email will be sent to you to approve the artwork. Once approved, the final files will be forwarded directly to you to pass to your billboard vendor for production.
- 5. Submit an Ad Share Billboard Rebate Form.** When you receive an invoice for the production and installation of your billboard, submit a Billboard Rebate Form, found on page 19. Include copies of paid invoices and photos of your posted billboard. Further instructions and qualifying information can be found in the Ad Share section on page 15.

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](https://chsinc.com) and click on the Cenex Retail page.

## HIGHWAY SIGNS



Each state offers highway logo signs as a trusted source for travelers looking for food, fuel, motels and more. Not only are these signs cost effective, they're also a great way to help boost store traffic and brand awareness at the very moment C-Store customers are looking to stop.

### Rebate Program for Highway Signs

CHS offers excellent incentives on highway logo sign advertising. As with billboards, the **Outdoor Advertising program offers a rebate equal to 100% of your production and installation cost for each completed highway logo sign, as well as up to a 75% reimbursement of qualified lease fees.**

## GETTING STARTED

1. **Contact your state highway department or Interstate Logo division.** See the Important Contact Information & Links section or go to [interstatelogos.com](http://interstatelogos.com) (hint: know the highway and exit #).
2. **Complete an application** for your logo sign with the state or your state's required logo sign company.
3. **Upon approval, provide the Cenex logo to the state or sign company.** You can download Cenex logo artwork from the Outdoor Advertising category at [cenexshop.com](http://cenexshop.com). Just click on "Highway Logo Sign."
4. **Submit your Highway Logo Sign Rebate form,** found on page 20, with a photo of the highway logo sign once installed, and a copy of your invoice to CHS.

### Important Contact Information & Links:

- **Website:** [interstatelogos.com](http://interstatelogos.com)

- **State Highway Departments:**

Colorado Logos 888-634-5646	Oklahoma Logos 800-888-7446
Idaho Logos 208-334-8565	Oregon Logos 800-574-9397
Iowa Logos 515-239-1700 <a href="http://iowaroadsigns.com">iowaroadsigns.com</a>	South Dakota SE Region 605-995-8129
Kansas Logos 800-449-4420	NE Region 605-626-2244
Michigan Logos 888-645-6467	Central Region 605-773-3464
Minnesota Logos 800-769-3197	Western Region 605-394-2244
Missouri Logos 800-666-3514	Texas Logos 888-525-5646
Montana Logos 855-443-5646	Washington 360-705-7282
Nebraska Logos 800-333-6467	Wisconsin 844-496-9163
North Dakota No Program at this time	Wyoming 307-777-4169

- **Email:** [cenexadshare@chsinc.com](mailto:cenexadshare@chsinc.com)

- **Mail:**

CHS  
Attn: Outdoor Advertising Rebate Offer, MS 531  
PO Box 64089  
St. Paul, MN 55164-0089

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## RADIO ADVERTISING

Local radio advertising is a great way to reach people in their cars and encourage them to stop into your store. CHS provides radio scripts as well as professional, pre-recorded ads. You can customize many of the ads by adding your own store location, sales, hours and special promotions through a variety of suggested tags and approved music beds.

You could also run a radio tag, or radio billboard, which consists of a store mention or sponsorship announcement such as *"Today's weather is brought to you by Fred's Cenex®."*

### Rebate Program for Radio

Radio ads provided on Cenex Shop automatically qualify for the Ad Share program. Ads developed by outside parties may qualify but need approval prior to production. Learn more in the Ad Share section, starting on page 15.

## PRINT ADVERTISING

Print is an essential component of your overall marketing mix and includes ads, sales flyers, statement stuffers and more.

As with other Cenex Shop templates, you can customize professional-quality print designs with specific details and images. Better yet, once customized, you can preview your piece online to ensure it's what you want to order. The final step allows you to place your order, via the online shopping cart. The print-ready materials will be shipped to you, ready to post or distribute. Plus, all Cenex Shop print templates qualify for up to 75% Ad Share reimbursement as outlined on pages 15 and 16 of this manual.



## C-STORE POS MATERIALS

Point-of-sale (POS) materials can be used to improve the look of your fueling islands and store, promote incremental sales, announce specials and boost your repeat business. It's local advertising at its most local — right in your store, at the point of sale, allowing you to reach your customers where they make their purchases.

A wide selection of C-Store POS assets are available through Cenex Shop, including:

- Signage
- Pump toppers
- Coupons
- Loyalty punch cards

Many of these items are available in both customizable and ready-to-use formats — so you can get the materials you need to make your store look great without a lot of effort. Use available Ad Share funds, as detailed on page 15, to help offset the costs of these fun, fresh POS pieces. Click on the “C-Store” link on the left side menu of [cenexshop.com](http://cenexshop.com) to explore the possibilities.

## DIRECT MAIL

Direct mail is a great way to reach your customers one-on-one. CHS has created targeted direct mail pieces, designed to drive people to your store and generate sales. You can also use direct mail to advertise a store event, special or promotion. Ready-made templates are available on the Cenex Shop site, and qualify for up to a 75% rebate through the Ad Share program as outlined on pages 15 through 17.

In addition, many options are included to have mailings assembled and shipped in different ways:

- Mail them yourself
- Upload your list and have them mailed for you
- Purchase a list by dealer address and have them mailed for you



## WEB BANNERS

Savvy marketers know people are spending more and more time online, which is why retailers are allocating more of their advertising funds towards online advertising. It's a simple, cost-effective way to reach customers. Sophisticated internet tools also allow you to place Web banners in a targeted way so that you can reach the customer groups you want to influence.

Cenex Shop features an excellent selection of creative Web banners in the most common sizes, many of which are animated for even bigger impact. Be sure to visit Cenex Shop to browse through the full selection of these powerful marketing tools.

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.



## CENEX® UNIFORMS

In the highly-competitive retail industry, image is everything. That all-important image includes fresh, consistent uniforms and identification for your store team.

Cenex Shop offers an approved uniform and nametags to outfit your employees, which are eligible for Ad Share funding.

To see which apparel items qualify for reimbursement, please see the bottom section of the Ad Share Program claim form on page 18 of this guide.



## EVENT MATERIALS

In-store events such as a Grand Opening, Grand Re-Opening, Anniversary or Customer Appreciation Event generate energy, excitement and brand loyalty while giving people an added reason to shop in your store.

Cenex® event marketing materials are available from Cenex Shop to help you plan an engaging store event! Regardless of the details of your event, be sure to schedule this event on days that are typically less busy for your store. Not only does this help boost your sales, but it also minimizes disruption to your normally hectic times.

### Benefits of hosting a store event:

- Shows appreciation for your customer
- Provides a chance to gain additional traffic in your store during the event
- Increases opportunities for return visits when using bounce-back coupons or loyalty punch cards

Reimbursement through Ad Share is available for some event-related purchases through Cenex Shop, pre-approved on a case-by-case basis. You can learn more and find the reimbursement form in the Ad Share section on page 18.

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.



**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## AD SHARE

WHAT YOU NEED TO KNOW

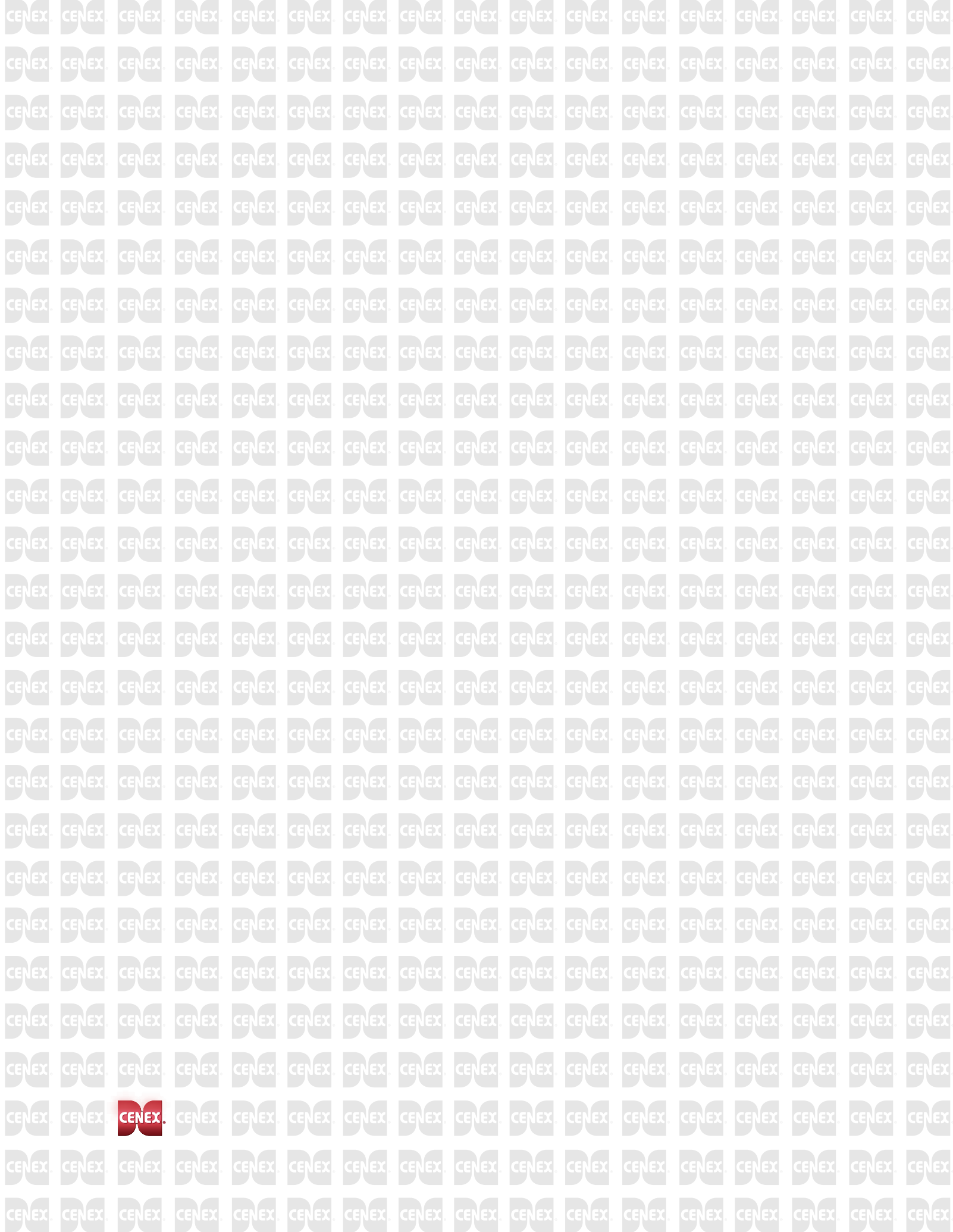
ELIGIBILITY

AD SHARE PROGRAM CLAIM FORM

BILLBOARD REBATE FORM

HIGHWAY LOGO SIGN REBATE FORM







## WHAT YOU NEED TO KNOW

The Cenex® Ad Share Program is part of CHS continuing effort to help you increase profits. Ad Share is a reimbursement program, created to help your C-store with marketing expenses.

The program covers up to 75% of your costs on approved local advertising and marketing efforts, including everything from running ads to improving your store's appearance. *Funds not used during the current year will not be carried over for use in the next fiscal year.* (The CHS fiscal year runs from September 1st to August 31st.)



### Making Ad Share Work for You

As you plan your store's advertising mix for the year, Cenex Ad Share is a great way to reduce your costs and get more from your budget. Use Ad Share funds to make marketing more impactful by:

- Running a color ad instead of black and white
- Running a larger ad instead of a small one
- Running ads or radio spots more frequently
- Placing more billboards in more locations
- Sending additional mailings to remind customers of a special offer

## GETTING STARTED

1. Funds are allocated for each gallon of Cenex gasoline or Premium Diesel fuel purchased from CHS during the previous fiscal year\* (from September 1st to August 31st), up to the maximum committed amount listed in Exhibit A-1/A-2 of your Branded Petroleum Marketer Agreement (BPMA). Gas volumes determine Retail Ad Share fund allocations, while Premium Diesel volumes determine allocations for Premium Diesel advertising. You earn \$0.001 in Ad Share for every gallon you sell during the fiscal year and can use the money toward approved Cenex branded advertising.
2. Purchase your marketing materials as needed. Items that qualify for Ad Share funding include print and radio ads, billboards and highway signs, direct mail and even uniforms. See pages 16 and 17 for a full list of eligible and ineligible items. Remember: Any marketing template pulled from Cenex Shop automatically qualifies for Ad Share reimbursement. If you're not sure what qualifies, seek pre-approval before investing in your marketing program. Questions and requests for approval may be sent to [cenexadshare@chsinc.com](mailto:cenexadshare@chsinc.com).
3. To receive a reimbursement for eligible Ad Share marketing, fill out the Ad Share Claim Form on page 18. Claim forms can be submitted at any time throughout the year, but must be received no later than September 30th for the previous fiscal year. Once a claim is approved, Ad Share funds will be dispersed in the form of a credit to the parent account.\* Please note funds cannot be reimbursed at the store level.

\*Subject to the availability of annual funds.

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## ELIGIBILITY

### C-Store Eligibility

All Cenex® branded marketers with a current Branded Petroleum Marketer Agreement (BPMA) and who meet retail image standards are eligible for the Ad Share Program. Retail image standards will be assessed twice a year during Retail Excellence Daily mystery shopper evaluations. Cenex locations that do not consistently meet retail image standards may be denied Ad Share funding until the necessary image corrections are made.

### Ad Share Eligible Items

**Point-of-Sale Materials.** This includes advertising for store products and services such as soda, snacks, car washes, etc. This category may also include signage for sales or store specials. POS templates available via Cenex Shop are approved for Ad Share reimbursement.

**Radio Advertising.** Approved radio scripts and pre-recorded spots available on Cenex Shop are eligible for Ad Share reimbursement. In addition, live store remotes qualify when the Cenex brand is referenced as the destination.

**Charitable Promotions.** Consumer-directed advertising associated with community or charitable promotions — such as food drives and school fundraising — qualifies when Cenex-approved marketing templates are used.

**Event Marketing.** Consumer-directed advertising associated with store events (such as Grand Openings, Grand Re-Openings, Anniversary and Customer Appreciation events) qualifies when Cenex-approved marketing templates are used.

**Other Tactics.** Consumer-directed advertising and other tactics may qualify when Cenex-approved marketing templates are used.

**Cenex Brand Campaigns.** Print and radio advertising, direct mail, and store signage for current Cenex brand campaigns are eligible. Qualifying materials can be found at [cenexshop.com](http://cenexshop.com).

**Outdoor Billboards and Highway Logo Signs.** Existing billboards and highway logo signs with a current approved design are eligible for up to 75% reimbursement under Ad Share. A photo of the billboard or highway logo sign is required each year to ensure eligibility. New signs and design updates on existing signs may also qualify for either a separate billboard or highway logo sign rebate when approved Cenex templates are used.

**Uniforms.** The Cenex uniform program makes it simple for operators to implement a professional, cost-effective uniform program at their store(s). The Cenex uniform from Cenex Shop is available in a variety of sizes. Customizable name badges also qualify for reimbursement. Eligible uniform item numbers are listed in the bottom section of the Ad Share claim form on page 18.

**Retail Brand Image Enhancements.** Certain brand image elements (and the professional labor\* to install them) qualify for Ad Share funding. Image related items must comply with Cenex Retail Image Standards and be purchased through an approved vendor.

Some maintenance costs to ensure brand standards are consistently met, such as painting, may also be covered. Refer to the Cenex Retail Image Standards Guide, which can be found on the **Cenex Retail page of MyCHS**, for brand image requirements and maintenance specifications.

\*Labor performed by store employees is not eligible for reimbursement.

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

### Qualifying Image Enhancements Include:

- Primary price sign upgrades
- Electronic message boards
- Replacement of canopy fascia
- LED canopy logo upgrades
- Professional site image enhancement programs (through approved vendors)

### Qualifying Maintenance Expenses Include:

- Paint
- Dispenser decals
- Replacement of price sign numbers
- Windshield service units
- Trash and recycling units
- Pump topper frames from Cenex Shop

### Ineligible Items:

- Promotional supplies or gifts (such as prizes, lotteries, gift cards and branded giveaways)
- Merchandise, caps and apparel, with the exception of the approved Cenex® uniform and nametags
- Individual store newsletters, brochures, websites, etc.
- Donations
- Non-Cenex produced advertising
- Advertising for Cenex lubricants, propane or bulk fuels
- Hometown Radio Network fueling island advertising
- Advertising for competitive brands
- Advertising where a station name or logo has replaced the Cenex brand
- Coupon value
- Office supplies (business cards, envelopes, order forms, etc.)
- Uniform rental or cleaning

In addition, specific items as detailed in alternate CHS image-related programs and/or rebates may not qualify for Ad Share reimbursement.

### Ad Share Balances

Customers with Control Room Level access to **MyCHS** can view their current Cenex Ad Share funds by visiting the “**My Accounts**” area on the **MyCHS homepage. Both Retail and Premium Diesel Ad Share Funds are visible in the “My Accounts” area.** Customers without access to this information through MyCHS should contact their Cenex Representative or [cenexadshare@chsinc.com](mailto:cenexadshare@chsinc.com).

**Please note:** Premium Diesel Ad Share funds may only be used to promote Cenex Premium Diesel fuels via approved marketing materials.

For other questions about the Ad Share Program, contact your Cenex Representative or email [cenexadshare@chsinc.com](mailto:cenexadshare@chsinc.com).



**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## 2016 CENEX® AD SHARE PROGRAM CLAIM FORM

Company Name \_\_\_\_\_ Account # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Submitted By (please print) \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Manager's Signature \_\_\_\_\_ Date \_\_\_\_\_

Submit claims electronically by emailing forms and supporting documents to [cenexadshare@chsinc.com](mailto:cenexadshare@chsinc.com).  
Or mail to the address below. **Deadline for submitting claims is September 30, 2016.**

CHS  
ATTN: Ad Share, MS 531  
PO Box 64089  
St. Paul, MN 55164-0089

Download additional claim forms and view your 2016 Ad Share balance by clicking on **"My Accounts"** on the **MyCHS homepage**.

Item Being Claimed	Required Documentation	Claimed Amount
<b>Cenex Shop Advertising Materials</b> (Sales Flyers, Direct Mail, Store Signage, Coupons, Punch Cards, etc.)	Cenex Shop order confirmation or invoice	\$
<b>Print Advertising</b> (Cenex Shop templates only)	Paid invoice and original tear sheets	\$
<b>Radio and TV Advertising</b> (Ads and scripts sourced from Cenex Shop only)	Paid invoice and notarized affidavit of performance, including script	\$
<b>Cenex® Brand or Product Campaign Items Ordered from Cenex Shop;</b> promotional items do not qualify	Cenex Shop order confirmation or invoice	\$
<b>Cenex Uniforms and Cenex Name Badges from Cenex Shop</b> (Includes item numbers: 405110, 405111, 405112, 405113, 405114, 405115, 405117 and 405141)	Cenex Shop order confirmation or invoice (Invoice must include item numbers)	\$
<b>Outdoor Billboards and Highway Logo Signs</b>	Paid invoices (A photo of your billboard or highway logo sign is required at least once per year)	\$
<b>Cenex Retail Brand Image Elements</b> (from approved vendors)	Photo of completed project and copies of paid invoices	\$
<b>TOTAL</b>		\$



**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.



## 2016 CENEX® BILLBOARD REBATE FORM

Company Name \_\_\_\_\_ Account # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Submitted By (please print) \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Billboard location \_\_\_\_\_

*Example: Hwy 123, Exit 105, or Hwy 123, East of Anytown*

Rebates equal to the cost of the billboard production and installation, up to \$1,000 per site, are available to retailers who meet eligibility requirements and have the billboard posted by August 31, 2016. Actual rebates are based on production and installation costs and are contingent on approved artwork and program requirements. Signs posted on buildings, semitrailers, etc. are not eligible.

### Required (must select one option below):

- New full billboard\* with qualified\*\* lease  
 Refreshed full billboard\* with qualified\*\* lease  
 New company-owned full billboard\*  
 Refreshed company-owned full billboard\*

### New items:

- New half billboard\* with qualified\*\* lease (rebate will be pro-rated)  
 Refreshed half billboard\* with qualified\*\* lease (rebate will be pro-rated)  
 New company-owned half billboard (rebate will be pro-rated)  
 Refreshed company-owned half billboard\* (rebate will be pro-rated)

Monthly Lease \$ \_\_\_\_\_

### Required:

- Attach photo of new billboard  Attach copy of invoice Product & Installation \$ \_\_\_\_\_

Manager's Signature \_\_\_\_\_ Date \_\_\_\_\_

Submit claims electronically by emailing forms and supporting documents to [cenexadshare@chsinc.com](mailto:cenexadshare@chsinc.com) or mail to the address below. Download additional claim forms by clicking on "My Accounts" on the **MyCHS homepage**. **Deadline for submitting claims is September 30, 2016.**

CHS  
 ATTN: Billboard Rebate Offer, MS 531  
 PO Box 64089  
 St. Paul, MN 55164-0089

\*A qualified billboard is a commercial billboard space located on a major highway or interstate.

\*\*A qualified lease is a 12-month or longer lease through a professional billboard leasing company.

**Questions?** Contact your Cenex Representative.  
 For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## 2016 HIGHWAY LOGO SIGN REBATE FORM

Company Name \_\_\_\_\_ Account # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Submitted By (please print) \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Highway Logo Sign location \_\_\_\_\_

*Example: Hwy 123, Exit 105, or Hwy 123, East of Anytown*

Rebates equal to the cost of the logo sign production and installation, up to \$1,000 per site, are available to retailers who meet eligibility requirements and have the logo sign posted by August 31, 2016. Actual rebates are based on production and installation costs and are contingent on approved artwork and program requirements. Signs posted on buildings, semitrailers, etc. are not eligible.

### Required (must select one option below):

- New highway logo sign\* with qualified\*\* lease  
 Refreshed highway logo sign\* with qualified\*\* lease

### Required:

- Attach photo of posted logo sign  
 Attach copy of invoice

Product & Installation \$ \_\_\_\_\_

Manager's Signature \_\_\_\_\_ Date \_\_\_\_\_

Submit claims electronically by emailing forms and supporting documents to [cenexadshare@chsinc.com](mailto:cenexadshare@chsinc.com) or mail to the address below. Download additional claim forms by clicking on "My Accounts" on the **MyCHS homepage**. **Deadline for submitting claims is September 30, 2016.**

CHS  
 ATTN: Outdoor Advertising Rebate Offer, MS 531  
 PO Box 64089  
 St. Paul, MN 55164-0089

\*A qualified logo sign uses the Cenex logo in conjunction with approved standards.

\*\*A qualified lease is a 12-month or longer lease of a logo sign located on a major highway or interstate.

## BRAND MARKETING & PROGRAMS

ABOUT: CORPORATE CAMPAIGNS

WE'RE WITH YOU®

TANKS OF THANKS®

CABELA'S CLUB VISA® & LOYALTY PROGRAM

CENEX® GIFT CARDS

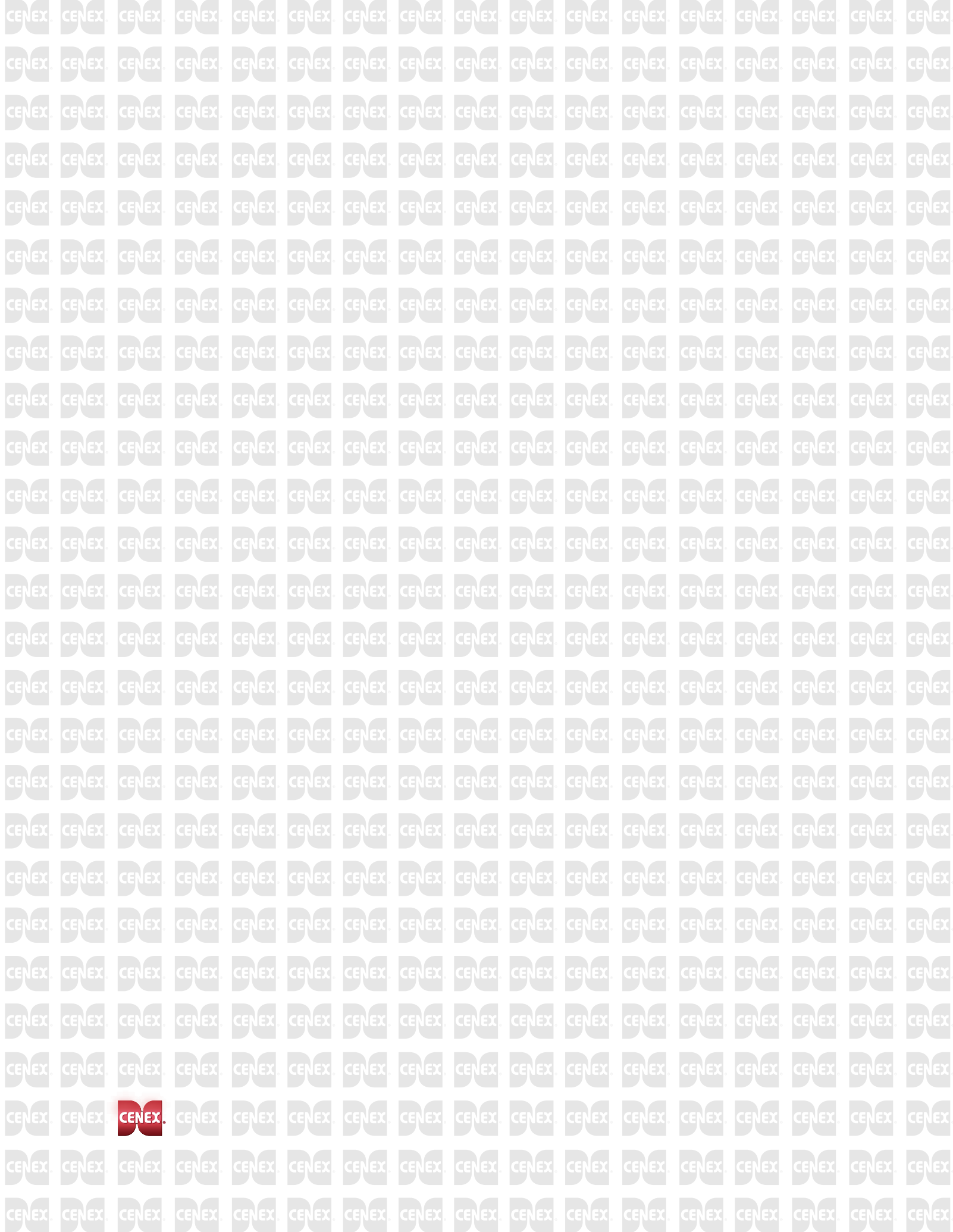
CENEX VOYAGER® FLEET CREDIT CARD

CENEX ROADMASTER XL®

RETAIL EXCELLENCE DAILY (RED) MYSTERY SHOP PROGRAM

SOCIAL MEDIA







## ABOUT: CORPORATE CAMPAIGNS

CHS supports your own local marketing efforts with national and regional marketing campaigns in 2016. Each is uniquely designed to increase brand awareness and generate sales. These initiatives include:

- We're With You® / Tanks of Thanks®
- Cabela's CLUB Visa® Card & Loyalty Program
- Cenex® Voyager® Fleet Card Campaign
- Cenex Gift Cards
- Cenex Roadmaster XL® Premium Diesel

### Each Campaign Includes:

- National and/or regional advertising created by CHS
- Tools you can use to promote the campaign in your store
- Local store marketing resources so you can easily create your own ad materials

## GETTING STARTED

While these campaigns will be supported on a national and/or regional level by CHS, we encourage you to leverage them locally in order to increase their effectiveness in your own store. Here's how:

- 1. Update In-Store Merchandising.** Make sure to regularly visit Cenex Shop to refresh your in-store marketing pieces.
- 2. Online Employee Training.** Train your front line employees on all Cenex Marketing Programs for FREE by visiting [cenexrefinedthinking.com](http://cenexrefinedthinking.com). Learn more about these easy-to-use training modules on page 31.
- 3. Stay Up-to-Date.** Read campaign happenings in the monthly *In The Know* E-Newsletter and stay informed by referencing the Manager Guides that are mailed out with store signage kits.



## WE'RE WITH YOU®

**We're With You®** is the overarching Cenex® brand campaign, first launched in 2012. The goal is to generate brand awareness and support by giving back to the community and rewarding those who make a difference. The power of the campaign builds on the key insight that Cenex branded retailers are better trusted by customers because they're locally owned and operated, and therefore maintain a strong, local and personal connection to their communities.

## TANKS OF THANKS®

**Tanks of Thanks®** celebrates the little — and the large — things employees, customers and friends of Cenex do to make our communities better places to be. It's also a great way to give back to the communities we rely on for our business success.



Using a balance of TV, radio, print and targeted online media, CHS is getting the word out about the We're With You and the Tanks of Thanks programs.

### How Tanks of Thanks Works

1. Deserving individuals are nominated by members of their communities at **tanksofthanks.com** for the chance to win a Cenex Gift Card in recognition of their good deeds.
2. Each month, 100 nominees are randomly selected from the nominee pool to receive a \$50 Cenex Gift Card. After each drawing, CHS mails a media alert to the community of each gift card recipient to generate local media interest and recognition for recipients.



3. In addition to community nominees, dealers can select up to six people per fiscal year to be automatically rewarded by CHS with a \$50 Cenex Gift Card as part of the program. **Nominations can be made by following a dealer link on tanksofthanks.com.** In the case of every dealer nomination, CHS will automatically issue and mail a \$50 gift card to the winners.

### Promote Locally

To leverage the Tanks of Thanks campaign in your store:

- Install campaign materials, available on Cenex Shop, in your store. Have your team wear campaign buttons and Tanks of Thanks t-shirts.
- Train front-line employees on the campaign and how to support the message at **cenexrefinedthinking.com**.
- Implement a local ad campaign with billboards, radio ads, etc. Approved templates are available at Cenex Shop.
- Honor your community's Tanks of Thanks recipients using customizable in-store posters, ads and newsletter articles.

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## CABELA'S CLUB VISA® CARD & LOYALTY PROGRAM

The CHS partnership with Cabela's offers an exclusive benefit not available from any other petroleum brand. With the Cabela's CLUB Visa®, cardholders earn DOUBLE Cabela's CLUB points on all Cenex retail purchases — including fuel, snacks, beverages, and more. The Cabela's CLUB Visa card provides Cenex® retailers exclusive access to over two million cardholders.



As a result of this partnership program, Cenex retailers have already experienced increased sales, higher ticket values, and a large (and growing) customer base. CHS will continue to support this relationship with national and local marketing tactics to drive in-store sales and boost new customer acquisition. To learn more, visit [cenex.com/cabelas](http://cenex.com/cabelas).

Several national and regional initiatives are scheduled throughout the year, including:

- Cabela's CLUB Visa statement stuffers
- Email and direct mail marketing
- Radio advertising
- Facebook advertising
- Print ads in C Magazine

The more you can leverage the Cabela's CLUB Visa campaigns in your community, the greater the results you can experience, including:

- **Increased Sales and Transactions.** In 48 months, stores sales to Cabela's CLUB cardholders grew by 441% and transactions jumped by 244%. That translates to an average of 1,350 more transactions per location!
- **Higher Ticket Values.** Cabela's CLUB Visa Cardholders bring a significantly higher-than-average retail ticket — about \$20 more than Visa and MasterCard® shoppers.

- **Attract New Customers.** Pre-program, 8.77% of Cabela's CLUB Visa Cardholders chose Cenex. Forty-eight months into the program, 48% of cardholders chose Cenex — and the number continues to grow. Many cardholders are sensitive to CLUB points and shop at Cenex whenever possible.

- **Processing Savings.** In the first 48 months, Cenex Marketers have saved over \$1.1 million on processing due to reduced processing rates on Cabela's CLUB Visa transactions.

### Promote Locally

- Install updated Cabela's CLUB Visa campaign materials in your store and/or implement a local ad campaign. Visit Cenex Shop for templates.
- Train your front-line employees on the campaign and how to support it via the credit card training module available on [cenexrefinedthinking.com](http://cenexrefinedthinking.com).
- Review your store specials to maximize opportunities for in-store sales during the campaign period.

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## CENEX® GIFT CARDS

Cenex® Gift Cards may be redeemed for gas, snacks, beverages and more at over 1,400 Cenex retail locations, making these cards a thoughtful, convenient gift for any occasion. In fact, studies show most people prefer gift cards over any other gift.

Selling and promoting Cenex Gift Cards provides a significant opportunity for increased sales and profits. Gift cards reach new customers, encourage greater customer spending, foster stronger brand loyalty and increase the likelihood of repeat store visits. You can restock your order of gift card plastic and jackets at [cenexshop.com](http://cenexshop.com).

Employee training is provided through the Online Employee Training Modules, which can be found at [cenexrefinedthinking.com](http://cenexrefinedthinking.com), under Cenex Gift Cards.

Plus, find a selection of gift card radio spots, Web banners, and other marketing materials on Cenex Shop, and create your own promotion to sell these desirable products.

CHS promotes Cenex Gift Card sales through several national and regional initiatives throughout the year, including: Cenex Credit Card statement stuffers, print ads in C Magazine, radio and Facebook advertising.



*Important Note: All existing Cenex Gift Card designs are still valid.*



## CENEX VOYAGER® FLEET CREDIT CARD

The Cenex Voyager® Fleet credit card is a convenient way for companies to carry a single card for all vehicle-related purchases, while earning rebates on purchases at Cenex fueling sites. The card is accepted at more than 230,000 locations nationwide and provides a complete fleet fueling management program designed to save businesses time and money. The card also provides Cenex owners with an opportunity to increase sales at the pump and in the store.

### How It Works

CHS will be pursuing small and medium size businesses and fleets, via targeted promotions, to create interest and increase card applications for the Cenex Voyager Fleet credit card. To help promote the card, several national and regional initiatives are scheduled throughout the year using direct mail, industry publication advertising, radio, and Facebook.

While advertising will occur on a national level, you can promote the Cenex Voyager Fleet credit card in your local area. The more marketing you do in your own community, the greater the results you can achieve. Benefits of growing your local card base include:

- Increase in sales and ticket values
- Creation of more repeat customers
- Becoming a partner to local businesses

Cenex Voyager Fleet credit card materials are available via Cenex Shop to get you started with local promotions. Front-line team and manager training is available on [cenexrefinedthinking.com](http://cenexrefinedthinking.com) in the credit card course.



## CENEX ROADMASTER XL®

Cenex® leads the industry in premium diesel fuel with a proprietary additive package that maximizes performance and fuel efficiency, reduces downtime and maintenance costs, extends injector and injector pump life, and provides quicker, smoother starts.

Carrying Cenex Roadmaster XL® Premium Highway Diesel Fuel at your retail location will set you apart from your competitors! Cenex Roadmaster XL is designed to optimize performance, no matter what kind of diesel engine your customers are operating. It consistently outperforms #2 diesel fuel and sets the standard that all other “premiums” try to measure up to, Cenex Roadmaster XL:

- Increases fuel economy by as much as 5%
- Increases fuel lubricity by 10-15%
- Improves power by up to 4.5%

### How It Works

Before it's time to fill up, CHS is making sure over-the-road fleets and businesses know why it's the smart business choice to select the best fuel for their engines. A multi-channel media campaign helps build awareness and preference for Cenex Roadmaster XL and encourages fleets to visit their local Cenex branded retailer throughout the year using direct mail, industry publication advertising, digital advertising and radio.

CHS has planned a number of national and regional campaigns for 2016, and the best way to maximize these efforts is to supplement with your own local marketing. A variety of templates and items are available via Cenex Shop for you to get started targeting your local customers today!

Don't carry Cenex Roadmaster XL today? Talk with your Cenex Representative to learn about the benefits of offering Cenex Roadmaster XL at your retail location(s).



## RETAIL EXCELLENCE DAILY (RED) MYSTERY SHOP PROGRAM

To ensure brand integrity and the best customer experience possible at each of its 1,400 locations, CHS administers bi-annual Mystery Shop evaluations at each Cenex® retail location. Mystery shoppers review the exterior and interior of each location, take photos and evaluate employee performance. They then provide a comprehensive report detailing strengths and opportunities to assist C-Store operators in improving their store to make it more successful.

All Cenex branded retail sites must comply with current Cenex retail image standards at all times. Brand image related issues will be communicated through the Mystery Shopper's Final Report and associated website. Brand image issues may also be addressed at any other time throughout the year. Your Cenex Representative can assist you with any necessary branding-related corrective actions.

### How RED Inspections Work

Twice a year, CHS sends mystery shoppers into the field to evaluate stores. These evaluations are at no cost to the individual or parent location. You will be given notice of a three-month timeframe when Mystery Shop evaluations will occur, although you will not know the exact date. Knowing a general timeframe gives you the chance to make sure your store and staff is at their best when the mystery shopper arrives.

### Getting Ready

To prepare for your RED evaluation, visit **MyCHS at chsinc.com, Cenex Retail page**. There, you'll find a mystery shopper preparation checklist and the Cenex Retail Image Standards Guide.

You can also train your store team on the RED Mystery Shop program via the Online Employee Training Module on **cenexrefinedthinking.com**.

## SOCIAL MEDIA

### Promote Responsibly

If you are posting content on a social media site, or considering developing your own Facebook or Twitter site, please remember:

- Respect the CHS Social Media Guidelines found at **MyCHS on the Cenex Retail page**. They are designed to protect the integrity of the CHS and Cenex brand.
- Follow Cenex logo usage guidelines.
- Develop your own social media policy for your staff.

Remember, social media is open to the public; content is designed to be fresh, relevant and show the Cenex brand in a positive light for the consumer audience.

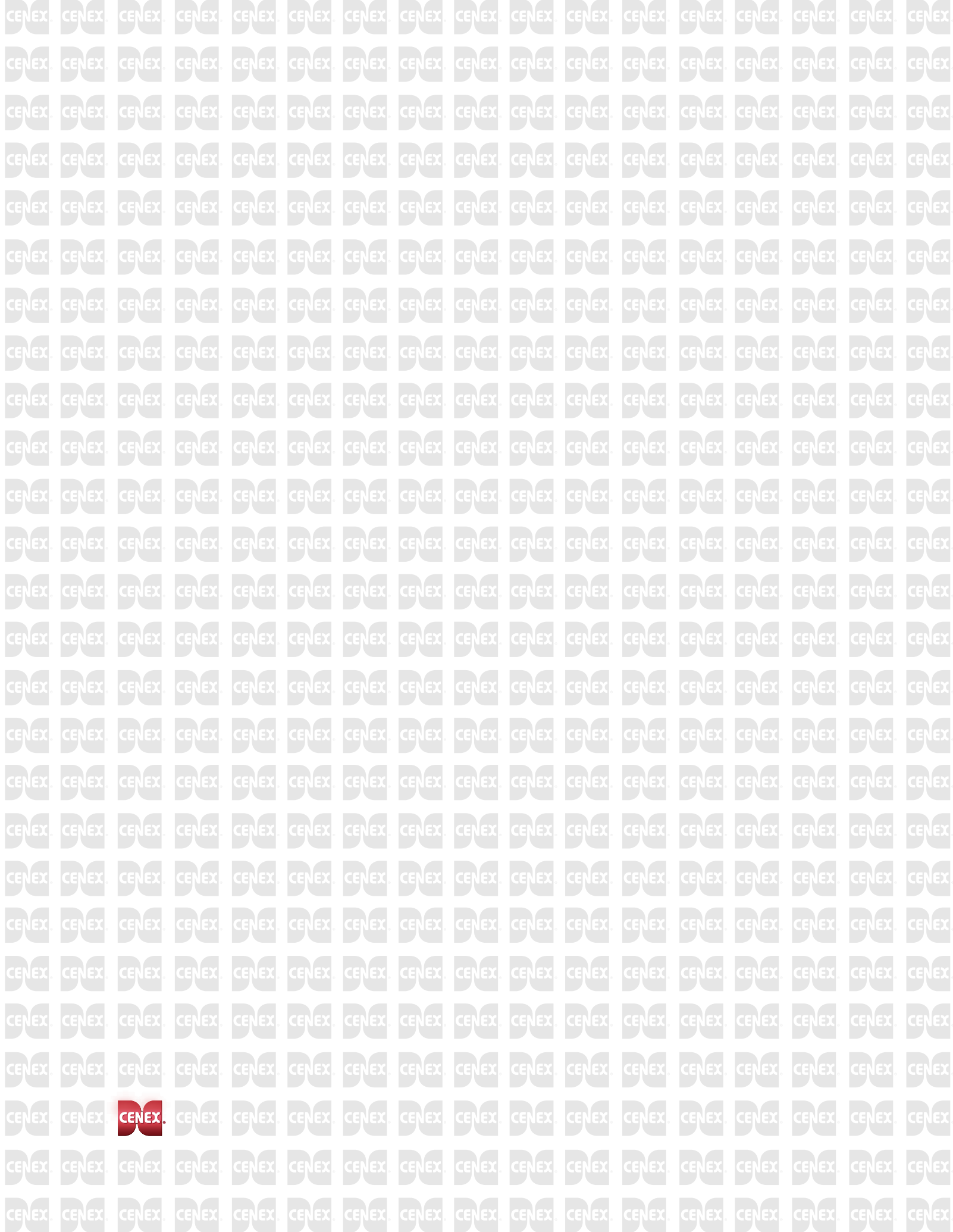
## GETTING STARTED

1. **Like the Cenex Stores Facebook page, at [facebook.com/cenexstores](https://facebook.com/cenexstores).**
2. **Share content** — feel free to share or re-post content from the Cenex Stores Facebook page.
3. **Post Tanks of Thanks® nominees' stories on your page** by clicking "like" next to your favorite stories on **tanksofthanks.com**.
4. **Let us know about your special events.** We'll promote them on the main Cenex Stores page.

## EDUCATION

ONLINE EMPLOYEE TRAINING  
MyCHS  
*IN THE KNOW* E-NEWSLETTER







## ONLINE EMPLOYEE TRAINING



A well-trained team is crucial to your store's success. CHS supports education and training with four retail training modules that are available at [cenexrefinedthinking.com](http://cenexrefinedthinking.com).

These training courses are designed to provide you an overview of key Cenex® programs and how each program will help your store remain successful. Managers and sales associates choose from the training topics, each of which shows you step-by-step how the various programs work.

### Training for Everyone

The online training modules are designed to give your staff the tools and confidence to promote the following Cenex programs:

- **Cenex: We're With You® & Tanks of Thanks.®** Learn important facts about CHS, the Cenex brand and the "We're With You" brand campaign, including the "Tanks of Thanks" program. This course includes customer service basics to ensure employees deliver on the Cenex brand promise. Brand program education is valuable not only for new associates, but also as a helpful refresher for long-time team members.

- **Cenex Gift Cards.** Learn how the Cenex brand's gift card program can help your store become more profitable. From selling techniques to gift card terminology, the training will prepare associates to handle customer questions and energize your gift card business.
- **Cenex Credit Cards.** Learn the unique attributes of each Cenex-branded credit card. Whether your customer needs to fuel the family car or a fleet of vehicles, CHS has a card to meet their needs.
- **Cenex Mystery Shop Program: RED Inspections.** Learn what to expect when your store is visited by a mystery shopper. Help make the mystery shopper's visit a positive experience by educating associates on the program and its purpose.

## GETTING STARTED

1. Visit [cenexrefinedthinking.com](http://cenexrefinedthinking.com).
2. Register or log in.
3. Select a course and begin (each course is approximately five minutes).
4. Upon finishing each course and its quiz, you receive a certificate of completion which you can download and print.

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## MyCHS

MyCHS is a helpful online resource, providing you with all the latest Cenex® marketing news and information. To access it, visit **MyCHS** at **chsinc.com**, then click the **Cenex Retail Page**. Available exclusively for CHS customers, MyCHS offers you access to a wealth of information such as:

- Ad Share Balances and Downloadable Claim Forms
- Cenex Marketing Website Links, including Cenex Shop
- Manager's Guides for Various Cenex Programs
- Marketing Planning Templates
- Product News & Industry Links
- POS Instructions for Gift Card Transactions
- MSOA — Merchant Services Online Application (where you can update store amenities published at **cenex.com**)



## IN THE KNOW E-NEWSLETTER

Stay connected to the latest news and information from Cenex with weekly email updates from the FREE *In The Know* E-Newsletter. Four editions are available monthly, with a different focus each week:

**Week 1:** Retail Marketing & Operations

**Week 2:** Payment Solutions

**Week 3:** Premium Diesel Fuels & Cenex Lubricants

**Week 4:** Petroleum Equipment

Subscribe to any or all *In The Know* E-Newsletters online at [retail.chsintheknow.com/subscribe](http://retail.chsintheknow.com/subscribe)



**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## RESOURCES

[AD SHARE CLAIM FORMS](#)

[MARKETING CALENDAR TEMPLATE](#)

[FAQS](#)





This section contains additional resources including claim forms, important contact information, and answers to some key questions you might have. You'll find a marketing planning calendar so you can jump right in and start designing your marketing programs for 2016.



## 2016 CENEX® AD SHARE PROGRAM CLAIM FORM

Company Name \_\_\_\_\_ Account # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Submitted By (please print) \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Manager's Signature \_\_\_\_\_ Date \_\_\_\_\_

Submit claims electronically by emailing forms and supporting documents to [cenexadshare@chsinc.com](mailto:cenexadshare@chsinc.com).  
Or mail to the address below. **Deadline for submitting claims is September 30, 2016.**

CHS  
ATTN: Ad Share, MS 531  
PO Box 64089  
St. Paul, MN 55164-0089

Download additional claim forms and view your 2016 Ad Share balance by clicking on **"My Accounts"** on the **MyCHS homepage**.

Item Being Claimed	Required Documentation	Claimed Amount
<b>Cenex Shop Advertising Materials</b> (Sales Flyers, Direct Mail, Store Signage, Coupons, Punch Cards, etc.)	Cenex Shop order confirmation or invoice	\$
<b>Print Advertising</b> (Cenex Shop templates only)	Paid invoice and original tear sheets	\$
<b>Radio and TV Advertising</b> (Ads and scripts sourced from Cenex Shop only)	Paid invoice and notarized affidavit of performance, including script	\$
<b>Cenex® Brand or Product Campaign Items Ordered from Cenex Shop;</b> promotional items do not qualify	Cenex Shop order confirmation or invoice	\$
<b>Cenex Uniforms and Cenex Name Badges from Cenex Shop</b> (Includes item numbers: 405110, 405111, 405112, 405113, 405114, 405115, 405117 and 405141)	Cenex Shop order confirmation or invoice (Invoice must include item numbers)	\$
<b>Outdoor Billboards and Highway Logo Signs</b>	Paid invoices (A photo of your billboard or highway logo sign is required at least once per year)	\$
<b>Cenex Retail Brand Image Elements</b> (from approved vendors)	Photo of completed project and copies of paid invoices	\$
<b>TOTAL</b>		\$

**CenexShop**

[www.cenexshop.com](http://www.cenexshop.com)

**Questions?** Contact your Cenex Representative.  
For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.





## 2016 HIGHWAY LOGO SIGN REBATE FORM

Company Name \_\_\_\_\_ Account # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Submitted By (please print) \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Highway Logo Sign location \_\_\_\_\_

*Example: Hwy 123, Exit 105, or Hwy 123, East of Anytown*

Rebates equal to the cost of the logo sign production and installation, up to \$1,000 per site, are available to retailers who meet eligibility requirements and have the logo sign posted by August 31, 2016. Actual rebates are based on production and installation costs and are contingent on approved artwork and program requirements. Signs posted on buildings, semitrailers, etc. are not eligible.

### Required (must select one option below):

- New highway logo sign\* with qualified\*\* lease  
 Refreshed highway logo sign\* with qualified\*\* lease

### Required:

- Attach photo of posted logo sign  
 Attach copy of invoice

Product & Installation \$ \_\_\_\_\_

Manager's Signature \_\_\_\_\_ Date \_\_\_\_\_

Submit claims electronically by emailing forms and supporting documents to [cenexadshare@chsinc.com](mailto:cenexadshare@chsinc.com) or mail to the address below. Download additional claim forms by clicking on "My Accounts" on the **MyCHS homepage**. **Deadline for submitting claims is September 30, 2016.**

CHS  
 ATTN: Outdoor Advertising Rebate Offer, MS 531  
 PO Box 64089  
 St. Paul, MN 55164-0089

\*A qualified logo sign uses the Cenex logo in conjunction with approved standards.

\*\*A qualified lease is a 12-month or longer lease of a logo sign located on a major highway or interstate.

## MARKETING CALENDAR TEMPLATE

### How To Use This Template

- Determine your marketing objectives. Your Local Store Marketing Guide provides several ideas to get you started. It can be found on the **Cenex® Retail page of MyCHS**.

	September	October	November	December
Print				
Radio				
Online				
Email				
Direct Mail				
Outdoor				
Loyalty Programs				
Sponsorships & Events				
Television				
Hometown Radio Network				

## MARKETING CALENDAR TEMPLATE

### How To Use This Template (cont'd)

- Use the template to plan your store marketing for the year. Align your media and store specials with CHS initiatives to guarantee the most bang for your buck!
- Refer back to your calendar throughout the year and track your results.

	January	February	March	April
Print				
Radio				
Online				
Email				
Direct Mail				
Outdoor				
Loyalty Programs				
Sponsorships & Events				
Television				
Hometown Radio Network				

**Questions?** Contact your Cenex Representative.

For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.

## MARKETING CALENDAR TEMPLATE

	May	June	July	August
Print				
Radio				
Online				
Email				
Direct Mail				
Outdoor				
Loyalty Programs				
Sponsorships & Events				
Television				
Hometown Radio Network				



## FAQs

### Where can I review my Ad Share balance?

Customers with Control Room Level access to **MyCHS** can view their current Cenex® Ad Share funds by visiting the “**My Accounts**” area on the **MyCHS homepage**. Both Retail and Premium Diesel Ad Share balances will appear in the “**My Accounts**” area.

Customers who do not have access to this information through MyCHS should contact their Cenex Representative or contact us at **cenexadshare@chsinc.com**.

### How do I submit an Ad Share claim?

You may download additional copies of the Ad Share claim form by visiting MyCHS at **chsinc.com** and clicking on the **Cenex Retail Page**. The form is available via a quick link in the “Cenex Ad Share” window on the right-hand side of the screen.

Claim forms and supporting documents can be submitted by mail or electronically. By mail, please send all claims to CHS ATTN: Ad Share, MS 531, PO Box 64089, St. Paul, MN, 55164-0089. By email, claims should be sent to **cenexadshare@chsinc.com**.

### How do I order more pump toppers and signs for my store?

Visit **cenexshop.com** for a variety of pump toppers and store signs — customizable with your own store information. Cenex Shop also carries a variety of items in stock and ready for quick delivery.

### Where can I order more gift cards?

Gift cards, including both jackets and plastics, are FREE and may be ordered online at **cenexshop.com**.

### Where can I order more credit card applications?

Credit card applications and acrylic application displays are FREE and may be ordered online at **cenexshop.com**.

### Who do I contact for questions regarding store and event marketing, current promotions, Ad Share funds and Outdoor Advertising rebates?

Contact your Cenex Representative or the Cenex Refined Fuels Marketing team at **refinedfuelsmarketing@chsinc.com**.



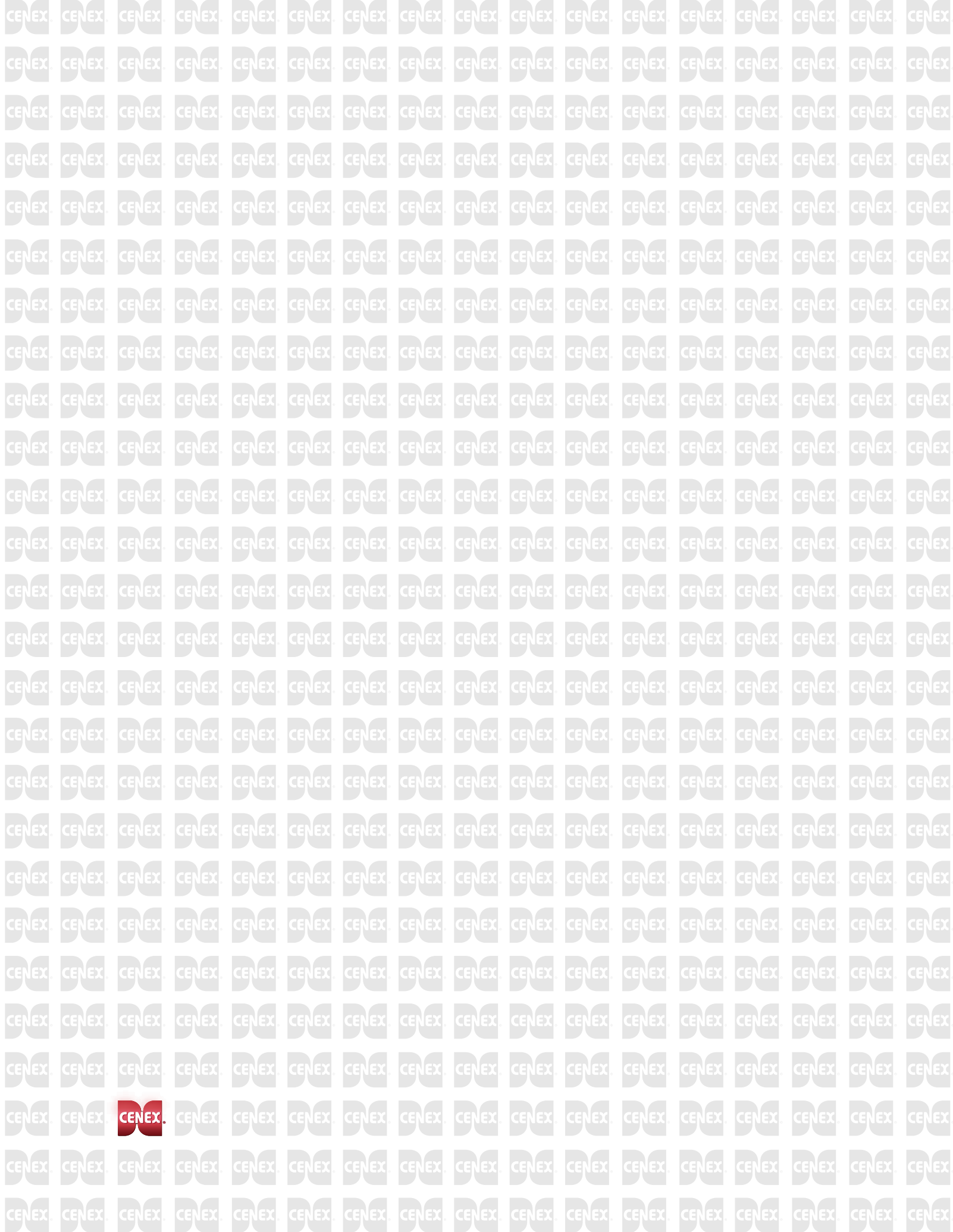


**Questions?** Contact your Cenex Representative.  
For more information, visit MyCHS at [chsinc.com](http://chsinc.com) and click on the Cenex Retail page.



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