

ADVERTISING BILLBOARD program



REQUIREMENTS

- 1. PRE-APPROVAL BY ADVERTISING DEPARTMENT**
All billboards must be pre-approved by Marathon Ashland Petroleum LLC's (MAP) Advertising Department prior to painting or posting to ensure reimbursement.
- 2. LOGO**
The Marathon logo must be displayed on the left side of the billboard and the minimum logo size must be at least 35% of the total size of the billboard.
- 3. BILLBOARD SIZE**
Overall size of billboard must be at least 250 square feet.
- 4. COLORS**
To comply with identification standards established by MAP for its trademarks and brand names, billboards must be presented with PMS colors Blue 286 and Red 199 using a Blue 286 background.
- 5. LOCATION**
The billboard must be located on a highway, expressway or a primary road generally having at least two lanes in each direction of travel.
- 6. TERM OF RENTAL AGREEMENT**
The term of your billboard rental contract must be for a minimum of ninety (90) days.

REIMBURSEMENTS

- 1. COMMITMENT**
MAP's Billboard Program funds are approved on a year-to-year basis and thus cannot be committed for more than one year. MAP will therefore reimburse a portion (see below) of your expenses for painting/ posting and rental of billboards on an annual basis. In other words, if the term of your billboard rental contract is for three (3) years, MAP will initially approve and reimburse expenses for the first year only. Invoices would then need to be submitted for expenses of the remaining years of the contract, and will be reimbursed during and under the terms in place, if any, in future Program years.
- 2. TIMING OF REIMBURSEMENT**
Current year reimbursement requests are due and must be received by the MAP Advertising Department by March 1 of the following year. Example: Invoices dated 2003 are due and must be received by the MAP Advertising Department by March 1, 2004.

Monthly rental payments are reimbursable at any time during a program year, after monthly invoices have been paid and submitted to MAP's Advertising Department.
- 3. AMOUNT OF REIMBURSEMENT**
MAP will reimburse 50% of total monthly billboard rent/highway logo expense, up to \$2,500 per month for any one location. Subject to this:
A. MAP will reimburse 50% of annual painting/postering expenses.
B. MAP will reimburse 50% of monthly billboard rent, up to \$1,200 per month for any one billboard facing.
- 4. REQUESTS FOR REIMBURSEMENT**
Requests for reimbursement must be submitted annually on Form 9159, "Advertising Billboard/Highway Logo Co-op Program Form." Submit your requests directly to your Marketing Representative.

No request will be approved unless a detailed description of the location of the billboard is stated on Form 9159, with original or photocopies of paid invoices attached. A copy of the billboard contract and a clear, color photograph of the billboard must also accompany all first-time requests. Subsequent requests submitted for the same billboard during the same Program year need only include Form 9159 and original or photocopies of paid invoices. However, if the billboard is repainted, reposted or modified in any way during the plan year, complete documentation including a new photograph is required.

MAP reserves the right to require two (2) or more billboard contract proposals as a condition of approval of any reimbursement request.

Acceptance of reimbursement funds constitutes your agreement that MAP may conduct an audit of books and records concerning your participation in MAP's Billboard Program.

RECOMMENDATIONS

- 1. MESSAGE**
Billboard layout should be directed to a specific Marathon business. Fuel price postings used on billboards should be presented electronically or in such a manner where the price can easily be changed.
- 2. DESIGN CONSIDERATIONS**
 - Quick
 - Simple
 - Legible
 - Rule of Thumb: No more than 7 words
- 3. ARTWORK**
MAP's Art Department will professionally create the billboard artwork from your sketch, if desired. This service is provided to you at no cost.

Log onto eMpoweredbymarathon.com to download a reimbursement form (9159)