



# 2024 ADVERTISING & MARKETING GUIDE



TEXAS OUTDOOR POWER EQUIPMENT DISTRIBUTORS, INC  
2301 Airport Road • Georgetown, Texas 78628  
(512) 863-2998 • [www.topequipment.net](http://www.topequipment.net)

# TOPE MARKETING CAPABILITIES

Texas Outdoor Power (TOPE) is not only a state of the art distribution center but a full service advertising and marketing support system for our dealers. We can provide a wide variety of high impact displays, signage, ad layout, flyers, banners, and mailers. We have a team of experts in the field of marketing and advertising that can assist you in planning your advertising for any of our brands.

Most of our competitors offer generic or canned support materials. We can not only provide what our factories offer us, but a host of other high impact, customized marketing materials.

We want to be involved in planning and budgeting for your annual investment into promoting our brands. We can help you put together a budget and plans for Open Houses, Consumer Advertising, Professional Advertising, etc. Please call us so we can help you plan 2024.

About our team:

## Director of Marketing

**Mike Elliott**     [mike@topequipment.net](mailto:mike@topequipment.net)     **512-863-2998 Ext. 103**

Mike has 38 years experience in the outdoor power equipment industry. He was a Territory Manager, Sales Manager, Sales & Marketing Manager, and now serves as the Director of Marketing. Mike is also one of the owners of TOPE.

## Marketing Manager

**Mark Cook**     [markcook@topequipment.net](mailto:markcook@topequipment.net)     **512-863-2998 Ext. 104**

Mark has been in the OPE industry for 15 years. Prior to his time at TOPE, Mark worked in a family business where he handled their advertising and marketing responsibilities. Mark is the Marketing Manager for TOPE and handles our Ad Partner Program, ECHO displays, ECHO & SCAG POP, ECHO & SCAG wearables, along with many other duties.

## Creative Director

**Patton Sharp**     [patton@topequipment.net](mailto:patton@topequipment.net)     **512-863-2998 Ext. 118**

Patton has been with TOPE for 23 years and has extensive experience in graphics, design and programming. Patton designs our programs, banners, billboards, etc.

Note: TOPE would like to ask that you do not contact Patton directly about graphics projects. Please contact Mike Elliott or Mark Cook.

# TOPE CO-OP POLICY

## WHAT IS CO-OP?

Co-op as defined by TOPE policy is “any cost incurred by TOPE in providing support for ads, banners, billboards, wearables, displays, etc. that is not paid for by the dealer.”

Ex. If a display costs TOPE \$800 and we will bill the dealer \$600, the remaining balance between TOPE cost and what the dealer paid will be applied to the dealer co-op fund. In this example, \$200 would be deducted from the dealer’s available co-op.

## HOW ARE MY CO-OP \$ CALCULATED?

Dealer co-op \$ are loosely based on 2% of a dealer’s anticipated purchases for the current calendar year. TOPE will look at a 3 year purchase history in order to estimate a dealer’s available co-op.

*Note: Co-op is only available to Ad Partner dealers.*

## WHEN DO MY CO-OP \$ EXPIRE?

TOPE does not conform to the “use it or lose it” co-op approach. If a dealer has unspent co-op \$ at the end of the calendar year, TOPE will not approve co-op ads just to “use them”. Each request’s approval is based on both the co-op \$ available plus the plan or goal for the advertising. Co-op \$ do not carry over if not used.

## HOW DOES MY ECHO OR SCAG AD PARTNER PARTICIPATION AFFECT MY CO-OP?

As stated previously, the difference between “actual TOPE cost” on an ad buy and what \$ the dealer contributes, is the amount applied to co-op. Each program will be different as the Ad Partner Program is 1 fee for multiple components of advertising. Please contact Mike Elliott or Mark Cook at TOPE if you have specific questions about your specific Ad Partner program and the \$ utilized from your available co-op fund.

*Note: Co-op is only available to Ad Partner dealers.*

# TOPE CO-OP POLICY

## WHAT MEDIA ARE ELIGIBLE FOR CO-OP ASSISTANCE?

Please remember that main stream media such as radio, newspaper, television and billboards are the best methods of reaching the homeowner/consumer buyer. They are not cost effective in targeting the commercial landscaper.

TOPE will offer co-op assistance on pre-approved ads placed with:

**NEWSPAPER • TELEVISION • RADIO • BILLBOARDS • DIRECT MAIL •  
DIGITAL ADVERTISING (See limitations & guidelines)**

## WHAT MEDIA ARE NOT ELIGIBLE FOR CO-OP?

There are some traditional media and some new technology media that are not eligible for co-op assistance.

### Dealer Owned Digital Signs or Billboards

In order to provide co-op, TOPE must be able to validate exactly what is run on a digital billboard and how often it is run. This is not possible with a dealer owned digital sign

### Local Charity Donations

TOPE donates annually to a variety of charities locally here in Georgetown.

We commend any dealer who wishes to donate to a local charity, but co-op can not be utilized to support it.

Co-op is reserved to promote the sale of our brands.

## FAIRS, FESTIVALS, RODEOS, FARM SHOWS, ETC.

Local fairs, festivals, rodeos and farm shows can be a great source for getting the name of your dealership and brands out to the general public. The one drawback is that they often run for several days and require a lot of manpower to work your booth.

TOPE will offer co-op assistance for these types of events provided they are pre-approved.

To receive co-op, please submit several **photos of the entire booth** so we can determine what % of the total booth space was taken up by our brands.

## DIGITAL ADVERTISING

We recognize that 90% of the people looking for a product start with a Google search.

TOPE does provide co-op for digital ad campaigns, but please contact us before you commit to any campaign with a media company.

***We do not provide co-op with search terms of ECHO, SHINDAIWA, or SCAG.***

People searching for our brands specifically are already looking for our brands so using those terms simply puts your dealership on the search page above other local dealers.

That has value to the dealer, but not to TOPE or our brands.

We will co-op if you use more generic terms or prefer you target competitive brands in the market that are selling a high volume of product.

# TOPE CO-OP POLICY

## IMPORTANT REQUIREMENT ON MEDIA INVOICES

All of our factories must be able to validate that any advertising placed that is requesting co-op be validated by the specific media used. Please make sure that you tell the radio station, newspaper, billboard company, etc. that they must note on the invoice what brands were advertised. Any invoices that are not specifically noted with our brands will not be eligible for co-op.

Note: It is not acceptable for the dealer to hand-write the brands advertised on the invoice.

## AUTHORIZED LOGOS

It is imperative that only authorized logos be used for advertising our brands. The logos shown below are the only logos authorized by ECHO & SCAG for marketing their brand.



# TOPE MEDIA OPTIONS

## NEWSPAPER ADVERTISING

Newspaper continues to be a viable option in some markets. Although costs are prohibitive in most major metro markets, we recognize that in many rural towns, readership of traditional newspapers is still strong.

*All newspaper ads must be pre-approved by either Mike Elliott ([mike@topequipment.net](mailto:mike@topequipment.net)) or Mark Cook ([markcook@topequipment.net](mailto:markcook@topequipment.net)) to be eligible for co-op.*

*TOPE products must receive equal representation to any competitor, both in size and message to be eligible for co-op.*

To receive co-op, send a copy of the ad you'd like to place, it's size, and the \$ you are spending. TOPE will respond with a written pre-approval. Please note: We need the size in INCHES, not column inches as paper's column inches can vary.

Note: We would prefer to lay ads out for you as we have 30 years experience in the industry. Most newspapers don't know how to promote our brands properly.

GRAPHICS: Please do not pull graphics off the internet for any of our brands if you intend to use them for ads. We can supply you with anything you need or we can get you to a site to get them.

### ECHO/SHINDAIWA:

Photos and logos are now available on the Echo web-site. Go to [www.echo-usa.com](http://www.echo-usa.com), Click on "SUPPORT" and look for "IMAGE LIBRARY".

### SCAG:

Go to [www.scagtech.com](http://www.scagtech.com), Click on SALES MATERIALS along the left side of the page. Everything you need is in that section. Note: You will need to sign up to use the site.

### BILLYGOAT:

Email [mike@topequipment.net](mailto:mike@topequipment.net)

## RADIO ADVERTISING

As with newspaper, radio advertising can be a good choice in rural markets. Costs are generally lower and there are less stations than in major metro area. The challenge of radio is doing a good job describing our products, features, benefits and your location in under 30 seconds.

**Radio Scripts:** We don't recommend using "canned" radio scripts or having the station write them for you. We can normally get a custom radio script written for you within a day or two. Email Mike Elliott at [mike@topequipment.net](mailto:mike@topequipment.net) with the basics of what you are wanting to say in the script.

## TELEVISION ADVERTISING

Often a very costly and confusing media because of the mix of cable and satellite options. Both ECHO & SCAG offer excellent, professionally produced tv ads that you can utilize. We do not recommend and rarely approve locally made tv spots.

# TOPE MEDIA OPTIONS

## **BILLBOARDS**

In the right location and at the right cost, Billboards can be highly effective for generating traffic to your dealership and building brand awareness. The keys to billboard advertising are LOCATION & STRONG SIMPLE MESSAGE. The higher the traffic count and the slower the traffic is moving past your billboard, the better. You have 2-3 seconds to get the customer's attention and get your message seen and understood.

TOPE can design your billboard for you. As with newspaper, we do not recommend you allow the billboard company to design your billboard.

To receive credit, send in invoices within 60 days of invoice date. Invoices must show the brand of the billboard. Also please include a photo of the billboard.

(Only required for the first month)

## **DIRECT MAIL**

The best method to get your message out to the commercial user or to let existing customers know about an event or sale you are having.

The keys to direct mail are the timing on when it is delivered, the size of card and simplicity of message, and the quality of your mailing list.

TOPE has many options to help you with direct mail.

### **TOPE In-House Direct Mail:**

TOPE can custom design commercial direct mailers and open house mailers for you.

We have a great source for printing and mailing as well.

Contact Mike Elliott to discuss the goal and design of your mailer.

Mailing lists:

2 options:

1. Dealer can provide a clean, proofed mailing list in 5 column Excel format. (1. Name 2. Address 3. City 4. State 5. Zip Code)
2. TOPE can buy a list from our data source. (some cost incurred by dealer)

We would prefer not to use ECHO Business Portal registrations as the labor cost of cleaning up the list, deleting duplicates, etc. is very high.

**PLEASE ALLOW 30 DAY LEAD TIME BEFORE YOUR EVENT FOR DIRECT MAIL**

# TOPE MEDIA OPTIONS

## **BANNERS**

TOPE will always have factory designed and produced banners for our dealers, but we also realize that there is a need for custom banners to advertise specific promotions, models and brands. We have extensive experience in designing banners and have a great source for high quality, yet inexpensive banners.

Sizes: We can print up to 7'10" high and up to 50' wide.

## **LIGHTED OUTDOOR SIGNS**

**Contact Mark Cook at [markcook@topequipment.net](mailto:markcook@topequipment.net)**

TOPE offers outdoor lighted signs for both ECHO & SCAG. Signs are available in 2 sizes with a variety of hanging options depending on your store's needs.

3'X6': Standard sign with ECHO or SCAG logo.

4'X6': 1' tall panel across the bottom that can be personalized for your store.

-Most dealers put SALES & SERVICE across the bottom.

Allow 6-8 weeks for delivery.

Sign will be billed with 90 day terms. 75% co-op is available for cost of sign only.

Dealer is responsible for freight. (See your TOPE TM)

Once dealer has installed the sign, take a photo of it and send it to TOPE, attn. Mark Cook to receive co-op.



# TOPE MEDIA OPTIONS

## ECHO EQUIPMENT DISPLAYS

TOPE offers high quality professional looking lighted displays from Madix company. Displays are 4 feet wide and are available from 8 feet tall – 10 feet tall in 6 inch increments. Displays are lit with long lasting LED lights and can be ordered with a variety of racks and shelving to hold nearly all ECHO equipment. (Note: Power Pruners are too tall for these displays, but TOPE does offer a special Power Pruner display.

To order these, get with your TOPE Territory manager to get costs. These displays will be sold to dealer at co-op pricing with extended dating.

***Note: TOPE stocks 8' tall X 24' sections. Should dealer require taller, or wider displays, we can order them with approximately an 8 week lead time.***



# TOPE BANNER SAMPLES



# TOPE BILLBOARD SAMPLES

**LONGVIEW**  
**LAWN & GARDEN**  
EQUIPMENT

**ECHO**  
Outdoor Power Equipment

5 year  
Consumer  
Warranty

**HWY 80 - 4 BLOCKS ON RIGHT**

963-759-6874 - longviewlawn.com

**SCAG**  
COMMERCIAL MOWERS

NOTHING  
CUTS LIKE A SCAG

←←**TURN LEFT** **AUTO MART**  
AUTOMOTIVE & OUTDOOR

**ECHO**  
Outdoor Power Equipment

**MILLER POWER EQUIPMENT**  
3227 Old Jacksonville HWY

5 year  
Consumer  
Warranty

**1 MILE AHEAD (903)592-7201**

**Peddlers**  
**Outdoor**  
Hearth & Home

**SCAG**  
COMMERCIAL MOWERS

NOTHING  
CUTS LIKE A SCAG

←←**AHEAD ON LEFT**

# TOPE AD SAMPLES

**ECHO** Outdoor Power Equipment

**FALL CLEAN-UP SALE**  
GREAT DEALS ON THE TOP RATED CHAIN SAW & TREE TRIMMERS IN THE INDUSTRY

**FREE** CHAIN SAW CASE VALUE PACK  
**\$50** TRADE-UP AND SAVE THIS FALL  
WITH ANY ECHO CHAIN SAW

PRO GRADE CHAIN SAWS STARTING @ JUST **\$199.99**  
**5** year Consumer Warranty

PRO GRADE TREE TRIMMERS STARTING @ JUST **\$399.99**  
**5** year Consumer Warranty

**FREE** \$50 VALUE Embroidered Cap, Safety Goggles, Heavy Duty Gloves  
WITH ANY ECHO CHAIN SAW 20" OR LARGER

**ESP POWERSPORTS** 2002 New Boston Road  
CERTIFIED TECHNICIANS ON SITE Texarkana  
**(903) 255-7873**

**SCAG**  
COMMERCIAL MOWERS

A ZERO-TURN MOWER FOR EVERY APPLICATION  
Starting @ Just **\$4,199**

0% Financing Available

**AUTO MART**  
AUTOMOTIVE & OUTDOOR  
804 W BANKHEAD ST - NEW ALBANY  
662.534.2258  
[automartauto.com](http://automartauto.com)

**ECHO** Outdoor Power Equipment

**NATIONAL SALES EVENT**  
**SAVE \$20**

**\$149.99**  
After \$20 Instant Savings

**PB250LN** HANDHELD BLOWER  
**GT225** CURVE SHAFT TRIMMER

**ECHO'S #1 SELLER**  
**SRM225** STRAIGHT SHAFT TRIMMER JUST **\$199.99**  
AFTER \$20 INSTANT REBATE

**5** year Consumer Warranty

**ECHO** Outdoor Power Equipment

**shindaiwa**

**5** year Consumer Warranty

**NOTHING CUTS LIKE A SCAG**

**SCAG** COMMERCIAL MOWERS

OKLAHOMA CITY 3733 NW 10<sup>th</sup> St 405.946.9828  
**SMITH FARM & GARDEN** Est. 1959  
TULSA 5606 S. Garnett Rd 918.665.3364  
[www.smithfarmandgarden.com](http://www.smithfarmandgarden.com)

# TOPE DIRECT MAIL SAMPLES

**4** **2016 OPEN HOUSE SALE**  
FOUR BROTHERS OUTDOORPOWER ROYSE CITY - TERRELL

**FEBRUARY 26** **SCAG COMMERCIAL MOWERS**

**ECHO** Outdoor Power Equipment **shindaiwa**

FOUR BROTHERS OUTDOOR POWER  
 2324 EAST I-30  
 ROYSE CITY, TX 75189

972.636.2963

**FEBRUARY 26**

11:00am - 5:00pm

• 1 DAY ONLY SPECIAL PRICING

• FACTORY REPS ON HAND

• LUNCH SERVED AT NOON

• SPECIAL 0% FINANCING

**20% OFF**

ECHO & SHINDAIWA  
 EQUIPMENT

**ECHO** **20% OFF**  
 Outdoor Power Equipment **ALL ECHO & SHINDAIWA EQUIPMENT**

All ECHO products are backed by a full  
**5 YEAR CONSUMER WARRANTY.**

Dare to compare to our leading  
 competitor's 1 & 2 Year Warranties!!

**5** year  
 Consumer  
 Warranty

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

**TIGER CAT II** HOMEOWNER & COMMERCIAL **TURF Tiger II**

CHECK OUT THE  
 2016 SCAG ZERO-TURN  
 MOWER LINE-UP

ABC LAWN & LANDSCAPE  
 123 Main Street  
 Austin, Texas 78759

**ALL SEASONS FARM EQUIPMENT**

**SPRING SALE**

**ALL SCAG MOWERS ON SALE**

**MARCH 21-25**

**SCAG COMMERCIAL MOWERS**

ALL SEASONS FARM EQUIPMENT  
 9476 COUNTY FARM ROAD  
 GULFPORT, MS 39503

228.831.0002

• 5 DAYS ONLY SPECIAL PRICING

• SPECIAL 0% FINANCING

All Mowers Fully Serviced  
 and Ready to Go to Work

**CHECK OUT THE ENTIRE LINE-UP OF  
 SCAG ZERO-TURN MOWERS**

*A mower for every application.*

SCAG has built a reputation over  
 the past 30+ years of building the  
 toughest, best cutting, and easiest  
 to service zero-turn mower in the  
 industry.

LOOK CLOSELY AND DARE TO  
 COMPARE WITH ANY OTHER MOWER.



HOURS  
 M-F: 8a-5p SAT: 8a-Noon

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

BRING THIS POSTCARD IN TO REGISTER FOR 1 OF 2  
 SCAG WEBER GAS GRILLS WE ARE GIVING AWAY!



**\$200 VALUE**  
 No Purchase  
 Necessary

**LIBERTY**

**\$3,999**  
 ON-SALE  
 1 WEEK ONLY

ABC LAWN & LANDSCAPE  
 123 Main Street  
 Austin, Texas 78759

# TOPE X-FRAME SAMPLES

## 24" Wide X 63" Tall

Can be custom designed for any TOPE brand



**SCAG**  
COMMERCIAL MOWERS

**0% FINANCING AVAILABLE**

**VELOCITY PLUS**  
CUTTER DECK  
INDUSTRY'S BEST CUT

CAST IRON BLADE SPINDLE

ULTIMATE IN DURABILITY.  
TAPERED ROLLER BEARINGS

**3 DECK & SPINDLE YEAR WARRANTY**



**SCAG**  
COMMERCIAL MOWERS  
**PATRIOT**  
USA SCAG

*TRUE COMMERCIAL-GRADE,  
INCREDIBLE VALUE.*

Fast - Up to 10mph  
Powerful - Available with 22hp or 23hp  
Kawasaki Engine  
Long Running - 6.5 Gallon Gas Tank  
Productive 52" or 61" Decks  
Service - 2 Year Commercial or 3 Year  
500 hr Non-Commercial Warranty

[www.SCAG.com](http://www.SCAG.com)  
f | o | i | v



**SCAG**  
COMMERCIAL MOWERS  
**YOU CAN HAVE IT ALL**  
*CHEETAH*

UP TO  
**16mph**

OPERATOR'S SUSPENSION SYSTEM


**GREAT CUT QUALITY**




# TOPE X-FRAME SAMPLES

## 24" Wide X 63" Tall

Can be custom designed for any TOPE brand



**ECHO**  
**PB-8010** The Industry's  
Most Powerful  
Backpack  
Blower  
**1071 CFM**  
**211 MPH**  
**44 Newtons**



**ECHO**  
**POWER PRUNER**  
**PROMO**  
**2 FREE CHAINS**  
**\$30 VALUE**  
WITH PURCHASE OF AN ECHO PPT-2620  
**NEW LOWER PRICE**  
**\$549**



**SAVE 20%**  
SEPT 26<sup>TH</sup> - OCT 2<sup>ND</sup>  
**ECHO**  
**FALL SAW SALE**  
SEPTEMBER 26<sup>th</sup> - October 2<sup>nd</sup>  
**20% OFF**  
ALL SAWS  
**ECHO**  
**5** year  
Consumer  
Warranty  
**1** year  
Commercial  
Warranty  
  
[www.echo-usa.com](http://www.echo-usa.com)  
**SAVE 20%**  
SEPT 26<sup>TH</sup> - OCT 2<sup>ND</sup>

# FACEBOOK FORMATTED ADS

**SCAG** POWER EQUIPMENT

**DISCOUNTED PRICING ON SALE UNTIL MAY 31<sup>st</sup>**



**LIBERTY Z**

PROUDLY MADE IN THE USA  
ISO 9001 Registered  
MAYVILLE, VI

**ECHO** Outdoor Power Equipment

**PB-580T**

**\*LIMITED TIME SALE**  
**\$299.99**

**SAVE \$30**  
REG. \$329.99

**216 mph / 517 cfm**

\* Limited to stock on hand; no back-orders

**ECHO** **\$149<sup>99</sup>**

**170mph • 453cfm**

**5 year Consumer Warranty**

**PB-2520**

**LIGHTWEIGHT • EASY STARTING • PRO GRADE ENGINE**

**ECHO** **\$299<sup>99</sup>**

**PICK YOUR VALUE PACK**

**5 year Consumer Warranty**

**PAS225VP TRIMMER/EDGER**

**PAS225VPB TRIMMER /BLOWER**

**CENTRAL POWER EQUIPMENT**

**ECHO** **1 DAY SALE**

**15% OFF**  
DISCOUNT APPLIES TO IN-STOCK UNITS ONLY



**SHINDAIWA FLEET WEEK**

**MARCH 4-9**  
**15% OFF ALL SHINDAIWA EQUIPMENT**

**THURSDAY, MARCH 7**  
CENTRAL POWER EQUIPMENT  
4121 N MACARTHUR BLVD  
(405) 495-3732

**ECHO** **15% OFF**  
SELECT UNITS  
**ONE DAY SALE**

**OPEN HOUSE SALE: FEB. 19-24**

All SCAG equipment on sale.  
0% Financing Available

**SCAG**



**CONSISTENTLY RATED #1 IN THE INDUSTRY**