

2016 KITCHENAID® SMALL APPLIANCES CO-OP POLICY **ADVERTISING GUIDE**

Designed to help you understand the policy and create compliant advertising



KitchenAid® HUB

Have Questions? Contact The KitchenAid® Small Appliances HUB Team: PO Box 9104, Farmington, MI 48333-9104
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Welcome to the KitchenAid® Small Appliances Advertising Guide

This document is based on the *KitchenAid® Small Appliances Advertising Policy* and has been designed to show you how to build compliant and reimbursable advertising.

We want to make it easy for you to understand what makes an ad compliant. Look for a green check mark for example ads that are compliant, which means full reimbursement. Look for a red **X** for ads with violations, for which there would be no reimbursement.



The *KitchenAid® Small Appliances Advertising Policy* is administered by a dedicated team of policy experts at The HUB. A copy of the policy is available from your KitchenAid® HUB Team or on the Resources page of our dedicated website (www.KA-HUB.com).

Use the Compliance Review Service

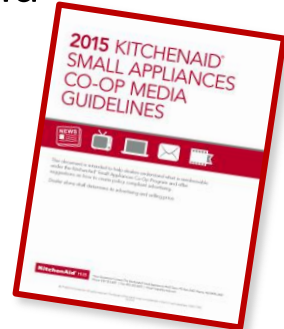
It's not required but a Compliance Review is fast, free and confidential and gives you peace of mind your ad is eligible for reimbursement.

Ads may be submitted to your KitchenAid® HUB Team by email or fax for 24-hour turnaround service.

KitchenAid® Advertising Documents to Have On Hand

These essential documents and policies available under the Resources tab on our website or by contacting your KitchenAid® HUB Team.

- ***KitchenAid® Small Appliance Advertising Guide***— Refer to this document to help you design compliant ads.
- ***KitchenAid® Small Appliance Co-Op Media Guidelines***— Intended to illustrate what media is reimbursable under the Program.
- ***KitchenAid® Global Brand Guidelines, Global Brand Standards Quick Reference Guide and Global Stand Mixer Imagery and Silhouette Guidelines***— Designed to maintain brand consistency. Explains proper usage of logos, product images and typography.
- ***MAP Document*** — Issued quarterly — lists MAP (minimum advertised price) for all products.
- ***PMAP Document*** — Issued monthly, lists PMAP (promotional MAP) for select products as well as start and stop dates for PMAPs.



KitchenAid® Policy Applies to all Advertising and Marketing Media visible to the Consumer

Traditional Media

- Newspapers
- Flyers
- Magazines
- Bridal Books and Registries
- Radio
- TV
- Direct Mail
- Catalogs

Online Media

- Dealer Websites – all advertised prices above the cart
- Price Comparison Websites such as Pricegrabber, Google Shopping, and Yahoo Shopping
- Transactional Marketplace Websites such as Amazon, Rakuten, Newegg and eBay – all advertised prices above the cart
- General Online Advertising and/or affiliate marketing referencing a specific Trade Customer's pricing or promotional offer(s) such as Brad's Deals
- Web searches, word search ads, email marketing and other methods of internet advertising



General Requirements: Model Level Ads Without Prices

- Ads must contain accurate product illustrations and at least one feature or benefit

Ref. Policy II- 1 & 2

Example of Compliant Ad



Contains accurate product illustration, current logo and feature benefit

Examples of Ads with Violations



Missing feature/benefit



Must contain accurate product illustration

Follow KitchenAid® Global Brand Guidelines*

- Advertisements must use the appropriate logo.
- Product images must follow the *KitchenAid® KitchenAid Global Brand Guidelines, Global Brand Standards Quick Reference Guide and Global Stand Mixer Imagery and Silhouette Guidelines*

Ref. Policy II- 2

KitchenAid®



Current and correct logos

*Available under the Resources tab on our website or from the concierge team at The HUB

KitchenAid
FOR THE WAY IT'S MADE.

May not use out-of-date
or incorrect logos

Model Level Ads with Prices

- Ads for a single product with price shown must include model number
- Ads for a collection of products with price shown must contain at least one model number

Ref. Policy III- 1 & 2

Examples of Compliant Ads

A

KitchenAid®



KFP0933CU
\$179.99
9 Cup Capacity



Has correct model number

B



KitchenAid®
\$349.99
KitchenAid® Artisan®
Stand Mixers
KSM150PSER (Empire Red)
Other colors available
5 QT Capacity



At least one model number is shown for collection of products

KFP0933CU MAP \$179.99
KSM150PSE – MAP \$349.99

Examples of Ads with Violations

C



KitchenAid®
Reg. \$349.99
KitchenAid® Artisan®
Stand Mixers
Tilt Head



No model number shown in ad

D

KitchenAid®



\$349.99
KitchenAid®
5 Qt. Stand Mixers
•10 Speed Controls
•Tilt Head



Must have at least one model number in ad if price is shown

Model Level Ads with Prices

- Ads for a single product with price shown must include model number
- Ads for a collection of products with price(s) shown must contain at least one model number

Ref. Policy III- 1 & 2

Example of Compliant Ad

A

KitchenAid®

Come in today to our large
selection KitchenAid® products



Prices range from \$49.99 - \$349.99

2 Slice TOASTER KMT2115CU

8 Preset Cooking Options

Reg. Price \$49.99



Must show at least 1 model
number when range of
products and prices in ad

KMT2115CU - MAP \$49.99

Example of Ad with Violations

B

KitchenAid®

Come in today to our large
selection KitchenAid® products



Prices range from \$49.99 - \$349.99



No model number(s) or feature benefit in
ad when range of prices shown

*MAP information available under the Resources tab on our
website or from the concierge team at The HUB

Products with Price or Promotion

- Pricing in ad must be at or above listed MAP*
- Must show model number
- Can reference lower price in cart or in store

*MAP information available under the Resources tab on our website or from the concierge team at The HUB

Ref. Policy III-3

Examples of Compliant Ads

A



Reg \$349.99
**KitchenAid® Artisan®
Stand Mixer**
KSM150PSLR
5 Quart



B



12 Cup



Coffee Maker
KCM1202OB

Reg. \$79.99
Price lower in cart!



Listed at correct
MAP

OK to imply lower price in cart

KSM150PSLR - MAP \$349.99
KCM1202OB - MAP \$79.99

Example of Ad with Violations

C



12 Cup



Coffee Maker
KCM1202OB
\$69.99



Price listed is below MAP

Promotional Events Including KitchenAid® Products

NEW

- May advertise with an offer applied to the product provided the implied price meets the promotional matrix.
- The savings cannot be netted from the advertised price.
- May not be offered during a KitchenAid® Sponsored National Promotion.
- Ad with a combination of products can include the term “up to” to show the maximum discount available as long as there is at least one product featured that represents the higher discount. Example: an ad that includes Artisan® Stand Mixers and Non-Electric products may use the following banner “KitchenAid® Appliances Savings up to 20%.” Failure to use the “up to” language would be considered non-compliant.

Ref. Policy III- 4

Tier	Products	Maximum Advertised Discount from MAP that can be implied in ad:	Examples (For a complete list of models, please reference the current published MAP document)
Tier I	Pro Line® Appliances Promotional Stand Mixers as indicated on the published MAP document	No Discounts	
Tier II	Stand Mixers with a published MAP of \$329 or higher, with the exception of the stand mixers noted below.	15%	Artisan®, Pro 600, 6500 Series, Artisan® Design, Metallic Series
Tier III	Classic Stand Mixers Ultra Power & Ultra Power Plus Stand Mixers Architect series Stand Mixers All Other KitchenAid® Small Appliances (electrics and non-electrics)	20%	Tea Kettles, Bakeware, Food Processors, Coffee Makers, Toasters, Stand Mixer Attachments, Cookware

Promotional Event - Tier I - Pro Line® Appliances

NEW

- Advertised price must be MAP or higher
- May not imply a price below MAP with discounts or savings

Ref. Policy III- 4

Example of Compliant Ad

A

KitchenAid®



Pro Line® Stand Mixer
KSM7586PCA 7 Quart
Reg. Price \$549.99



B

KitchenAid®



Pro Line® Stand Mixer
KSM7586PCA 7 Quart
MSRP \$699.99
NOW \$549.99



Advertised at MAP

May show discount
from MSRP to MAP*

KSM7586PCA MAP \$549.99/MSRP \$699.99*

* Dealer alone is responsible to ensure that any claimed savings are real and that advertising is consistent with applicable advertising and marketing laws.

Examples of Ads with Violations

C

KitchenAid®



Pro Line® Stand Mixer
KSM7586PCA
7 Quart - Bowl Lift
Was \$549.99
NOW \$449.99



D

KitchenAid®



Pro Line® Stand Mixer
KSM7586PCA
7 Quart - Bowl Lift
Reg. Price \$549.99



Violation to show
Pro Line® products
discounted below MAP

20% Off banner implies
a price below MAP

Promotional Event - Tier II - Stand Mixers with a published MAP of \$329 or higher*

- May advertise a promotion - can't imply price more than **15%** below MAP
- Savings may not be netted at the model level

*See promotional matrix in the Advertising Policy for full details

NEW

Ref. Policy III- 4

Examples of Compliant Ads

A

KitchenAid®

Save 15%

Artisan® Stand Mixer (5 Qt)
KSM150PSER
Reg. \$349.99

May advertise up to 15% savings for Artisan® Stand Mixer

B

KitchenAid®

Up To 20% Off

Artisan® Stand Mixer 5 Quart KSM150PSER Reg. \$349.99

5 Speed Diamond Blender KSB1575ER Reg. \$129.99

Hand Blender Variable Speed KHB1231ER Reg. \$39.99

OK to include Artisan® in product group and indicate savings using "Up To" only if at least one of the products in ad is eligible for 20% savings.

C

KitchenAid®

Save 30%

Artisan® Stand Mixer (5 Qt)
KSM150PSER
Reg. \$429.99

Savings calculated between MSRP and MAP plus additional 15% allowed implies no more than 15% below MAP**

D

KitchenAid®

Save 15%

Artisan® Stand Mixer 5 Qt
KSM150PSER

No price in ad assumes price is at MAP

KSM150PSER MAP \$349.99/MSRP \$429.99**
KSB1575ER MAP \$129.99
KHB1231ER \$39.99

**Dealer alone is responsible to ensure that any claimed savings are real and that advertising is consistent with applicable advertising and marketing laws.

Promotional Event –Tier II - Stand Mixers with a published MAP of \$329 or higher*

- May advertise a promotion - can't imply price more than **15%** below MAP
- Savings may not be netted at the model level

*See promotional matrix in the Advertising Policy for full details

NEW

Ref. Policy III- 4

Examples of Ads with Violations

E

KitchenAid®



Save 20%

Artisan® Stand Mixer
KSM150PSE
5 Quart
Reg. \$349.99

X

Can't imply a price more than 15% below MAP

KSM150PSE MAP \$349.99
KSB1575ER MAP \$129.99
KHB1231ER MAP \$39.99

F

KitchenAid®

On Sale 20% Off



Artisan® Stand Mixer 5 Quart KSM150PSE Reg. \$349.99	5 Speed Diamond Blender KSB1575ER Reg. \$129.99	Hand Blender Variable Speed KHB1231ER Reg. \$39.99
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X

Banner doesn't show "Up To"

G

KitchenAid®

ON SALE



15% OFF Artisan® Stand Mixer 5 Quart Reg. \$349.99	20% OFF 5 Speed Diamond Blender Reg. \$129.99	20% OFF Hand Blender Variable Speed Reg. \$39.99
--	--	---

X

Model number required when price or discount shown in ad

Promotional Event - Tier III - Classic Stand Mixers*

NEW

- May advertise a promotion - can't imply price more than **20%** below MAP
- Savings may not be netted at the model level

Ref. Policy III- 4

Example of Compliant Ads

A



Save \$50

CLASSIC PLUS SERIES
STAND MIXER
4.5-QT. TILT-HEAD
KSM75WH
Reg. Price \$249.99



B



Classic Plus
4.5 Quart
KSM75WH

**All Stand Mixers
Up to 20% Off**



May advertise up to 20% savings
for Classic Stand Mixers*

OK to show group of
products and indicate
savings using "Up To" as
long as one of the products
in ad is eligible for
the 20% savings.

KSM75WH MAP \$249.99

Examples of Ads with Violations

C



CLASSIC PLUS SERIES
STAND MIXER
4.5-QT. TILT-HEAD
KSM75WH
Reg. Price \$249.99
Save \$50
NOW \$199.99



D



Classic Plus
4.5 Quart
KSM75WH

**All Stand Mixers
20% Off**



Cannot show savings
netted below MAP

Banner doesn't
show "Up To"

*See promotional matrix in the
Advertising Policy for full details

Promotional Event – Tier III - Small Appliances - Non-Electrics and Electrics*

- May advertise a promotion - can't imply price more than **20%** below MAP
- Savings may not be netted at the model level

NEW

Ref. Policy III- 4

Examples of Compliant Ads

A

KitchenAid®
20% Off



5 Speed Diamond Blender
KSB1575CL
Reg. Price \$129.99



May advertise 20% savings

KSB1575CL MAP \$129.99
KSM150PSCL \$349.99
KHB1231CL \$39.99

B

KitchenAid®
On Sale Up To 20% Off



Artisan® Stand Mixer 5 Quart KSM150PSCL Reg. \$349.99	5 Speed Diamond Blender KSB1575CL Reg. \$129.99	Hand Blender Variable Speed KHB1231CL Reg. \$39.99
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OK to show group of products and indicate savings using "Up To" only if at least one of the products in ad is eligible for the 20% savings.

C

KitchenAid®
ON SALE



15% OFF Artisan® Stand Mixer 5 Quart KSM150PSCL Reg. \$349.99	20% OFF 5 Speed Diamond Blender KSB1575CL Reg. \$129.99	20% OFF Hand Blender Variable Speed KHB1231CL Reg. \$39.99
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Stand Mixer correctly shown at 15% Off

*See promotional matrix in the Advertising Policy for full details

Promotional Event – Tier III Small Appliances - Non-Electrics and Electrics

- May advertise a promotion - can't imply price more than **20%** below MAP
- Savings may not be netted at the model level

NEW

Ref. Policy III- 4

Examples of Ads with Violations

D

KitchenAid®

20% Off



5 Speed Diamond Blender
KSB1575CL
Reg. Price \$129.99
NOW \$103.99

X

Cannot show savings netted below MAP

E

KitchenAid®

On Sale 20% Off





Artisan® Stand Mixer
5 Quart
KSM150PSCL
Reg. \$349.99

5 Speed Diamond Blender
KSB1575CL
Reg. \$129.99

Hand Blender
KHB1231CL
Variable Speed
Reg. \$39.99

X

Banner doesn't show "Up To"

F

KitchenAid®

ON SALE





15% OFF
Artisan® Stand Mixer
5 Quart
Reg. \$349.99

20% OFF
5 Speed Diamond Blender
Reg. \$129.99

20% OFF
Hand Blender
Variable Speed
Reg. \$39.99

X

Model number required when price or discount shown in ad

KSB1575CL MAP \$129.99
KSM150PSCL \$\$\$349.99
KHB1231CL \$\$\$39.99

Retailer Sponsored Storewide or Category Events

- Category Events may be offered for an individual product category, collection of categories or the entire store. Examples include (Everything in the Store on Sale, Kitchen Event or All Mixers on Sale).
- Must include 3 or more participating manufacturers and be consistent across manufacturers
- Example offers include Couponing, Retailer Credit Card Offers and Retailer Gift Cards
- Offer may not be netted down at the model level in the advertisement

Ref. Policy III- 4

A Example of Compliant Ad

STOREWIDE EVENT!

Earn \$10 Bonus Bucks for every \$100 spent in store between April 1 and April 9*

KitchenAid®



Artisan® Stand Mixer
KSM150PSGA 5 Quart

\$349.99

Earn \$30 Bonus Bucks*

* Good toward purchases
April 10 through April 14



May include offers toward future purchase

KSM150PSGA MAP \$349.99

Examples of Ads with Violations

B

STOREWIDE EVENT!

Earn \$10 Bonus Bucks for every \$100 spent in store

KitchenAid®



Artisan® Stand Mixer
KSM150PSGA 5 Quart

\$349.99

Plus get - \$30 Bonus Bucks

Final Price \$319.99



Price in ad may not be netted down

C

KitchenAid®

Earn \$10 Bonus Bucks for every \$100 spent on KitchenAid® Appliances*



Artisan® Stand Mixer
KSM150PSGA 5 Quart

\$349.99

Earn \$30 Bonus Bucks

* Bonus Bucks earned only when purchasing KitchenAid® Small Appliances



Event must include 3 or more participating manufacturers

Retailer Sponsored Storewide or Product Category Events

- Category Events may be offered for an individual product category, collection of categories or the entire store. Examples include (Everything in the Store on Sale, Kitchen Event or All Mixers on Sale).
- Must include 3 or more participating manufacturers and be consistent across manufacturers
- Example offers include Couponing, Retailer Credit Card Offers and Retailer Gift Cards
- Offer may not be netted down at the model level in the advertisement

Ref. Policy III- 4

Example of Compliant Ads

A

Save an Extra 20% on all
Kitchen Products!

KitchenAid®

Artisan® Stand Mixer
KSM150PSGA 5 Quart

\$349.99

B

Save an Extra 20% on all
Mixers in the Store!

KitchenAid®

Artisan® Stand Mixer
KSM150PSGA 5 Quart

\$349.99

Event includes everything in the
Kitchen so OK to show 20% for
Artisan even though model limit
is 15%

KSM150PSGA MAP \$349.99

Examples of Ad with Violations

C

Save an Extra 20%

KitchenAid®

Artisan® Stand Mixer
KSM150PSGA 5 Quart

\$349.99

Must include the entire product
category - not just a single
product.

Cash Based KitchenAid® National Consumer Promotions (NCP)

- These type of promotions (such as cash rebates or gift cards) are permitted and may be netted (subject to state and local laws) provided the starting advertised price (MAP or higher) and the value of offer is shown in ad.
- During these promotions, the trade may not offer additional promotional event discounts on the specific NCP models that are not storewide events

Ref. Policy III- 5

Examples of Compliant Ads

A

KitchenAid®

Purchase a select KitchenAid® Torrent™ Magnetic Drive Blender* and receive a **\$50 Visa Prepaid Card** by mail.



**SAVE
\$150**

Reg. \$499.99

\$349.99 After rebate

KSB5010SR

NCPs may show net down if starting price of MAP or higher is shown in ad*

B

KitchenAid®

Earn \$10 Bonus Bucks for every \$100 spent in store

Purchase a select KitchenAid® Torrent™ Magnetic Drive Blender* and receive a **\$50 Visa Prepaid Card** by mail.



Earns \$30 in Bonus Bucks!

Reg. Price \$399.99

\$349.99 After rebate

KSB5010SR

OK to show storewide events in addition to NCPs

C

KitchenAid®

Purchase a select KitchenAid® Torrent™ Magnetic Drive Blender* and receive a **\$50 Visa Prepaid Card** by mail.



\$349.99 After rebate

KSB5010SR

Starting advertised price (MAP or higher) not shown in ad

KitchenAid® Sponsored Promotions and National Consumer Promotions

- For offers with premium product promotions (such as free attachments or KitchenAid® products), the value of the premium must be shown in ad and may not be netted from the advertised price.
- During these promotions, the trade may not offer additional promotional event discounts on the specific NCP models that are not storewide events

Ref. Policy III- 5

Example of Compliant Ads

A



KitchenAid®

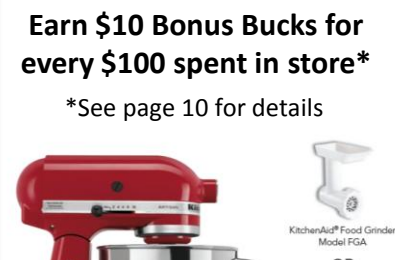
Purchase a select KitchenAid® Stand Mixer

Receive a **FREE** Food Grinder or Rotor Slicer/Shredder by Mail (a \$49.99 value)

\$349.99

KSM150PSER 5 Qt Tilt Head

B



KitchenAid®

STOREWIDE EVENT!

Earn \$10 Bonus Bucks for every \$100 spent in store*

*See page 10 for details

Purchase a select KitchenAid® Stand Mixer

Receive a **FREE** Food Grinder or Rotor Slicer/Shredder by Mail (a \$49.99 value)

\$349.99

KSM150PSER 5 Qt Tilt Head

Value of premium in ad

OK to show storewide events in addition to NCPs

Examples of Ads with Violations

C



KitchenAid®

Purchase a select KitchenAid® Stand Mixer

Receive a **FREE** Food Grinder or Rotor Slicer/Shredder by Mail

\$349.99

KSM150PSER 5 Qt Tilt Head

D



KitchenAid®

Purchase a select KitchenAid® Stand Mixer

Receive a **FREE** Food Grinder or Rotor Slicer/Shredder by Mail (a \$49.99 value)

\$349.99 PLUS TAKE AN EXTRA 10% OFF!

KSM150PSER 5 Qt Tilt Head

Value of premium not shown in ad

May not layer additional discounts over an NCP unless it's a storewide event

Retailer Sponsored Promotional Offers For Premium Products

➤ Retailer offers for free accessories, cookware or appliances are not supported.

Ref. Policy III- 8

A

KitchenAid®

**On Sale
This Week Only!**

KSB1575ER
5 Speed Blender
Dishwasher safe



General promotional offer is
acceptable

KFP0933CU MAP \$179.99
KCSS100B MAP \$199.99

B

KitchenAid®

10 Piece Stainless
Steel Cookware Set
KCSS100B
\$199.99



**FREE KitchenAid® UTENSIL SET
WITH PURCHASE!**



C

KitchenAid®

FOOD PROCESSOR
KFP0933CU \$179.99
9 Cup Capacity



**KitchenAid® HAND BLENDER
A \$39.99 VALUE
FREE with purchase
of Food Processor**



Retailer can't offer free
KitchenAid® products

KitchenAid® Advertising Policy Highlights

- Ads must contain accurate logo, feature/benefit and product illustration. Must follow all guidelines.
- Ads for single products with prices or promotions must include a model number. Ads for a group of products with price or promotion must include at least one model number.
- Product pricing in ads must be at MAP or higher.
- Promotions involving KitchenAid® Products must adhere to the established matrix. May not be netted. May not include models on National Consumer Promotions unless Storewide Event. See published MAP document for maximum allowed model-specific discounts.

		Maximum Advertised Discount from MAP	Examples – See Published MAP Document for Details
Tier	Products		
Tier I	Pro Line® Appliances, Promotional Stand Mixers as indicated on the published MAP document	No Discounts	
Tier II	Stand Mixers with a published MAP of \$329 or higher, with the exception of the stand mixers noted below.	15%	Artisan®, Pro 600, 6500 Series, Artisan® Design, Metallic Series
Tier III	Classic Stand Mixers, Ultra Power & Ultra Power Plus Stand Mixers. Architect series Stand Mixers, All Other KitchenAid® Small Appliances (electrics and non-electrics)	20%	Tea Kettles, Bakeware, Food Processors, Coffee Makers, Toasters, Stand Mixer Attachments, Cookware

- KitchenAid® National Consumer Promotions (NCP) **cash based** offers may be netted from advertised price (MAP or higher) as long as starting price is shown in ad and includes the value of the offer. If **premium product** – value of premium must be shown in ad and may not be netted.
- Retailer Sponsored Storewide Events (Coupons Events, Retailer Credit Card Offers or Retailer Gift Cards) are allowed regardless of offer – no netting.
- No retailer sponsored free KitchenAid® products.
- Dealer alone is responsible to ensure that any claimed savings are real and that advertising is consistent with applicable advertising and marketing laws.

KitchenAid®® SMALL APPLIANCES CO-OP MEDIA MATRIX

Reimbursement rate for all activities is 100% of the KitchenAid® Small Appliances' proportional share of activity.
See the 2016 KitchenAid® Small Appliances Co-Op Media Guidelines for all requirements.

MEDIA CATEGORY	MEDIA TYPE
Internet Advertising	Search Engine Marketing (SEM)
Internet Advertising	Banner Advertising (Includes Social Media Sites)
Internet Advertising	Email Marketing Campaigns (Direct to Consumer)
Internet Advertising	Mobile Marketing
Internet Advertising	Web Maintenance
Internet Advertising	General Advertising
Print	Newspapers, Magazines, Inserts, Fylers, Circulars, Playbills, Industry, Membership Brochures, Catalogs
Print	Direct Mail
Broadcast	TV and Pre-Roll Ads
Broadcast	Radio

MEDIA CATEGORY	MEDIA TYPE
Signs Interior/Exterior	Billboard, Exterior, Signage, Indoor Signs
In-Store Materials	Point of Sale Material
Displays	Custom/Semi-Custom In-Store Cabinet for Product Display
Displays	In-Store Display Enhancements
Events	Cooking Demonstrations
Events	Shows/Exhibits
Events	Events at Regional Showrooms such as World of Whirlpool
Contests	Trade Customer must submit for Preapproval before executing any Sales Contest or Incentive Program
Training	Sales Associate Meetings (In Store)
Promotional Products	Branded Items



KitchenAid®

SMALL APPLIANCES

BE SURE TO HAVE ON HAND

- KitchenAid® Small Appliance Advertising Guide
- KitchenAid® Small Appliance Co-Op Media Guidelines
- KitchenAid Global Brand Guidelines, Global Brand Standards Quick Reference Guide and Global Stand Mixer Imagery and Silhouette Guidelines
- MAP & PMAP Documents



HUB TEAM CONTACT INFO

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