



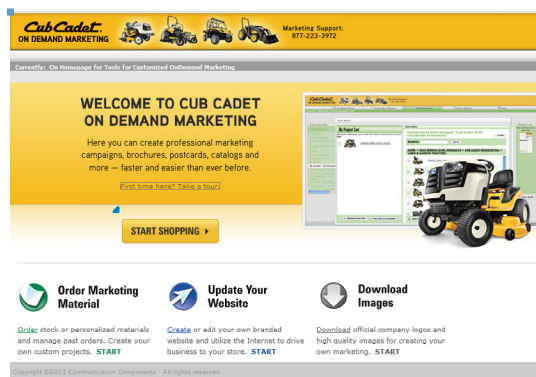
Adding Your Logo & Name and Choosing Products for Custom Marketing Materials

Select a Product for Newspaper Ad

Please contact Cub Cadet Support at 877-223-3972
with any questions



Start Shopping



1. Click **Start Shopping** to begin.



Customize a Newspaper Ad – Quarter Page

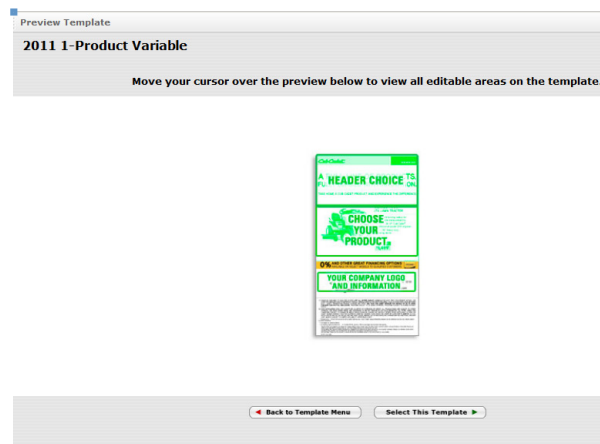


2. In the Template Menu on the left, select **Cub Cadet Residential** category.
3. Click **Newspaper Ads – Quarter Page** to open this category.
4. Scroll down the choose 2011 1-Product Variable ad and click **Customize**.

3



Customize the Newspaper Ad



When you hover your mouse over the template, green text appears, showing you the customizable areas.

5. Click **Select This Template**.

4

Cub Cadet.

Name your Project

Name Your Project

Give your project a descriptive name so you will know what it is. After naming it, click the "Start My Project" button below to begin customizing your project. To select a different template, click the "Select a Different Template" button below the preview on the left.

2-Force Quarter Page Ad

Start My Project

6. Name your project, then click **Start My Project**.

5

Cub Cadet.

Choose Color or Black & White Ad

1) Color Option: Select Image

Please select whether you want color or black and white for your newspaper ad.

COLOR VERSION **BLACK & WHITE VERSION**

Save and Go Back **Save and Continue**

Following the Project Build Steps on the left. You are on step 1) Color Option.

7. Select desired color option by clicking the radio button under it.
8. Then click **Save and Continue**.

6

Cub Cadet.

Select an Ad Header

Project Build Steps

- 1) Color Option
- 2) Header**
- 3) Pick a Product
- 4) Edit Product
- 5) Logo
- 6) Company Name
- 7) Contact Info

2) Header: Select Image

Please select a header from the options below.
Click on an image to expand it.

Full Line CCC Zero-Turn Riders Utility Vehicles

Series 1000 Series 2000

Save and Go Back Save and Continue

Following the Project Build Steps, you are on step 2) Header.

- Choose the desired header by clicking the radio button under it.
- Then click **Save and Continue**.

At any time, you can click View Draft to preview the project in progress.

7

Cub Cadet.

Pick Your Product

Project Build Steps

- 1) Color Option
- 2) Header
- 3) Pick a Product**
- 4) Edit Product
- 5) Logo
- 6) Company Name
- 7) Contact Info

3) Pick a Product: Select Items

My Project Cart

You have no items in your cart

Pick Your Products

Please select a product for the newspaper ad. Use the Product Picker and select ONLY one product, then click the "My Cart is Complete" button.

Your products will display in the comPrint Project in the order they are displayed on the left. To add products to your project, click the button below.

Start Product Picker

Finished with your cart?
Click the "Save and Continue" button below...

Save and Go Back Save and Continue View Draft

Following the Project Build Steps, you are on step 3) Pick a Product.

- Click **Start Product Picker**

Cub Cadet.

Choose a Datapod

Select Your Datapod

Select a DataPod
Select which DataPod you would like to choose items from. To select a DataPod, simply click on the name.

Close

Name	Description
2009 Products (SKU)	All Cub Cadet units from the 2009 calendar year
2010 Products (Series)	All Cub Cadet product lines from the 2010 calendar year
2010 Products (SKU)	All Cub Cadet units from the 2010 calendar year
2011 Products (Series)	All Cub Cadet product lines from the 2011 calendar year
2011 Products (SKU)	All Cub Cadet units from the 2011 calendar year

A datapod is a subset, or group, of specific data.

- SKU - product specific
- Series - product line

12. Select the desired datapod (i.e., 2011 Products (SKU)).

Cub Cadet.

Alternative 1: Select a Product Category

My Project Cart

You have no items in your cart


Remove from Cart My Cart is Complete

Item Picker

Choose items from datapod: "2011 Products (SKU)" Change

SEARCH: Search

HOME



Cub Cadet Residential Cub Cadet Commercial Cub Cadet Xpress Cub Cadet Utility Vehicle

13. Select the product category (i.e., Cub Cadet Residential).

14. Continue selecting categories until you reach the desired product (i.e., Zero-Turn Riding Mowers, Z-Force Mowers).

Cub Cadet.

Select a Product

The screenshot shows two side-by-side panels. The left panel, titled 'My Project Cart', displays 'Item(s) added to your cart. You have 1 item(s) in your cart.' and lists 'Z-FORCE® 48 [2011] [2011]' with a checkbox. The right panel, titled 'Item Picker', has a search bar and a list of products under the breadcrumb 'HOME > CUB CADET RESIDENTIAL > ZERO TURN RIDING MOWERS > Z-FORCE RIDERS'. It lists 'Z-FORCE® 48 [2011] [2011]' (checked) and 'Z-FORCE® 54 [2011] [2011]' (unchecked). At the bottom, there are buttons for 'Remove from Cart', 'My Cart is Complete', 'Add to Cart', 'Select All', and 'Select None'.

15. Check the box in front of the desired product.

16. Click **Add to Cart**.

17. Click **My Cart is Complete**.

Cub Cadet.

Pick a Product

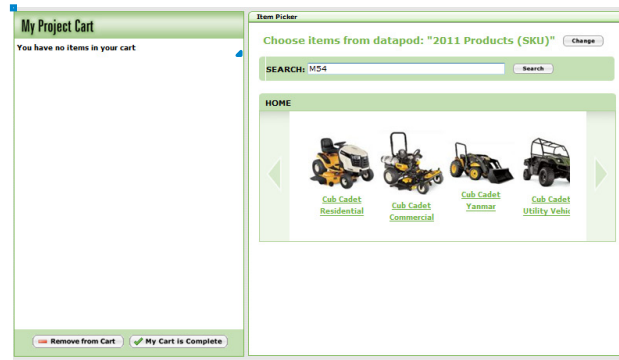
The screenshot shows the 'Pick Your Products' section of the Cub Cadet website. It includes a navigation bar with 'SHOP FOR PRODUCTS', 'MY CUSTOM PROJECTS', and 'ORDER HISTORY'. A 'Project Build Steps' sidebar lists steps 1 through 7, with '3) Pick a Product' highlighted. The main content area shows 'You have 1 item(s) in your cart' with a list of 'Cub Cadet Residential' and 'Zero Turn Riding Mowers', including 'Z-FORCE® 48 [2011]'. A 'Start Product Picker' button is visible. At the bottom, there are 'Save and Go Back' and 'Save and Continue' buttons.

Continuing on Project Build Step 3) Pick a Product...

18. Now that your product is selected, click **Save and Continue**.

Cub Cadet.

Alternative 2: Using Search

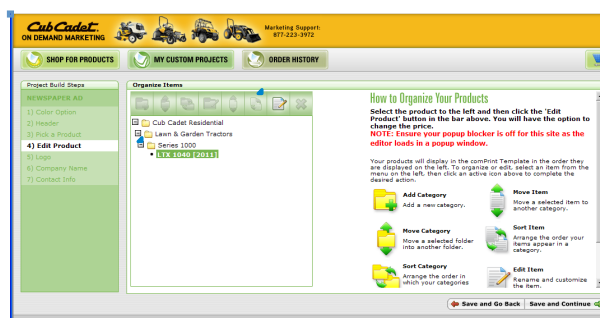


To skip the drill-down process and go straight to a product, type part of the product name in the Search field then click **SEARCH**.

For example, type "M54" to find the Tank M54 mower or type "z-force" to return all of the Z-force mowers. **NOTE:** You must type the correct characters, "z-force" not "z force."

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Optional: Edit Product



Following the Project Build Step 4) Edit Product...

You can edit the price amount or price display. This step is optional.

19. Click product to select it, then click Edit Price button.

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Edit Item

Edit Item

Organize Items

Edit Item: Z-FORCE® 48 [2011] - Heavy-Duty Zero-Turn Rider

Overview

- 48" heavy-duty triple-blade slope-nose fabricated deck
- 3-way adjustable lap bars
- Dual hydrostatic transmissions and adjustable seat
- Heavy-duty welded steel frame

Price: \$ 3999 (Original MSRP: \$3999)

Price Display:

You can edit the price amount or price display.

20. Change the price or click drop-down arrow to change Price Display.

21. Click **Save**, then click **Close**.

15

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Select a Logo

Cub Cadet. ON DEMAND MARKETING Marketing Support: 877-223-3972

SHOP FOR PRODUCTS **MY CUSTOM PROJECTS** **ORDER HISTORY**




Project Build Steps




NEWSPAPER AD




- 1) Color Option
- 2) Header
- 3) Pick a Product
- 4) Edit Product
- 5) Logo**
- 6) Company Name
- 7) Contact Info

5) Logo: Assign Company Logo

Please select your company logo for your newspaper ad. If you don't want a logo, just skip this step by clicking "Save & Continue"

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Following Project Build Step 5) Logo...

22. Choose your logo by clicking the radio button under it.

23. Click **Save and Continue**.

16

Cub Cadet.

Add your Company Name

Following Project Build Step 6) Company Name

24. Edit your company name
25. Click **Save and Continue.**

17

Cub Cadet.

Add your Contact Info

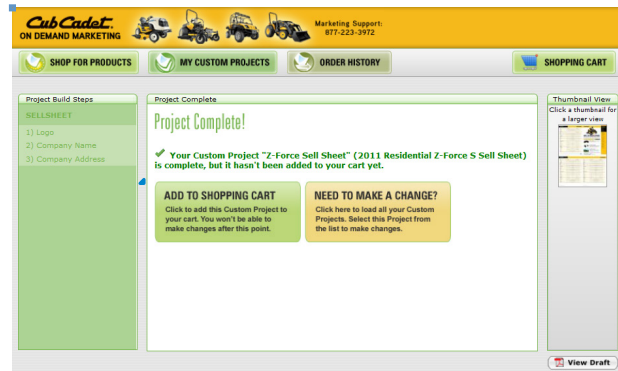
Following Project Build Step 7) Company Address

25. Edit your company address
26. Click **Save and Continue.**

18

Cub Cadet.

Add to Shopping Cart

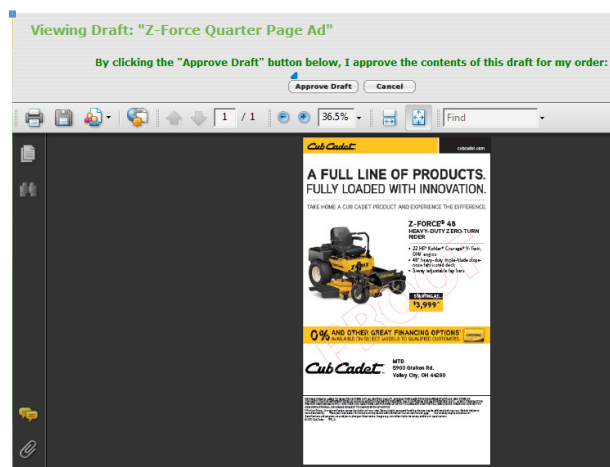


27. Click **Add to Shopping Cart** button.

19

Cub Cadet.

Approve the Draft



28. Review the project, then click **Approve Draft**.

If you need to make a change, click **Cancel** and you will be returned to **Edit** the project.

See **How to Place an Order** tutorial for ordering instructions.

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