



Mickey Thompson 2009 Rebate Promotion

DETAILS

- This promotion is for retail consumers who purchase Mickey Thompson Radials between May 1st - June 30th, 2009. Offer valid in U.S.A. & Canada only.
- WD's should communicate this promotion to their customer base before May 1st, 2009.
- Consumers will be able to print rebate forms directly from the Mickey Thompson web site at www.mickeythompson tires.com/rebate
- Rebate offer applies to Baja ATZ Plus, Baja ATZ, Baja MTZ, and Baja Claw Radials as follows:
Radial Sizes that are designated as smaller than 35-inch \$75 per set (4 or more tires)
Radial Sizes that are designated as 35-inch and taller \$100 per set (4 or more tires)
- Wheel Rebate offer applies to Classic II, Classic Lock, or SideBiter Wheels as follows:
\$40 per set (4 or more wheels)
- Rebate submissions must be postmarked by July 31st, 2009. Invoice must be dated between 5/1/2009 and 6/30/2009 to qualify for rebate. Consumer must send original copy of invoice (no copies) and a completed rebate form.
- A prepaid MasterCard® for the amount of the rebate may be issued as payment. Card terms and conditions apply.
- Internet banner ads and rebate forms are available to all Mickey Thompson dealers for use in their own promotional activities. Artwork can be downloaded by visiting: www.mickeythompson tires.com/adart
- Window posters for your jobbers are available on request from your Mickey Thompson Regional Marketing Manager.
- This promotion will be advertised on the internet and in national magazine ads. See next page for details.



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ON LINE ADVERTISING CAMPAIGN

Online Magazine	Web Address	Estimated Ad Impressions Per Month
Four Wheeler Magazine	FourWheeler.com	110,000
Petersens 4 Wheel & Off Road Magazine	4wheeloffroad.com	100,000
Diesel Power Magazine	DieselPower.com	75,000
Jp Magazine	JPmagazine.com	65,000
Off-Road Magazine	off-roadweb.com	40,000

Rebate will also be advertised on the Mickey Thompson Website



Sample Banner Ad

160x600 Tower Ad





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NATIONAL MAGAZINE ADVERTISING CAMPAIGN



Magazine	Cover Date	On Sale Date	Estimated Circulation
Four Wheeler Magazine	July 2009	5/19/2009	247,676
Petersen's 4 Wheel & Off Road Magazine	July 2009	5/5/2009	368,427
Diesel Power Magazine	June 2009	5/5/2009	142,587
Jp Magazine	July 2009	6/2/2009	92,659
Off-Road Magazine	July 2009	5/12/2009	58,885
8 Lug Magazine	June 2009	5/19/2009	60,000
4WD & SUV Magazine	July 2009	5/5/2009	38,244
Off Road Adventures Magazine	May 2009	5/1/2009	600,000

Total Estimated Distribution 1,608,478
With Pass Along Rates This Amounts to Over 17 Million impressions !



Mickey Thompson Rebate Submission Form

Rebate offer applies to Baja ATZ Plus, Baja ATZ, Baja MTZ, and Baja Claw Radials as follows:

Radial Sizes that are designated as smaller than 35-inch	\$75 per set (4 or more tires)
Radial Sizes that are designated as 35-inch and taller	\$100 per set (4 or more tires)

Wheel Rebate offer applies to Classic II, Classic Lock, or SideBiter Wheels as follows:

\$40 per set (4 or more wheels)

Rebate amount by part number can be found by visiting us online at www.mickeythompson tires.com/rebate

Official Rules:

- Offer open to consumers only. Employees, retailers, and distributors of Mickey Thompson products are not eligible.
- Mail in rebate offer is valid on a set of 4 or more tires or wheels. One rebate per vehicle.
- Valid only on purchases made between May 1 - June 30, 2009.
- A prepaid MasterCard® for the amount of the rebate may be issued as payment. Card terms and conditions apply.
- Mail a copy of your original store invoice indicating date of purchase and products purchased along with this form. All purchases will be verified to avoid fraud.
- All requests must be postmarked by July 31st, 2009. Not responsible for lost, damaged, missing, or misdirected mail. Please retain copies of all items sent for your records.
- Offer valid only in U.S.A. & Canada, Void where prohibited or otherwise restricted.

Allow 6-8 weeks for processing.

Please Print Clearly:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____

Purchases:

Size _____ Qty: _____ Purchase Date: _____

Tire/Wheel Model: _____

Purchased From: _____

Send this completed form and required proof of purchase to:

Mickey Thompson Tire Rebate Processing
4600 Prosper Drive, Stow, OH 44224

For assistance please call 330-928-9092 X3111

Be a Part of The Legend



Put Some Money In Your Pocket **REBATE!** *

* Mail in rebate offer is valid on a set of 4 or more tires. Valid on purchases made May 1st - June 30th, 2009. Complete details, rebate forms, and list of qualifying sizes can be found by visiting us online at: www.mickeythompstontires.com/rebate

\$100

Mail-In Rebate
* Per Set of 4 or More

On All 35" and Taller Sizes
Includes Baja ATZ Plus, Baja ATZ,
Baja MTZ, and Baja Claw Radial

\$75

Mail-In Rebate
* Per Set of 4 or More

On All Sizes Smaller Than 35"
Includes Baja ATZ Plus, Baja ATZ,
Baja MTZ, and Baja Claw Radial

\$40

Mail-In Rebate
* Per Set of 4 or More

Buy Four or More M/T SideBiter,
Classic II, or Classic Lock Wheels
and Receive a \$40 Mail-In Rebate

Classic II

Classic Lock

SideBiter®

Baja ATZ™ Plus

Baja ATZ™

Baja MTZ™

Baja Claw®

HURRY OFFER ENDS SOON!

Visit www.mickeythompstontires.com for Details