

Home Performance with ENERGY STAR®

## Participating Contractor Co-Op Advertising Program



### Grow Your Business With Promotional Support From the Home Performance with ENERGY STAR Program

We are providing co-operative advertising funds to participating contractors to assist in the promotion of our Home Performance with ENERGY STAR program. Contractors will be able to reserve up to \$4,000 in matching funds for advertising taking place between Feb. 1 and Oct. 31, 2024. Matching funds are available for digital banner advertisements, print advertisements, direct mail postcard mailings and radio.

Current contractors who achieve Gold or Silver level status in 2023 now have exclusive access to co-op Facebook advertisement funds.



## Program Details

- Matching funds are available for digital banner and print advertisements, as well as direct mail postcard mailings that run between Feb. 1 and Oct. 31, 2024. To qualify for funding, contractors must email [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) to request the advertisement templates shown in this guide and use them as described on page 5 under the Reimbursement Process section.
- Matching funds are available to reimburse 50% of the total advertising cost, up to \$4,000 per participating contractor. Funding will be on a first-come, first-served basis until available funds are claimed.
- Using the form on page 6, request matching funds for your planned advertising. See pages 5 and 6 for submission deadlines.
- All supporting documentation for advertising reimbursement must be received by ICF by Nov. 15, 2024. Matching funds will be disbursed by Jan. 31, 2025.

Note: Receiving confirmation that funds have been reserved for your planned advertising does not guarantee you will receive co-op advertising funds; all other conditions must be met with respect to acceptable run dates and verification documentation to receive reimbursement.

## Acceptable Media Formats and Approval Process

We have designed advertisement templates to be used by contractors in the Co-Op Advertising program. Please read the following for advertisement specifications and instructions.

### Digital Banner Advertisements

- Digital banner advertisements are available in three sizes (728 x 90, 300 x 250, 160 x 600), three color options (dark blue, light blue and white) and two message options (savings and comfort), as shown on pages 7, 8 and 9. These templates allow space for contractors to add their own custom promotion. Email [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) to request the advertisement template files.
- Contractors may request a custom-sized digital advertisement by emailing [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com). Please include the size you need, which color advertisement you prefer and whether you'd like the "savings" or "comfort" message option. Allow two weeks for delivery of the custom-sized advertisement and an additional two weeks for the approval process.
- Banner ads should link to your company's webpage to enable customers to find more information about your business.
- For contractors to qualify for co-funding, banner ad files must be used as is. Contractors are not permitted to modify the pre-approved designs.
- Contractors must submit all advertising designs for approval before the advertising runs. Approval will require at least five business days. Please email all materials to [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) for approval.

## Print Advertisements

- Print advertisement templates are shown beginning on page 10. These templates allow space for contractors to add their own custom promotion.
- Email [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) to request the advertisement template package.
- Contractors may request a custom-sized print advertisement by emailing [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com). Please include the size you need, whether you prefer the dark blue or light blue advertisement and whether you'd like the "savings" or "comfort" message option. Allow two weeks for delivery of the custom-sized advertisement and an additional two weeks for the approval process.
- For contractors to remain eligible for co-funding, the Consumers Energy-branded portion of the ad must not be removed or modified in any way.
- Ads must be in four-color process, to allow for correct reproduction of the Consumers Energy brand.
- Contractors must submit all advertising designs for approval before the advertising runs. Approval will require at least five business days. Please email all materials to [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) for approval.

## Direct Mail Postcards

- Direct mail postcards are available in two designs, as shown on pages 22 and 23. These templates allow space for contractors to add their own custom promotion. Email [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) to request the template package.
- Quantities of up to 2,000 postcards are available to contractors free of charge. Request postcards by completing the Funds Reservation Request Form on page 6. For pricing on larger orders, please contact the program team at [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com). Postage costs for distributing to your customer base are eligible for co-funding through the co-op program.
- Contractors must submit all advertising designs for approval before the advertising runs. Approval will require at least five business days. Please email all materials to [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) for approval.

## Radio Script

- An approximately 30-second script can be found on page 24.
- Portions of the script can be adjusted for your business.
- To maintain eligibility for co-funding, the Consumers Energy-branded portion of the script should not be modified in any way.
- Once the advertisement is recorded, the contractor must submit all audio files for approval before placement. Approval will require at least five business days. Please email all materials to [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) for approval.
- We will notify you if the advertisement needs to be put on hold due to power outages or severe weather circumstances.

## Facebook Advertisements (Sponsored Posts)

- To qualify for Facebook advertising co-funding, contractors must have:
  - » Achieved Gold or Silver level status for 2023
  - » An active Facebook page for the company that is an active Home Performance with ENERGY STAR program Trade Ally
  - » A Facebook page moderator who responds to customer comments
- Facebook ads are available in four image options and two message options (savings and comfort). Examples of the Facebook ad templates are on page 25.
- If approved for co-funding, the contractors must agree to respond to any negative customer comments within 24 hours using a scripted response that will be delivered with the ad templates. The contractor must also send a screenshot of the comment(s) and response(s) to [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com)
- Facebook ads should link to your company's webpage so that customers can find more information about your business.
- Image files and content must be used as is. Contractors are not permitted to modify the pre-approved materials.
- The contractors must submit the Facebook preview link for approval before the advertisement runs. Approval will require at least five business days. Please email all materials to [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) for approval.
- We will notify you if the advertisement needs to be put on hold due to power outages or severe weather circumstances.

## Reimbursement Process

To receive funding, you must include supporting documentation for each type of advertisement. Please see the specifications below.

- Supporting documentation will vary based on media being used:
  - **Digital Banner Ads:** Invoice from the media outlet and screenshot of banner ad(s) online.
  - **Print Ads:** Invoice from the print publication (e.g., newspaper, magazine) and a tear sheet for each run date .
  - **Direct Mail Postcards:** Postage receipt from the United States Postal Service or print vendor.
  - **Radio Script:** Invoice from the radio station and final audio file.
  - **Facebook Advertisement:** Invoice from Facebook and preview link of the ad being run.
- Supporting documentation must be received at the Jackson address no later than Nov. 15, 2024. There will be no exceptions to this deadline. Documentation received after Nov. 15, 2024, will result in no co-op advertising funds being awarded. For all advertisement types, please also include a copy of your company's W-9 form, required by ICF to process your payment.
- If supporting documentation has been scanned, it may be submitted by email.

**By mail:**

Consumers Energy HPwES Co-Op Ad Program  
c/o ICF  
P.O. Box 1193  
Jackson, MI 49204

**By email:**

hpwescoopads@icf.com

- Reimbursement will occur in the form of a check to the contractor, which will be issued on or before Jan. 31, 2025.

## Co-Op Advertising Program Checklist

- **By Oct. 1, 2024, request matching funds for your planned advertising** using the form on the next page. Please submit your request by Oct. 1 so that we may earmark funds for your company. Funding is available on a first-come, first-served basis. Funding requests may not be submitted after Oct. 1.
- **Email [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com)** to request prints and/or the template package for your advertisements.
- **Submit your ad design for review and approval at least 10 days prior** to your advertisement's start date. Please allow our team as much review time as possible to account for any requested revisions to your company's ad.
- **By Nov. 15, 2024, submit supporting documentation** for your advertisements that run between Feb. 1 and Oct. 31, 2024, along with your company's W-9 form for payment processing.

## Funds Reservation Request Form

To be eligible to receive co-op funds, contractors must submit completed form by Oct. 1, 2024, or 10 business days (minimum) before advertisement insertion deadline, whichever comes first. Please submit your request for funding as soon as possible. Funding is available on a first-come, first-served basis and is not guaranteed.

Company Name:	Contact Name:	
Street Address:		
City:	State:	ZIP:
Email Address:	Telephone:	Fax:

Media	Run Date(s)	Total Cost	Estimated Impressions
<input type="checkbox"/> Digital Banner Ads	_____	_____	_____
<input type="checkbox"/> Print Ads	_____	_____	_____
<input type="checkbox"/> Radio Ads	_____	_____	_____
<input type="checkbox"/> Facebook Ads (Gold or Silver level contractors only)	_____	_____	_____

Direct Mail	Mail Date	Total Postage Cost	Total Postcards Requested
<input type="checkbox"/> Direct Mail Postcard	_____	_____	_____

Note: Marketing material may only be used during run date(s) or mail date.

**Matching funds requested:** \$\_\_\_\_\_ (50% of total cost, up to \$4,000)

I acknowledge and agree that requesting and/or receiving confirmation of reserved ad funds does not guarantee receipt of co-op advertising funds, and that all other conditions must be met with respect to acceptable run dates and verification documentation to receive reimbursement. Funding is available on a first-come, first-served basis.

Contractor: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_


Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please submit this completed form to [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com)**

“Savings” Message


 <p><b>Take the First Step Toward Savings</b> Get up to <b>\$3,750</b> in rebates from Consumers Energy</p>	Your ad goes here	Your logo goes here
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 <p><b>Take the First Step Toward Savings</b> Get up to <b>\$3,750</b> in rebates from Consumers Energy</p>	Your ad goes here	Your logo goes here
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728 X 90 pixels  
Available in dark blue and white

“Comfort” Message

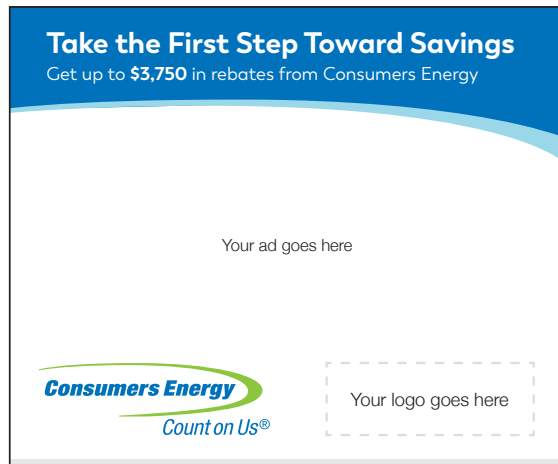
 <p><b>Find Comfort in an Efficient Home</b> Get up to <b>\$3,750</b> in rebates from Consumers Energy</p>	Your ad goes here	Your logo goes here
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 <p><b>Find Comfort in an Efficient Home</b> Get up to <b>\$3,750</b> in rebates from Consumers Energy</p>	Your ad goes here	Your logo goes here
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728 X 90 pixels  
Available in dark blue and white

## Digital Banner Ads

### “Savings” Message



300 X 250 pixels

Available in dark blue and light blue

### “Comfort” Message



300 X 250 pixels

Available in dark blue and light blue



Digital Banner Ads



“Savings” Message

Take the First Step  
Toward Savings

Get up to **\$3,750** in rebates  
from Consumers Energy

Your ad goes here

Your logo goes here





Take the First Step  
Toward Savings

Get up to **\$3,750** in rebates  
from Consumers Energy

Your ad goes here

Your logo goes here



160 X 600 pixels  
Available in dark blue and light blue

“Comfort” Message

Find Comfort in  
an Efficient Home

Get up to **\$3,750** in rebates  
from Consumers Energy

Your ad goes here

Your logo goes here



Find Comfort in  
an Efficient Home

Get up to **\$3,750** in rebates  
from Consumers Energy

Your ad goes here

Your logo goes here






160 X 600 pixels  
Available in dark blue and light blue

## Print Ads

Placement suggestion — Vertical Ad: 5.5" X 5.5"

Available in dark blue and light blue

### "Savings" Message

<p><b>Take the First Step Toward Savings</b></p> <p>Contact this contractor to learn how you can get up to <b>\$3,750</b> in rebates from Consumers Energy</p>	<p>Your ad goes here</p>						
<table border="0"><tr><td data-bbox="344 1318 592 1402"></td><td data-bbox="688 1297 932 1415"><p>Your logo goes here</p></td><td data-bbox="1013 1331 1273 1386"></td></tr><tr><td data-bbox="344 1457 708 1478"><p><a href="http://ConsumersEnergy.com/homeperformance">ConsumersEnergy.com/homeperformance</a></p></td><td colspan="2" data-bbox="1013 1432 1279 1478"><p><small>Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.</small></p></td></tr></table>			<p>Your logo goes here</p>		<p><a href="http://ConsumersEnergy.com/homeperformance">ConsumersEnergy.com/homeperformance</a></p>	<p><small>Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.</small></p>	
	<p>Your logo goes here</p>						
<p><a href="http://ConsumersEnergy.com/homeperformance">ConsumersEnergy.com/homeperformance</a></p>	<p><small>Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.</small></p>						

## Print Ads


Placement suggestion — Horizontal Ad: 5.5" X 5.5"  
Available in dark blue and light blue

### "Savings" Message


## Take the First Step Toward Savings

Contact this contractor to learn how you can get  
up to **\$3,750** in rebates from Consumers Energy

Your ad goes here



Your logo goes here



[ConsumersEnergy.com/homeperformance](http://ConsumersEnergy.com/homeperformance)

Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

## Print Ads

Placement suggestion — Vertical Ad: 5.5" X 5.5"

Available in dark blue and light blue

## “Savings” Message

# Take the First Step Toward Savings

Contact this contractor to learn how you can get up to **\$3,750** in rebates from Consumers Energy

Your ad goes here



Your logo goes here



**ConsumersEnergy.com/homeperformance**

Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

## Print Ads

Placement suggestion — Horizontal Ad: 5.5" X 5.5"  
Available in dark blue and light blue

### "Savings" Message

## Take the First Step Toward Savings

Contact this contractor to learn how you can get  
up to **\$3,750** in rebates from Consumers Energy

Your ad goes here



[ConsumersEnergy.com/homeperformance](http://ConsumersEnergy.com/homeperformance)

Your logo goes here



Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

## Print Ads

Placement suggestion — Vertical Ad: 5.5" X 8"  
Available in dark blue and light blue

### "Savings" Message

## Take the First Step Toward Savings

Contact this contractor to learn how you can get  
up to **\$3,750** in rebates from Consumers Energy

Your ad goes here



[ConsumersEnergy.com/homeperformance](http://ConsumersEnergy.com/homeperformance)

Your logo goes here



Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Email [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) to request the advertisement template package.

## Print Ads

Placement suggestion — Vertical Ad: 5.5" X 8"  
Available in dark blue and light blue

### "Savings" Message

## Take the First Step Toward Savings

Contact this contractor to learn how you can get  
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Your ad goes here



[ConsumersEnergy.com/homeperformance](http://ConsumersEnergy.com/homeperformance)

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Email [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) to request the advertisement template package.

## Print Ads

Placement suggestion — Vertical Ad: 5.5" X 5.5"

Available in dark blue and light blue

### "Comfort" Message

<p><b>Find Comfort in an Efficient Home</b></p> <p>Contact this contractor to learn how you can get up to <b>\$3,750</b> in rebates from Consumers Energy</p>	<p>Your ad goes here</p>						
<table border="0"><tr><td data-bbox="345 1318 592 1402"></td><td data-bbox="688 1297 932 1415"><p>Your logo goes here</p></td><td data-bbox="1013 1331 1276 1390"></td></tr><tr><td data-bbox="345 1457 708 1478"><p><a href="http://ConsumersEnergy.com/homeperformance">ConsumersEnergy.com/homeperformance</a></p></td><td colspan="2" data-bbox="1013 1432 1276 1478"><p><small>Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.</small></p></td></tr></table>			<p>Your logo goes here</p>		<p><a href="http://ConsumersEnergy.com/homeperformance">ConsumersEnergy.com/homeperformance</a></p>	<p><small>Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.</small></p>	
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<p><a href="http://ConsumersEnergy.com/homeperformance">ConsumersEnergy.com/homeperformance</a></p>	<p><small>Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.</small></p>						



## Print Ads

Placement suggestion — Horizontal Ad: 5.5" X 5.5"


Available in dark blue and light blue

### "Comfort" Message

## Find Comfort in an Efficient Home


Contact this contractor to learn how you can get up to **\$3,750** in rebates from Consumers Energy

Your ad goes here



**Consumers Energy**  
Count on Us®

Your logo goes here



HOME PERFORMANCE WITH  
**ENERGY STAR**

[ConsumersEnergy.com/homeperformance](http://ConsumersEnergy.com/homeperformance)

Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Print Ads


Placement suggestion — Vertical Ad: 5.5” X 5.5”  
Available in dark blue and light blue

“Comfort” Message

# Find Comfort in an Efficient Home


Contact this contractor  
to learn how you can get  
up to **\$3,750** in rebates  
from Consumers Energy

Your ad goes here



**ConsumersEnergy.com/homeperformance**

Your logo goes here



Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

## Print Ads

Placement suggestion — Horizontal Ad: 5.5" X 5.5"  
Available in dark blue and light blue

### "Comfort" Message

## Find Comfort in an Efficient Home


Contact this contractor to learn how you can get up to **\$3,750** in rebates from Consumers Energy

Your ad goes here



**Consumers Energy**  
Count on Us®

Your logo goes here



HOME PERFORMANCE WITH  
**ENERGY STAR**

[ConsumersEnergy.com/homeperformance](http://ConsumersEnergy.com/homeperformance)

Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

## Print Ads

Placement suggestion — Vertical Ad: 5.5" X 8"

Available in dark blue and light blue

### "Comfort" Message

## Find Comfort in an Efficient Home

Contact this contractor to learn how you can get  
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Your ad goes here



[ConsumersEnergy.com/homeperformance](http://ConsumersEnergy.com/homeperformance)

Your logo goes here



Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Email [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) to request the advertisement template package.

## Print Ads

Placement suggestion — Vertical Ad: 5.5" X 8"  
Available in dark blue and light blue

### "Comfort" Message

## Find Comfort in an Efficient Home

Contact this contractor to learn how you can get  
up to **\$3,750** in rebates from Consumers Energy

Your ad goes here



[ConsumersEnergy.com/homeperformance](http://ConsumersEnergy.com/homeperformance)

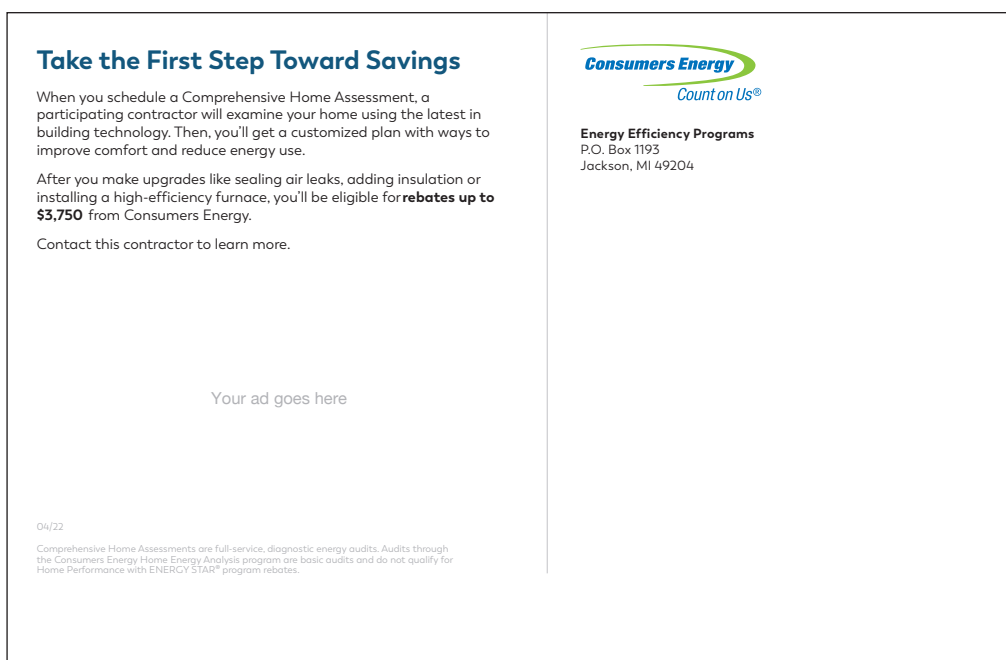
Your logo goes here



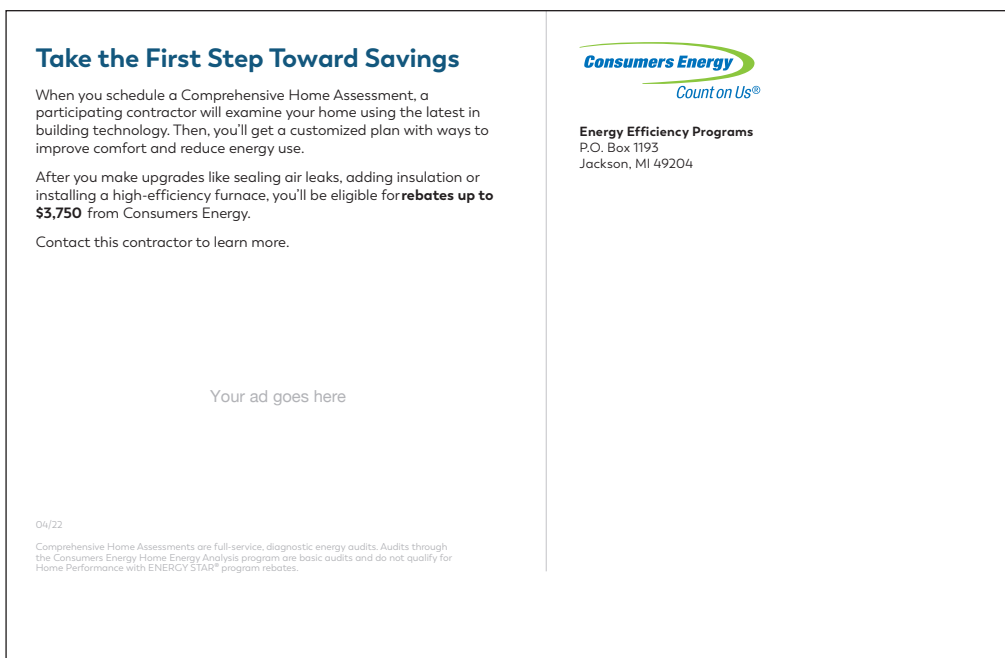
Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Email [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) to request the advertisement template package.

Design One



## Design Two



## Radio Script

(Approximately 30-Second Script)

Hey, Michigan homeowners. Want to save energy and stay comfortable year-round? Contact \_\_\_\_\_ to schedule a Comprehensive Home Assessment. You'll get a customized report outlining ways to reduce energy waste, create a more comfortable indoor environment and protect Michigan's natural resources. Plus, Consumers Energy offers rebates up to \$3,750 dollars on qualifying upgrades, like insulation, air sealing and more. Schedule with \_\_\_\_\_ by calling \_\_\_\_\_ today!



## Facebook Advertisements

(Gold or Silver Level Contractors Only)

### “Savings” Message

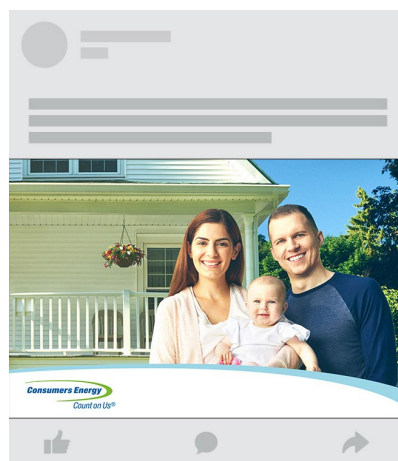
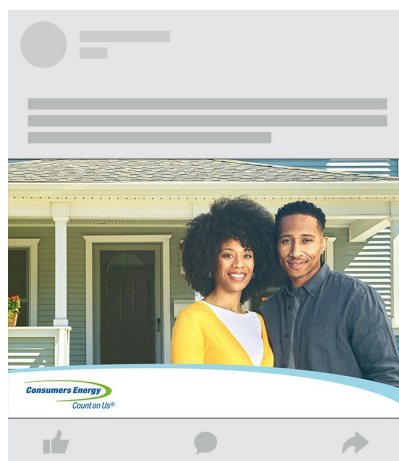
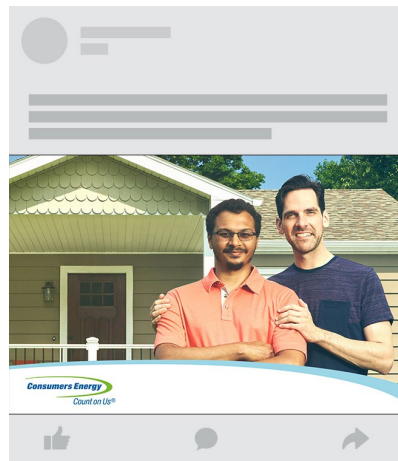
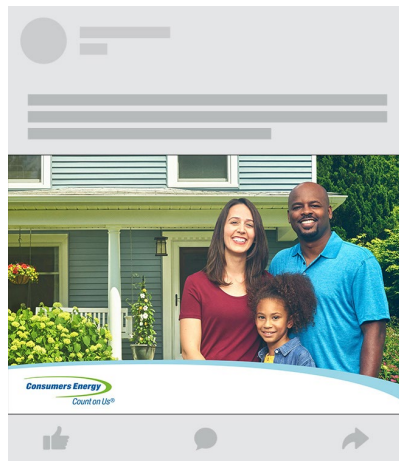
Want to reduce energy costs in all types of weather? Save up to \$3,750 on home upgrades with rebates from Consumers Energy. Contact us today to learn more. [CONTRACTOR URL]

### “Comfort” Message

Tired of drafty rooms and inconsistent temperatures? Make upgrades and get up to \$3,750 in rebates from Consumers Energy. Contact us today to learn more. [CONTRACTOR URL]

### Negative Comment Message

Thank you for sharing about your experience with Consumers Energy. We forwarded your post to Consumers Energy. Please let us know if there is anything else we can do to help out.



Email [hpwescoopads@icf.com](mailto:hpwescoopads@icf.com) to request the advertisement template package.