

Insulation and Windows Program

Participating Contractor Co-Op Advertising Program



Grow Your Business With Promotional Support From the Insulation and Windows Program

We are providing co-operative advertising funding to participating badged contractors to assist in the promotion of our Insulation and Windows program. Contractors will be able to reserve up to \$3,000 in matching funds for advertising taking place between Feb. 1 and Oct. 31, 2024. Matching funds are available for digital banner advertisements, print advertisements and direct mail postcard mailings.

Current contractors who achieve Gold, Silver or Bronze 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 inwincoopads@icf.com to request the advertisement templates shown in this guide and use them as described on page 4 under the Reimbursement Process section.
- Matching funds are available to reimburse 50% of the total advertising cost, up to \$3,000 per participating contractor. Funding will be on a first-come, first-served basis until available funds are claimed.
- Using the form on page 5, request matching funds for your planned advertising. See pages 4 and 5 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 (insulation and windows), as shown on pages 6, 7 and 8. These templates allow space for contractors to add their own custom promotion. Email inwincoopads@icf.com to request the advertisement template files.
- Contractors may request a custom-sized digital advertisement by emailing inwincoopads@icf.com. Please include the size you need, which color advertisement you prefer and whether you'd like the "insulation" or "windows" 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 inwincoopads@icf.com for approval.

Print Advertisements

- Print advertisement templates are shown beginning on page 9. These templates allow space for contractors to add their own custom promotion.
- Email inwincoopads@icf.com to request the advertisement template package.
- Contractors may request a custom-sized print advertisement by emailing inwincoopads@icf.com. Please include the size you need, whether you prefer the dark blue or light blue advertisement and whether you'd like the "insulation" or "windows" 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 inwincoopads@icf.com for approval.

Direct Mail Postcards

- Direct mail postcards are available in two designs, as shown on pages 21–24. These templates allow space for contractors to add their own custom promotion. Email inwincoopads@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 5. For pricing on larger orders, please contact the program team at inwincoopads@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 inwincoopads@icf.com for approval.

Facebook Advertisements (Sponsored Posts)

- To qualify for Facebook advertising co-funding, contractors must have:
 - » Achieved Gold, Silver or Bronze level status for 2023
 - » An active Facebook page for the company that is an active Insulation and Windows program Trade Ally
 - » A Facebook page moderator who responds to customer comments
- Facebook ads are available in four image options and two message options (insulation and windows). 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 inwincoopads@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 inwincoopads@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.
 - **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:	By email:
Consumers Energy INWIN Co-Op Ad Program	inwincoopads@icf.com
c/o ICF	
P.O. Box 1193	
Jackson, MI 49204	
- 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 inwincoopads@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 Dec. 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"/> Facebook Ads (Gold, Silver or Bronze 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 \$3,000)

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 inwincoopads@icf.com

“Insulation” Message

 <p>Warmer Winters, Cooler Summers Save up to \$475 on insulation with rebates from Consumers Energy</p>	Your ad goes here	Your logo goes here
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 <p>Warmer Winters, Cooler Summers Save up to \$475 on insulation with 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

“Windows” Message

 <p>Year-Round Comfort in Every Room Get rebates of \$15 per window from Consumers Energy</p>	Your ad goes here	Your logo goes here
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 <p>Year-Round Comfort in Every Room Get rebates of \$15 per window 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

“Insulation” Message



300 X 250 pixels

Available in dark blue and light blue

“Windows” Message



300 X 250 pixels

Available in dark blue and light blue

Email inwincoopads@icf.com to request the advertisement template package.

Digital Banner Ads

“Insulation” Message

160 X 600 pixels
Available in dark blue and light blue

“Windows” Message

The image displays two identical vertical panels side-by-side, representing a template for a rebate advertisement. Each panel has a blue header section at the top. The left header contains the text "Year-Round Comfort in Every Room" in a large, bold, white font, followed by "Get rebates of \$15 per window from Consumers Energy" in a smaller white font. The right header contains the same text but with "Year-Round Comfort in Every Room" in a slightly larger font. Below the header, the main body of each panel is white. In the center of each panel, there is a large dashed rectangular box with the text "Your ad goes here" centered inside it. Below this, there is a smaller dashed rectangular box, also with the text "Your logo goes here" centered inside it. At the bottom of each panel, there is a blue footer section. On the left, the footer contains the Consumers Energy logo (the words "Consumers Energy" in blue with a green swoosh underneath) and the tagline "Count on Us®" in a smaller blue font. On the right, the footer contains the same logo and tagline, but the tagline is in a slightly larger font.

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

“Insulation” Message

Warmer
Winters,
Cooler
Summers

Save up to **\$475** on
insulation with rebates
from Consumers Energy

Your ad goes here



ConsumersEnergy.com/inwin

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

“Insulation” Message

Warmer Winters, Cooler Summers

Save up to **\$475** on insulation with rebates from Consumers Energy

Your ad goes here



ConsumersEnergy.com/inwin

Your logo goes here

Funds are limited and available on a first-come, first-served basis.
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Print Ads


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

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ConsumersEnergy.com/inwin

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

"Insulation" Message

Warmer Winters, Cooler Summers

Save up to **\$475** on insulation with rebates from Consumers Energy

Your ad goes here



Consumers Energy
Count on Us®

ConsumersEnergy.com/inwin

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

“Insulation” Message

Warmer Winters, Cooler Summers

Save up to **\$475** on insulation with rebates from Consumers Energy

Your ad goes here


Count on Us®

Your logo goes here

ConsumersEnergy.com/inwin

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Print Ads


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

“Insulation” Message

Warmer Winters, Cooler Summers

Save up to **\$475** on insulation with rebates from Consumers Energy

Your ad goes here



ConsumersEnergy.com/inwin

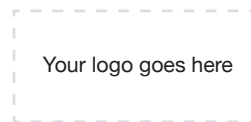
Your logo goes here

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

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

Year-Round Comfort in Every Room

Your ad 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

"Windows" Message

Year-Round Comfort in Every Room

Get rebates of **\$15** per window from Consumers Energy

Your ad goes here



Consumers Energy
Count on Us®

ConsumersEnergy.com/inwin

Your logo goes here

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“Windows” Message

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

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

Postcards

Available in dark blue and light blue

“Insulation” Message — Design One

Warmer Winters, Cooler Summers

Save up to **\$475** on insulation with rebates from Consumers Energy





[ConsumersEnergy.com/inwin](https://www.consumersenergy.com/inwin)

Your logo goes here

Keep What's Outside, Outside

No matter the season, insulation is important because it helps maintain the temperature you want while preventing outdoor air from entering your home. It's not just for comfort either — adding insulation is a great way to reduce energy waste and protect your family from pollen, dust and pests.


Now is a great time to upgrade the insulation in your attic and walls. Consumers Energy offers **up to \$475** in rebates to help cover the upfront costs.

Contact this contractor to learn more.

Your company details go here

04/22

Rebates apply to projects completed between Jan. 1 and Dec. 31, 2022. Details of the programs, including rebates, are subject to change or cancellation without prior notice. Funds for rebates are limited and available on a first-come, first-served basis.



Energy Efficiency Programs
P.O. Box 1193
Jackson, MI 49204

Email inwincoopads@icf.com to request the advertisement template package.

Postcards

Available in dark blue and light blue

“Insulation” Message — Design Two

Warmer Winters, Cooler Summers

Save up to **\$475** on insulation with rebates from Consumers Energy





[ConsumersEnergy.com/inwin](https://www.consumersenergy.com/inwin)

Your logo goes here

Keep What's Outside, Outside


No matter the season, insulation is important because it helps maintain the temperature you want while preventing outdoor air from entering your home. It's not just for comfort either — adding insulation is a great way to reduce energy waste and protect your family from pollen, dust and pests.

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Energy Efficiency Programs
P.O. Box 1193
Jackson, MI 49204

Email inwincoopads@icf.com to request the advertisement template package.

Postcards

Available in dark blue and light blue

“Windows” Message — Design One

Year-Round Comfort in Every Room

Get rebates of **\$15** per window
from Consumers Energy





Count on Us®

[ConsumersEnergy.com/inwin](https://www.consumersenergy.com/inwin)

Your logo goes here

Keep What's Outside, Outside

ENERGY STAR® certified windows keep your home's temperatures consistently comfortable, even when you are seated right next to them.


While ENERGY STAR certified windows typically cost about 15% (\$30–\$50 per window) more than traditional windows of the same size, rebates from Consumers Energy help close that gap. By reducing the upfront cost through rebates, you can purchase windows that are efficient, durable and comfort-boosting for about the price of a far less efficient model.

Contact this contractor to learn more.

Your company
details go here

04/22

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Jackson, MI 49204

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Postcards

Available in dark blue and light blue

“Windows” Message — Design Two

Year-Round Comfort in Every Room

Get rebates of **\$15** per window
from Consumers Energy





Count on Us®

[ConsumersEnergy.com/inwin](https://www.consumersenergy.com/inwin)

Your logo goes here

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Your company
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Count on Us®

Energy Efficiency Programs
P.O. Box 1193
Jackson, MI 49204

Email inwincoopads@icf.com to request the advertisement template package.

Facebook Advertisements

(Gold, Silver and Bronze Level Contractors Only)

“Insulation” Message

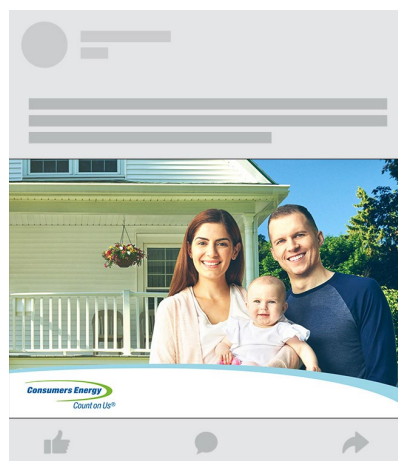
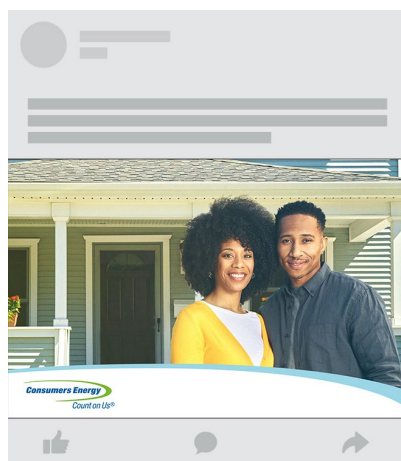
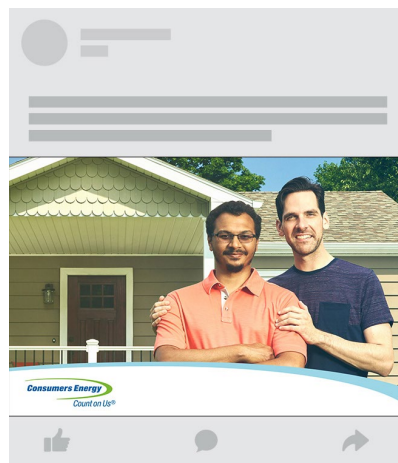
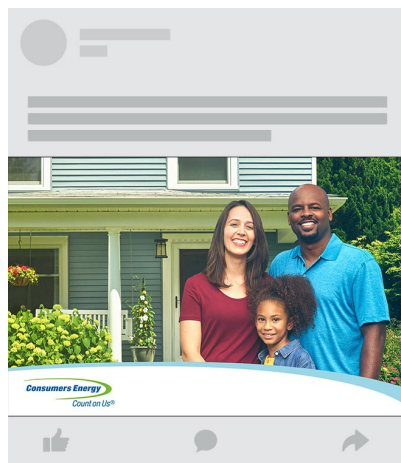
Tired of drafty rooms and inconsistent temperatures? Add insulation to your attic and walls and get up to \$475 in rebates from Consumers Energy. Contact us today to learn more. [CONTRACTOR URL]

“Windows” Message

Looking for windows that are efficient, durable and comfort-boosting for about the price of far less efficient models? Get rebates of \$15 per window 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 inwincoopads@icf.com to request the advertisement template package.