

2026 Participating Trade Ally Co-Op Advertising Program Ad Packet



Grow Your Business With Promotional Support From the Home Solutions Family of Rebates Program

We are providing co-operative advertising funds to participating contractors to assist in the promotion of our Residential Home Solutions Family of Rebates. Contractors will be able to reserve up to \$5,000 in matching funds for advertising taking place between Feb. 1 and Oct. 31, 2026. Matching funds are available to promote programs through print advertisements, digital banner advertisements, and direct mail postcard mailings.

Digital Banner Ads / HVAC

728 X 90 pixels

Cooling System Equipment Replacement Message

Get Ahead of Cooling System Breakdowns  Consumers Energy Count on Us® Get up to a \$300 rebate when you upgrade to high efficiency cooling that helps you save energy and money!	Your ad goes here	Your logo goes here
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Cooling System Tune-Up Message

Treat Your AC to a Makeover  Consumers Energy Count on Us® Save on a cooling comprehensive tune-up with a \$65 rebate from Consumers Energy.	Your ad goes here	Your logo goes here
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Heating System Equipment Replacement Message

Get Ahead of Heating System Breakdowns  Consumers Energy Count on Us® Get up to a \$300 rebate when you upgrade to high efficiency heating that helps you save energy and money!	Your ad goes here	Your logo goes here
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Heating System Tune-Up Message

Treat Your Heating System to a Makeover  Consumers Energy Count on Us® Save on a heating comprehensive tune-up with a \$65 rebate from Consumers Energy.	Your ad goes here	Your logo goes here
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Digital Banner Ads / HVAC

300 X 250 pixels

Cooling System Equipment Replacement Message

Get Ahead of Cooling System Breakdowns

Get up to a **\$300 rebate** when you upgrade to high efficiency cooling that helps you save energy and money!

Your ad goes here



Count on Us®

Your logo goes here

Cooling System Tune-Up Message

Treat Your AC to a Makeover

Save on a cooling comprehensive tune-up with a **\$65 rebate** from Consumers Energy.

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Heating System Equipment Replacement Message

Get Ahead of Heating System Breakdowns

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Count on Us®

Your logo goes here

Heating System Tune-Up Message

Treat Your Heating System to a Makeover

Save on a heating comprehensive tune-up with a **\$65 rebate** from Consumers Energy.

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Count on Us®

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Digital Banner Ads / HVAC

160 X 600 pixels

Cooling System
Equipment
Replacement
Message

Get Ahead of
Cooling System
Breakdowns

Get up to a **\$300 rebate** when you upgrade to high efficiency cooling that helps you save energy and money!

Your ad goes here

Your logo goes here



Cooling System
Tune-Up
Message

Treat Your AC
to a Makeover

Save on a cooling comprehensive tune-up with a **\$65 rebate** from Consumers Energy.

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Your logo goes here



Heating System
Equipment
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Get up to a **\$300 rebate** when you upgrade to high efficiency heating that helps you save energy and money!

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Heating System
Tune-Up
Message

Treat Your
Heating System
to a Makeover

Save on a heating comprehensive tune-up with a **\$65 rebate** from Consumers Energy.

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Your logo goes here



Print Ads / HVAC

Placement suggestion — Vertical Ad: 5.5" X 5.5"

Cooling System Equipment Replacement Message

Get Ahead of Cooling System Breakdowns

Get up to a
\$300 rebate
when you upgrade
to high efficiency
cooling that helps
you save energy
and money!

Your ad goes here



ConsumersEnergy.com/HVAC

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. Check with your contractor for details.

Print Ads / HVAC

Placement suggestion — Vertical Ad: 5.5" X 5.5"

Cooling System Tune-Up Message

Treat Your AC to a Makeover

Save on a cooling
comprehensive
tune-up with a
\$65 rebate from
Consumers Energy.

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Heating System Equipment Replacement Message

Get Ahead of Heating System Breakdowns

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Print Ads / HVAC

Placement suggestion — Vertical Ad: 5.5” X 5.5”

Heating System Tune-Up Message

Treat Your Heating System to a Makeover

Save on a heating comprehensive tune-up with a **\$65 rebate** from Consumers Energy.

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ConsumersEnergy.com/HVAC

Your logo goes here

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Print Ads / HVAC

Placement suggestion — Vertical Ad: 5.5" X 8"

Cooling System Equipment Replacement Message

Get Ahead of Cooling System Breakdowns

Get up to a **\$300 rebate** when you upgrade to high efficiency cooling that helps you save energy and money!

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ConsumersEnergy.com/HVAC

Your logo goes here

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Print Ads / HVAC

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Cooling System Tune-Up Message

Treat Your AC to a Makeover

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Heating System Tune-Up Message

Treat Your Heating System to a Makeover

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ConsumersEnergy.com/HVAC

Your logo goes here

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Cooling System Message Design One

Treat Your Cooling System to a Makeover

Save on a cooling comprehensive tune-up with a **\$65 rebate** from Consumers Energy



ConsumersEnergy.com/HVAC

Your logo goes here

Don't Wait Until Your Equipment Fails

Enjoy year-round comfort and savings with a high-efficiency air conditioner. They use less energy, run quieter and keep your home cool during the warm summer months.

Energy efficient cooling equipment can be a big investment. To help cover the difference for high-efficiency equipment, Consumers Energy offers up to a **\$300 rebate** on qualifying models.

Not quite ready to replace your AC? Schedule a cooling comprehensive tune-up and get a **\$65 rebate!** A participating contractor will use advanced equipment to find ways to improve system performance.

Contact this contractor to learn more.

Your ad goes here

04/26

*Incentive funds are limited and available on a first-come, first-served basis. This offer is valid for residential electric customers only. Not valid for new home construction. No cash value. Qualifying energy efficient equipment must be installed between April 1 and Dec. 31, 2026, by a participating program contractor. Rebates and terms subject to change. See website for full details.



Energy Efficiency Programs
One Energy Plaza
Jackson, MI 49201

Heating System Message Design One

Treat Your Heating System to a Makeover



Save on a heating comprehensive tune-up with a **\$65 rebate** from Consumers Energy.



ConsumersEnergy.com/HVAC

Your logo goes here

Don't Wait Until Your Equipment Fails

Older furnaces have to work harder to heat your home, which makes them more likely to break down. When you upgrade to an energy efficient model, you'll keep your home comfortable and reduce energy costs.

High-efficiency heating equipment can be a big investment. To help cover the cost, Consumers Energy offers up to a **\$300 rebate** on qualifying furnaces.

Not quite ready to replace your furnace? Schedule a heating comprehensive tune-up and get a **\$65 rebate!** A participating contractor will use advanced equipment to find ways to improve system performance.

Contact this contractor to learn more.

Your ad goes here



Energy Efficiency Programs
One Energy Plaza
Jackson, MI 49201

04/26

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Facebook Advertisements / HVAC

“Heating System Replacement” Message

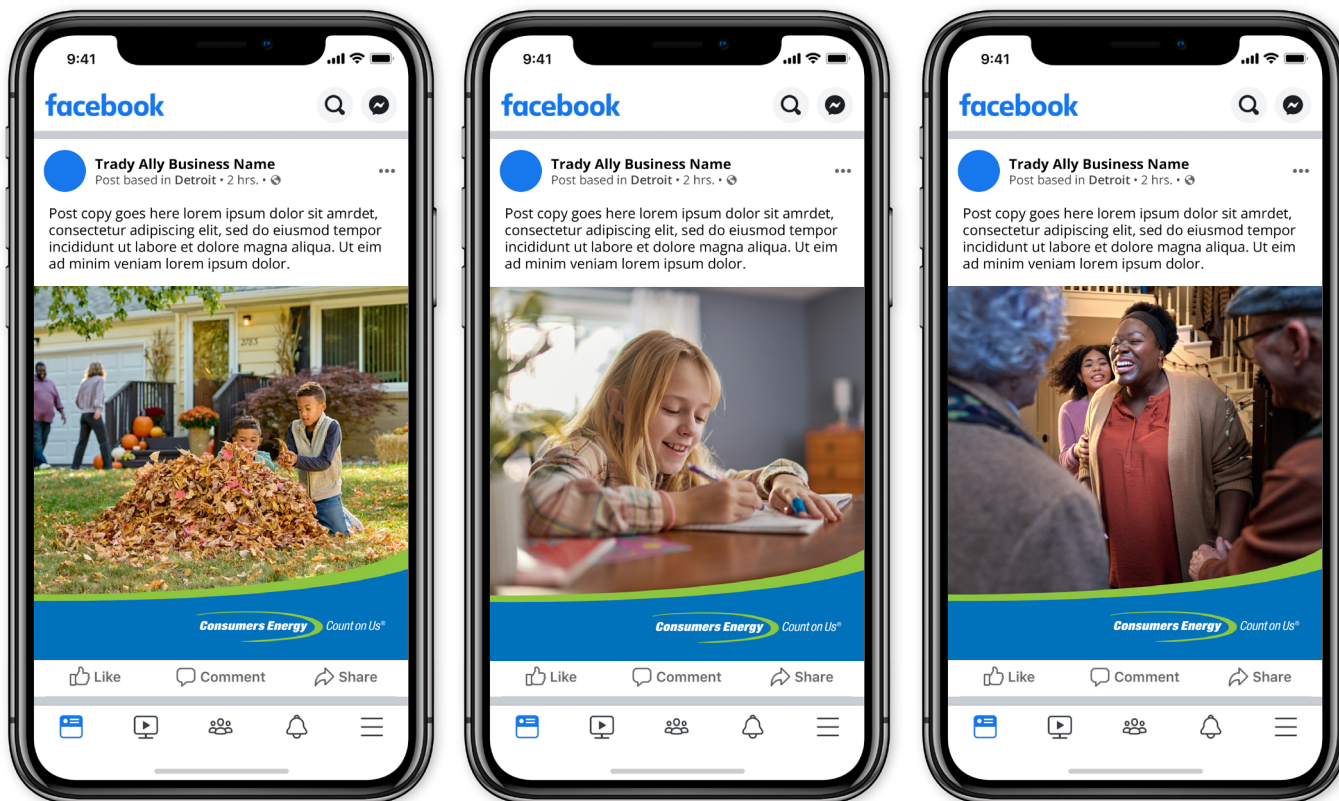
Worried that your heating system may be reaching the end of its life?
Upgrade to a qualifying high-efficiency furnace and get rebates from
Consumers Energy. Contact us today to learn more. [CONTRACTOR URL]

“Cooling System Replacement” Message

Worried that your air conditioner may be reaching the end of its life?
Upgrade to a qualifying model 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.



Digital Banner Ads / INWIN

728 X 90 pixels

“Insulation” Message

Warm Winters, Cool Summers  Save on insulation with up to a \$475 rebate from Consumer Energy.	Your ad goes here	Your logo goes here
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“Windows” Message

Year-Round Comfort in Every Room  Get a \$15 rebate per window from Consumers Energy.	Your ad goes here	Your logo goes here
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300 X 250 pixels

“Insulation” Message

Warm Winters, Cool Summers Save on insulation with up to a \$475 rebate from Consumer Energy.	Your ad goes here
 Count on Us®	Your logo goes here

“Windows” Message

Year-Round Comfort in Every Room Get a \$15 rebate per window from Consumers Energy.	Your ad goes here
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Warm Winters, Cool Summers Save on insulation with up to a \$475 rebate from Consumer Energy.
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“Windows” Message

Year-Round Comfort in Every Room Get a \$15 rebate per window from Consumers Energy.
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 Count on Us®

Print Ads / INWIN

Placement suggestion — Vertical Ad: 5.5" X 5.5"

"Insulation" Message

Warm Winters, Cool Summers Save on insulation with up to a \$475 rebate from Consumer Energy.	Your ad goes here						
<table border="0"><tr><td data-bbox="344 1318 592 1402"></td><td data-bbox="688 1297 932 1415"> Your logo goes here </td><td data-bbox="1026 1318 1253 1402"> Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only. Check with your contractor for details. </td></tr><tr><td colspan="3" data-bbox="344 1453 600 1478"> ConsumersEnergy.com/HVAC </td></tr></table>			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. Check with your contractor for details.	ConsumersEnergy.com/HVAC		
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ConsumersEnergy.com/HVAC							

Print Ads / INWIN

Placement suggestion — Vertical Ad: 5.5" X 5.5"

Heating System Tune-Up Message

Year-Round Comfort in Every Room Get a \$15 rebate per window from Consumers Energy.	Your ad goes here						
<table border="0"><tr><td data-bbox="344 1318 592 1402"></td><td data-bbox="688 1297 932 1415"> Your logo goes here </td><td data-bbox="1026 1318 1253 1402"> Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only. Check with your contractor for details. </td></tr><tr><td colspan="3" data-bbox="344 1453 609 1474"> ConsumersEnergy.com/INWIN </td></tr></table>			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. Check with your contractor for details.	ConsumersEnergy.com/INWIN		
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ConsumersEnergy.com/INWIN							

Print Ads / INWIN

Placement suggestion — Vertical Ad: 5.5" X 8"

"Insulation" Message

Warm Winters, Cool Summers

Save on insulation with up to a \$475 rebate
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Your ad goes here



ConsumersEnergy.com/INWIN

Your logo goes here

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Placement suggestion — Vertical Ad: 5.5" X 8"

“Windows” Message

Year-Round Comfort in Every Room

Get **\$15 rebate** per window from Consumers Energy.

Your ad goes here



Your logo goes here

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ConsumersEnergy.com/INWIN

“Insulation” Message

Warm Winters, Cool Summers

Save on insulation with up to a
\$475 rebate from Consumer Energy.





Count on Us®

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 a **\$475 rebate** to help cover the upfront costs.

Contact this contractor to learn more.

Your ad goes here

04/26

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Count on Us®

Energy Efficiency Programs
One Energy Plaza
Jackson, MI 49201

“Windows” Message

Year-Round Comfort in Every Room

Get a \$15 rebate per window
from Consumers Energy.





Count on Us®

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 ad goes here



Count on Us®

Energy Efficiency Programs
One Energy Plaza
Jackson, MI 49201

04/26

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Facebook Advertisements / INWIN

(Gold or Silver Level Contractors Only)

“Insulation” Message

Tired of drafty rooms and inconsistent temperatures? Add insulation to your attic and walls and get 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 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.

