

2026 Participating Trade Ally Co-Op Advertising Program Support



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.

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, 2026. To qualify for funding, contractors must email homesolutionscoopads@icf.com to request the advertisement templates shown in this guide, and must use the templates as described on page 5 under the Reimbursement Process section. Contractors must submit all advertising designs for final approval before running. Approval will require at least five business days.
- Matching funds are available to reimburse 50% of the total advertising cost, up to \$5,000 per participating contractor. Funding will be on a first-come, first-served basis until available funds are claimed.
- Using the Reservation Request Form, 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, 2026. Approved reimbursements will be disbursed by Jan. 31, 2027.
- Materials advertising heating and cooling comprehensive tune-ups may only be used by participating contractors. Contact us for more information about enrolling.

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. For all templates, approvals and inquiries, please email homesolutionscoopads@icf.com

Digital Banner Advertisements

- Digital banner advertisements are available in three sizes (728 x 90, 300 x 250, 160 x 600) and four message options (heating, cooling, insulation, windows). These templates allow space for contractors to add their own custom promotion.
- Contractors may request a custom-sized digital advertisement. Please include details including size, color, and topic (AC replacement, cooling comprehensive tune-up, furnace replacement, heating comprehensive tune-up, insulation, or windows). 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.

Print Advertisements

- Print advertisement templates are available in two sizes, as shown in the ad packet. These templates allow space for contractors to add their own custom promotion.
- Contractors may request a custom-sized print advertisement by emailing **homesolutionscoopads@icf.com**. Please include details including size, color, and topic (AC replacement, cooling comprehensive tune-up, furnace replacement, heating comprehensive tune-up, insulation, or windows). Allow two weeks for delivery of the custom-sized advertisement and an additional two weeks for the approval process.
- For a 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.

Direct Mail Postcards

- Direct mail postcards are available in four designs, as shown in the ad packet. These templates allow space for contractors to add their own custom promotion.
- Contractors must submit all advertising designs for approval before the advertising runs. Approval will require at least five business days.

Facebook Advertisements (Sponsored Posts)

- To qualify for Facebook advertising co-funding, contractors must have:
 - » An active Facebook page for the company that is an active Residential Heating, Cooling and Water Heating program Trade Ally
 - » A Facebook page moderator who responds to customer comments
- Facebook ads are available in four image options and two message options (heating replacement and cooling replacement). Examples of the Facebook ad templates are in the ad packet.
- 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 **homesolutionscoopads@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.
- 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 requirements will vary based on the 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 no later than Nov. 15, 2026. There will be no exceptions to this deadline. Documentation received after Nov. 15, 2026, 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 to **homesolutionscoopads@icf.com**.
- Reimbursement will occur in the form of a check to the contractor, which will be issued on or before Jan. 31, 2027.

Co-Op Advertising Program Checklist

- **By Oct. 1, 2026, request matching funds for your planned advertising** using the Reservation Request 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 accepted after Oct. 1.
- **Email homesolutionscoopads@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, 2026, submit supporting documentation** for your advertisements that run between Feb. 1 and Oct. 31, 2026, 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, 2026, 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:	Phone:	Fax:

Media	Run Date(s)	Total Cost	Estimated Impressions
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☐ Digital Banner Ads	_____	_____	_____
☐ Print Ads	_____	_____	_____
☐ Facebook Ads	_____	_____	_____

Direct Mail	In-Market Date	Total Cost
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☐ Direct Mail Postcard	_____	_____
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Matching funds requested: \$_____ (50% of total cost, up to \$5,000)

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 homesolutionscoopads@icf.com