

## PARTICIPATING CONTRACTOR CO-OP ADVERTISING PROGRAM



### **Grow Your Business With Promotional Support From the Residential Heating, Cooling and Water Heating Program**

Consumers Energy is providing co-operative advertising funding to participating contractors to assist in the promotion of the Consumers Energy Residential Heating, Cooling and Water Heating program. Contractors will be able to reserve up to \$5,000 in matching advertising funds for advertising taking place between Jan. 1 and Oct. 31, 2019. Matching funds are available to advertise the central air conditioner and furnace replacement and comprehensive tune-up programs, using the print advertisements, digital banner advertisements, direct mail postcard mailings and community events shown in the following guide.

## Program Details

- Matching funds are available for digital banner advertisements, print advertisements, direct mail postcard mailings and community events that run between Jan. 1 and Oct. 31, 2019. To qualify for funding, contractors must email hvaccoopads@icf.com to request the advertisement templates shown in this guide, and must use the templates as described on page 4 under the Reimbursement Process section. Contractors must submit all advertising designs for final approval before the advertisement runs. Approval will require at least five business days.
- Matching funds are available to reimburse 50 percent of the total advertising cost, up to \$5,000 per participating contractor. Funding will be on a first-come, first-served basis until funds are depleted.
- Using the form on page 5, request matching funds for your planned advertising. See pages 4 and 5 for submission deadlines.
- All supporting documentation must be received by ICF by Nov. 15, 2019. Approved reimbursements will be disbursed by Jan. 31, 2020.
- Materials advertising heating and cooling comprehensive tune-ups may only be used by participating Consumers Energy tune-up contractors. Contact us for more information about enrolling as a tune-up contractor.

Note: Receiving confirmation that funds have been reserved for your planned advertising does not guarantee that 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

Consumers Energy has 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), two color options (dark blue and light blue) and four message options (AC replacement, cooling comprehensive tune-up, furnace replacement or heating comprehensive tune-up), as shown on pages 6–11. These templates allow space for contractors to add their own custom advertisement. Email hvaccoopads@icf.com to request the advertisement template files.
- Contractor may request a custom-sized digital advertisement by emailing hvaccoopads@icf.com. Please include the size you need and whether you prefer the dark blue or light blue advertisement. Please also indicate whether you'd like the AC replacement, cooling comprehensive tune-up, furnace replacement or heating comprehensive tune-up 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.
- Contractor must submit all advertising designs for approval before the advertising runs. Approval will require at least five business days. Please email all materials to hvaccoopads@icf.com for approval.

### Print Advertisements

- Print advertisement templates are available in two sizes and two color options, as shown on pages 12–35. These templates allow space for contractors to add their own custom advertisement.
- Email hvaccoopads@icf.com to request the advertisement template package.
- Contractor may request a custom-sized print advertisement by emailing hvaccoopads@icf.com. Please include the size you need and whether you prefer the dark blue or light blue advertisement. Please also indicate whether you'd like the AC replacement, cooling comprehensive tune-up, furnace replacement or heating comprehensive tune-up message option. Allow two weeks for delivery of the custom-sized advertisement and an additional two weeks for the approval process.

- For a contractor to remain eligible for co-funding, the Consumers Energy-branded portion of the ad must not be removed or modified in any way. Before advertisements are placed, contractors must submit their final ad design to Consumers Energy for approval to ensure that the ad remains in line with program branding.
- Ads must be in four-color process, to allow for correct reproduction of the Consumers Energy element.
- Contractor must submit all advertising designs for approval before the advertising runs. Approval will require at least five business days. Please email all materials to hvaccoopads@icf.com for approval.

## Direct Mail Postcards

- Direct mail postcards are available in two designs, as shown on pages 36–39. These templates allow space for contractors to add their own custom advertisement. Email hvaccoopads@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 hvaccoopads@icf.com. Postage costs for distributing to your customer base are eligible for co-funding through the co-op program.
- Contractor must submit all advertising designs for approval before the advertising runs. Approval will require at least five business days. Please email all materials to hvaccoopads@icf.com for approval.

## Community Events

- To qualify for co-funding, contractor must display the Residential Heating, Cooling and Water Heating Program Terms and Conditions leave-behind (with rebate chart) and at least one of the following customer brochures at a community outreach event. The other collateral listed below are also recommended:
  - » Terms and Conditions leave-behind (with rebate chart)
  - » Customer brochure
  - » Bi-fold brochure
  - » Programmable thermostat educational leave-behind card
  - » Comprehensive AC tune-up leave-behind card
  - » Tune-up program customer overview
- To request additional program collateral for an event, please fill out and submit a materials request form.
- Contractor must submit a photo of the event table for approval during or after the event. Proof of attendance and submission of the registration invoice are required for reimbursement. Approval will require at least five business days. Please email the photo to hvaccoopads@icf.com for approval.

## 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 the vendor used
  - **Community Events:** Invoice from the event and photo of table at the event
- Supporting documentation must be received by Consumers Energy c/o ICF at the Jackson address no later than Nov. 15, 2019. There will be no exceptions to this deadline. Documentation received after Nov. 15, 2019, 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 mail or email. If submitting by mail, documentation must be received on or before Nov. 15, 2019. A Nov. 15 postmark will not qualify.

**By mail:**

Consumers Energy HVAC Co-Op Ad Program  
c/o ICF  
P.O. Box 1468  
Jackson, MI 49204

**By email:**

hvaccoopads@icf.com

- Reimbursement will occur in the form of a check to the contractor, which will be issued on or before Jan. 31, 2020.

## Co-Op Advertising Program Checklist

- **By Aug. 1, 2019, request matching funds for your planned advertising** using the form on the next page. Please submit your request by Aug. 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 Aug. 1.
- **Email hvaccoopads@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, 2019, submit supporting documentation** for your advertisements that run between Jan. 1 and Oct. 31, 2019, along with your company's W-9 form for payment processing.

## Funds Reservation Request Form

To be eligible to receive co-op funds, contractor must submit completed form by Aug. 1, 2019, or 10 business days (minimum) before advertisement insertion deadline. 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

☐ Digital Banner Ads

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

☐ Print Ads

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Direct Mail

### Mail Date

### Total Postage Cost

### Total Postcards Requested

☐ Direct Mail Postcard

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

### Community Events

### Event Date(s)

### Total Cost

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Matching funds requested:** \$\_\_\_\_\_ (50 percent of total cost, up to \$5,000)

I acknowledge and agree that requesting and/or receiving confirmation that funds have been reserved for my planned advertising does not guarantee that I will receive co-op advertising funds, and that all other conditions must be met with respect to acceptable run dates and verification documentation to receive reimbursement.

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

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

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


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

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

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

Cooling System Equipment Replacement Message


 <p><b>Get ahead of cooling system breakdowns.</b> Save up to <b>\$500</b> on a high-efficiency central air conditioner with rebates from Consumers Energy.</p>	Your ad goes here	Your logo goes here
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 <p><b>Get ahead of cooling system breakdowns.</b> Save up to <b>\$500</b> on a high-efficiency central air conditioner 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 light blue

Cooling System Tune-Up Message

 <p><b>Treat your AC to a makeover.</b> Save <b>\$50</b> on a cooling comprehensive tune-up with rebates from Consumers Energy.</p>	Your ad goes here	Your logo goes here
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 <p><b>Treat your AC to a makeover.</b> Save <b>\$50</b> on a cooling comprehensive tune-up 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 light blue

Digital Banner Ads


Heating System Equipment Replacement Message



**Get ahead of heating system breakdowns.**  
Save up to **\$400** on a high-efficiency furnace with rebates from Consumers Energy.

Your ad goes here

Your logo goes here



**Get ahead of heating system breakdowns.**  
Save up to **\$400** on a high-efficiency furnace with rebates from Consumers Energy.

Your ad goes here

Your logo goes here

728 X 90 pixels  
Available in dark blue and light blue

Heating System Tune-Up Message



**Treat your heating system to a makeover.**  
Save **\$50** on a heating comprehensive tune-up with rebates from Consumers Energy.

Your ad goes here

Your logo goes here



**Treat your heating system to a makeover.**  
Save **\$50** on a heating comprehensive tune-up with rebates from Consumers Energy.

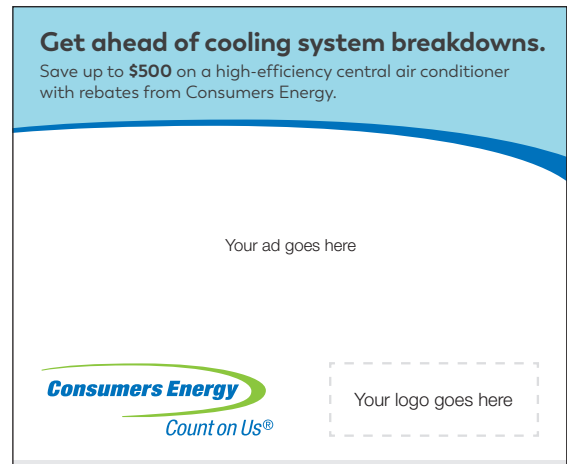
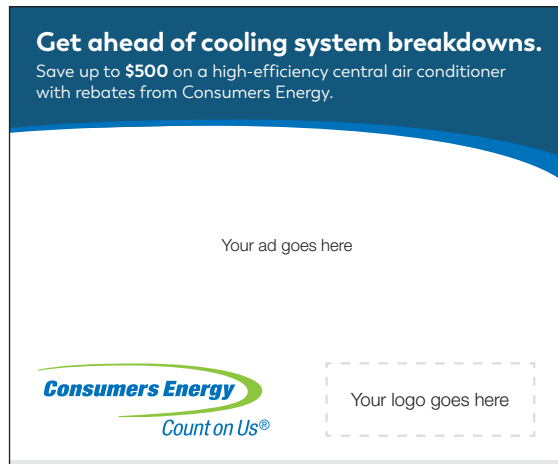
Your ad goes here

Your logo goes here

728 X 90 pixels  
Available in dark blue and light blue

## Digital Banner Ads

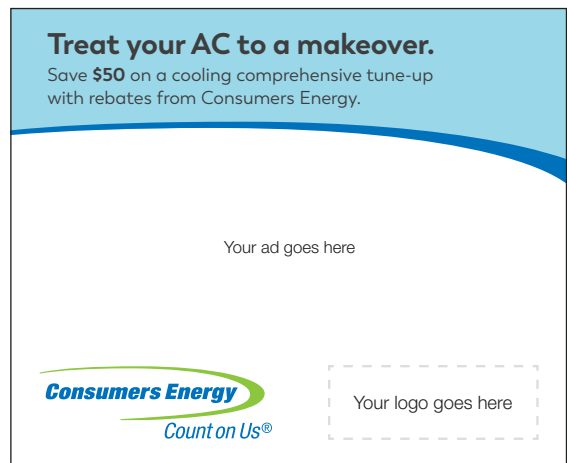
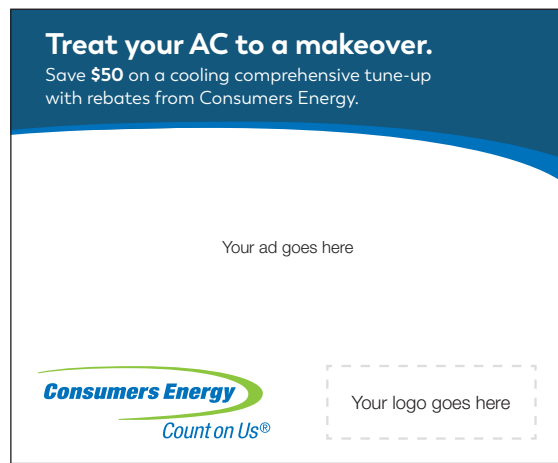
### Cooling System Equipment Replacement Message



300 X 250 pixels

Available in dark blue and light blue

### Cooling System Tune-Up Message



300 X 250 pixels

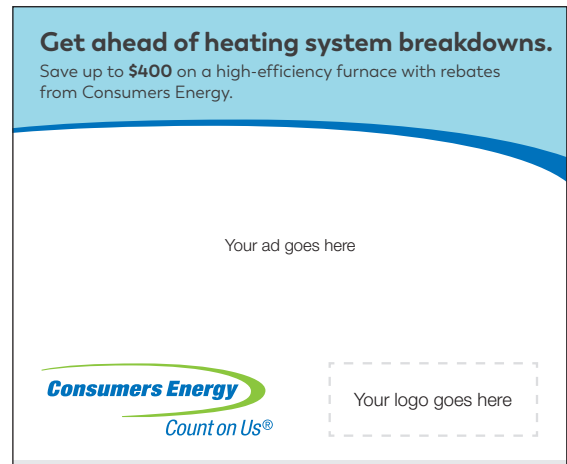
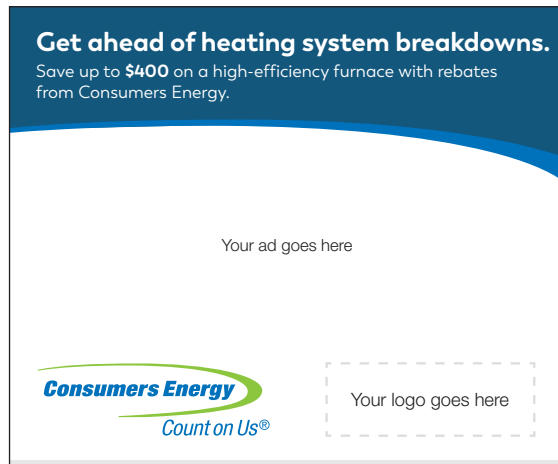
Available in dark blue and light blue

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



## Digital Banner Ads

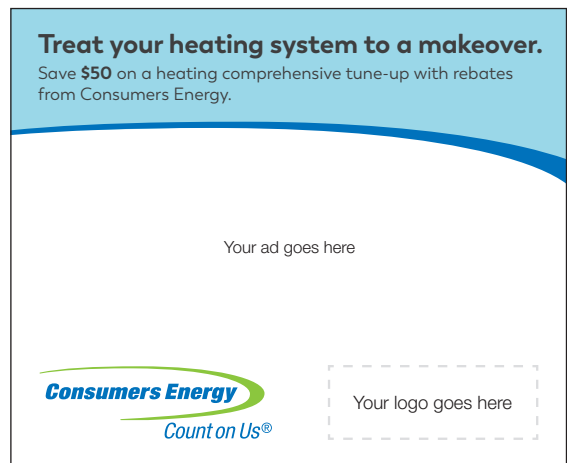
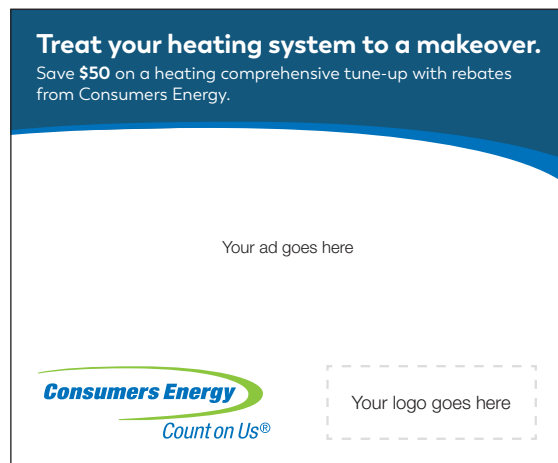
### Heating System Equipment Replacement Message



300 X 250 pixels

Available in dark blue and light blue

### Heating System Tune-Up Message



300 X 250 pixels

Available in dark blue and light blue

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

Digital Banner Ads

Cooling System  
Equipment Replacement Message

**Get ahead of cooling system breakdowns.**

Save up to **\$500** on a high-efficiency central air conditioner with rebates from Consumers Energy.

**Get ahead of cooling system breakdowns.**



Save up to **\$500** on a high-efficiency central air conditioner with rebates from Consumers Energy.

Your ad goes here

Your ad goes here

Your logo goes here

Your logo goes here



160 X 600 pixels  
Available in dark blue and light blue

Cooling System  
Tune-Up Message

**Treat your AC to a makeover.**

Save **\$50** on a cooling comprehensive tune-up with rebates from Consumers Energy.

**Treat your AC to a makeover.**



Save **\$50** on a cooling comprehensive tune-up with rebates from Consumers Energy.

Your ad goes here

Your ad goes here

Your logo goes here

Your logo goes here



160 X 600 pixels  
Available in dark blue and light blue

Digital Banner Ads

Heating System  
Equipment Replacement Message

**Get ahead of heating system breakdowns.**

Save up to **\$400** on a high-efficiency furnace with rebates from Consumers Energy.

**Get ahead of heating system breakdowns.**



Save up to **\$400** on a high-efficiency furnace with rebates from Consumers Energy.

Your ad goes here

Your ad goes here

Your logo goes here

Your logo goes here



160 X 600 pixels  
Available in dark blue and light blue

Heating System  
Tune-Up Message

**Treat your heating system to a makeover.**

Save **\$50** on a heating comprehensive tune-up with rebates from Consumers Energy.

**Treat your heating system to a makeover.**



Save **\$50** on a heating comprehensive tune-up with rebates from Consumers Energy.

Your ad goes here

Your ad goes here

Your logo 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

### Cooling System Equipment Replacement Message

**Get ahead  
of cooling  
system  
breakdowns.**

Contact this contractor  
to learn how you can  
save up to **\$500** on a  
high-efficiency central air  
conditioner with rebates  
from Consumers Energy.

Your ad goes here



**Consumers Energy**  
*Count on Us®*

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**

## Print Ads

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

### Cooling System Equipment Replacement Message

## Get ahead of cooling system breakdowns.

Contact this contractor to learn how you can save up to **\$500** on a high-efficiency central air conditioner with rebates from Consumers Energy.

Your ad goes here



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

Your logo goes here

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

## Print Ads

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

### Cooling System Equipment Replacement Message

#### Get ahead of cooling system breakdowns.

Contact this contractor to learn how you can save up to **\$500** on a high-efficiency central air conditioner with rebates from Consumers Energy.

Your ad goes here



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


Your logo goes here

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## Print Ads

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

### Cooling System Tune-Up Message

<p><b>Treat your AC to a makeover.</b></p> <p>Contact this contractor to learn how you can save <b>\$50</b> on a cooling comprehensive tune-up with rebates from Consumers Energy.</p>	<p>Your ad goes here</p>
 <p><b>Consumers Energy</b> <i>Count on Us®</i></p> <p><b>ConsumersEnergy.com/hvac</b></p>	<div><p>Your logo goes here</p></div> <p>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.</p>

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## Print Ads

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

### Cooling System Tune-Up Message

#### Treat your AC to a makeover.

Contact this contractor to learn how you can save **\$50** on a cooling comprehensive tune-up with rebates from Consumers Energy.

Your ad goes here



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


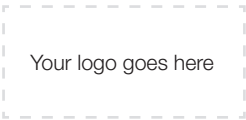
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## Print Ads

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

### Cooling System Tune-Up Message

<p><b>Treat your AC to a makeover.</b></p> <p>Contact this contractor to learn how you can save <b>\$50</b> on a cooling comprehensive tune-up with rebates from Consumers Energy.</p>	<p>Your ad goes here</p>
<p> <b>Consumers Energy</b> <i>Count on Us®</i></p> <p><a href="http://ConsumersEnergy.com/hvac">ConsumersEnergy.com/hvac</a></p>	<p> Your logo goes here</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. Check with your contractor for details.</small></p>

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## Print Ads

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

### Cooling System Tune-Up Message

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Your ad goes here



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

Your logo goes here

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## Print Ads


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

### Heating System Equipment Replacement Message

**Get ahead  
of heating  
system  
breakdowns.**

Contact this contractor  
to learn how you can  
save up to **\$400** on a  
high-efficiency furnace  
with rebates from  
Consumers Energy.

Your ad goes here



**Consumers Energy**  
*Count on Us®*

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

Your logo goes here

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## Print Ads

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

### Heating System Equipment Replacement Message

#### Get ahead of heating system breakdowns.

Contact this contractor to learn how you can save up to **\$400** on a high-efficiency furnace with rebates from Consumers Energy.

Your ad goes here



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

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

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

## Print Ads

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

### Heating System Equipment Replacement Message

#### Get ahead of heating system breakdowns.

Contact this contractor to learn how you can save up to **\$400** on a high-efficiency furnace with rebates from Consumers Energy.

Your ad goes here



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

Your logo goes here

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## Print Ads


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

### Heating System Tune-Up Message

**Treat your heating system to a makeover.**

Contact this contractor to learn how you can save **\$50** on a heating comprehensive tune-up with rebates from Consumers Energy.

Your ad goes here



**Consumers Energy**  
Count on Us®

Your logo goes here

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**ConsumersEnergy.com/hvac**



## Print Ads

Placement suggestion—Horizontal Ad: 5.5" X 5.5"  
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Your ad goes here



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

Your logo goes here

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## Print Ads


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

## Print Ads

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Available in dark blue and light blue

### Heating System Tune-Up Message

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Contact this contractor to learn how you can save **\$50** on a heating comprehensive tune-up with rebates from Consumers Energy.

Your ad goes here



[ConsumersEnergy.com/hvac](http://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

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

### Cooling System Equipment Replacement Message

## Get ahead of cooling system breakdowns.

Contact this contractor to learn how you can save up to **\$500** on a high-efficiency central air conditioner with rebates from Consumers Energy.

Your ad goes here



[ConsumersEnergy.com/hvac](http://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.

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Print Ads

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

Cooling System Equipment Replacement Message

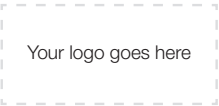
Get ahead of cooling system breakdowns.

Contact this contractor to learn how you can save up to **\$500** on a high-efficiency central air conditioner with rebates from Consumers Energy.

Your ad goes here



ConsumersEnergy.com/hvac



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Your ad goes here



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Available in dark blue and light blue

Cooling System Tune-Up Message

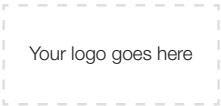
Treat your AC to a makeover.

Contact this contractor to learn how you can save **\$50** on a cooling comprehensive tune-up with rebates from Consumers Energy.

Your ad goes here



ConsumersEnergy.com/hvac



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

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

### Heating System Equipment Replacement Message

## Get ahead of heating system breakdowns.

Contact this contractor to learn how you can save up to **\$400** on a high-efficiency furnace with rebates from Consumers Energy.

Your ad goes here



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

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



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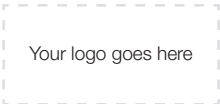
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## Cooling System Message Design One

# Treat your cooling system to a makeover.

Replace or tune up your air conditioner and get rebates from Consumers Energy.





Count on Us®

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 cost, Consumers Energy offers **\$150-\$500 in rebates** on qualifying models.

Not quite ready to replace your AC? Schedule a cooling comprehensive tune-up and get a **\$50 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



Count on Us®

**Energy Efficiency Programs**  
P.O. Box 1468  
Jackson, MI 49204-1468


06/19


\*Incentive funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential electric customers only. Not valid for new home construction. No cash value. Qualifying energy-efficient equipment must be installed between Jan. 1 and Dec. 31, 2019, by a Consumers Energy HVAC program participating contractor. Cooling comprehensive tune-up rebates are only offered seasonally, between April 1 and Sept. 30, by a Consumers Energy participating comprehensive tune-up contractor.

## Cooling System Message Design Two

# Treat your cooling system to a makeover.

Replace or tune up your air conditioner and get rebates from Consumers Energy.





ConsumersEnergy.com/hvac

Your logo goes here

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## Heating System Message Design One

# Treat your heating system to a makeover.

Replace or tune up your furnace and get rebates from Consumers Energy.





[ConsumersEnergy.com/hvac](http://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 **rebates up to \$400** on qualifying furnaces.


Not quite ready to replace your furnace? Schedule a heating comprehensive tune-up and get a **\$50 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

06/19

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**Energy Efficiency Programs**  
P.O. Box 1468  
Jackson, MI 49204-1468

## Heating System Message Design Two

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Your logo goes here

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