



## NEW DIGITAL WEB BANNERS FOR HPWES TRADE ALLIES

The Consumers Energy Home Performance with ENERGY STAR® (HPwES) program is excited to release digital web banners for Trade Allies.

Use the web banner on your company's home web page to advertise you are a Consumers Energy preferred contractor and direct customers to the [HPwES program web page](#) so they can learn more.

The digital web banners are available in two sizes (300 x 250 pixels, and 160 x 600 pixels).



Size: 300 x 250 pixels

Are you ready to get started? Please email [Joy McNay](#) to receive a zip file that contains the banner ads in two sizes. With the ads, we will include the HPwES program web page link with a unique code that will enable us to track customer click-through metrics. Be sure to include your name, company name and company website address.

Thank you for your continued support of the Consumers Energy HPwES program!

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