

Insulation and Windows Program

Participating Contractor Co-Op Advertising Program



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

Consumers Energy is providing co-operative advertising funding to participating badged contractors to assist in the promotion of the Consumers Energy Insulation and Windows program. Contractors will be able to reserve up to \$3,000 in matching advertising funds for advertising taking place between Feb. 1 and Oct. 31, 2021. Matching funds are available for digital banner advertisements, print advertisements and direct mail postcard mailings.

New in 2021: Current contractors who achieve Gold level status in 2021 now have exclusive access to co-op Facebook advertisements.



Program Details

- Matching funds are available for digital banner advertisements, print advertisements and direct mail postcard mailings that run between Feb. 1 and Oct. 31, 2021. 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 reserved.
- 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, 2021. Matching funds will be disbursed by Jan. 31, 2022.

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), 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 advertisement. Email inwincoopads@icf.com to request the advertisement template files.
- Contractor 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.
- 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 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 advertisement.
- Email inwincoopads@icf.com to request the advertisement template package.
- Contractor 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 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 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 advertisement. 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.
- 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 inwincoopads@icf.com for approval.

Facebook Advertisements (Sponsored Posts)

- To qualify for Facebook advertising co-funding, contractor must have:
 - » Achieved Gold level status for 2021
 - » 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 contractor 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 contractor 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.
- ICF will notify contractors if the advertisement needs to be pulled or 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 the vendor used
 - **Facebook Advertisement:** Invoice from Facebook and preview link of the ad being run
- Supporting documentation must be received by Consumers Energy c/o ICF at the Jackson address no later than Nov. 15, 2021. There will be no exceptions to this deadline. Documentation received after Nov. 15, 2021, 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, fax or email. If submitting by mail, documentation must be received on or before Nov. 15, 2021. A Nov. 15 postmark will not qualify.

By mail:

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

By email:

inwincoopads@icf.com

- Reimbursement will occur in the form of a check to the contractor, which will be issued on or before Jan. 31, 2022.

Co-Op Advertising Program Checklist

- **By Oct. 1, 2021, 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, 2021, submit supporting documentation** for your advertisements that run between Feb. 1 and Oct. 31, 2021, 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 Oct. 1, 2021, 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 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 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 inwincoopads@icf.com

“Insulation” Message


 <p>An Efficient Home Starts at the Top 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>An Efficient Home Starts at the Top 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

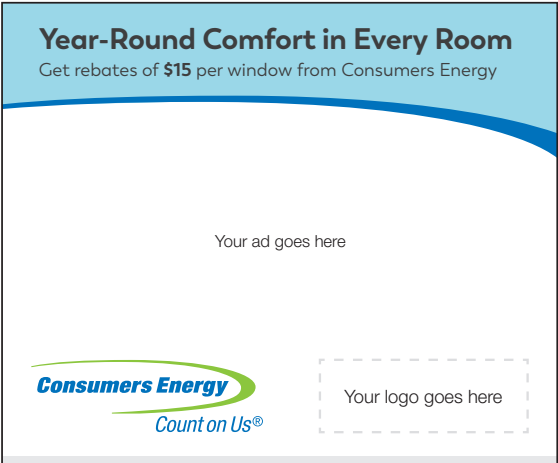
Digital Banner Ads

“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

Digital Banner Ads

“Insulation” Message

An Efficient Home Starts at the Top

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



Your ad goes here

Your logo goes here

Consumers Energy
Count on Us®

160 X 600 pixels
Available in dark blue and light blue

“Windows” Message

<h2>Year-Round Comfort in Every Room</h2> <p>Get rebates of \$15 per window from Consumers Energy</p>	<h2>Year-Round Comfort in Every Room</h2> <p>Get rebates of \$15 per window from Consumers Energy</p>
<p>Your ad goes here</p> <p>Your logo goes here</p> 	<p>Your ad goes here</p> <p>Your logo goes here</p> 

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

An Efficient Home Starts at the Top

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

An Efficient Home Starts at the Top

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

“Insulation” Message

An Efficient Home Starts at the Top

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

An Efficient Home Starts at the Top

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

“Insulation” Message

An Efficient Home Starts at the Top

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.

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

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Print Ads


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

“Insulation” Message

An Efficient Home Starts at the Top

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 — Vertical Ad: 5.5" X 5.5"

Available in dark blue and light blue

“Windows” Message

The image is a large advertisement template for Consumers Energy. It is divided into three main sections. The top-left section has a solid blue background with the text "Year-Round Comfort in Every Room" in large, white, sans-serif font. Below this, in a smaller white font, it says "Get rebates of \$15 per window from Consumers Energy". The top-right section is white and contains the text "Your ad goes here" in a medium-sized, grey, sans-serif font. The bottom section has a white background. On the left, there is the Consumers Energy logo, which consists of a green swoosh above the text "Consumers Energy" in bold blue font, and "Count on Us®" in a smaller blue font below it. To the right of the logo is a dashed rectangular box containing the text "Your logo goes here" in a grey, sans-serif font. At the very bottom, there is a line of small, grey text that reads: "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



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 5.5”
Available in dark blue and light blue

“Windows” Message

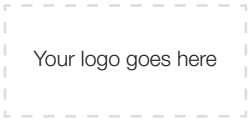
**Year-Round
Comfort
in Every
Room**

Get rebates of
\$15 per window from
Consumers Energy

Your ad goes here



ConsumersEnergy.com/inwin



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



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

“Windows” Message

Year-Round Comfort in Every Room

Get rebates of **\$15** per window 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.

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

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

An Efficient Home Starts at the Top

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





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

Rebates apply to projects completed between Jan. 1 and Dec. 31, 2021. 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 1468
Jackson, MI 49204-1468

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

Postcards

Available in dark blue and light blue

“Insulation” Message — Design Two

An Efficient Home Starts at the Top

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.

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Your company details go here

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

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





[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

Rebates apply to projects completed between Jan. 1 and Dec. 31, 2021. 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 1468
Jackson, MI 49204-1468

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

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

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

Rebates apply to projects completed between Jan. 1 and Dec. 31, 2021. 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.



Count on Us®

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

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

Facebook Advertisements

(Gold Level Contractors Only)

“Insulation” Message

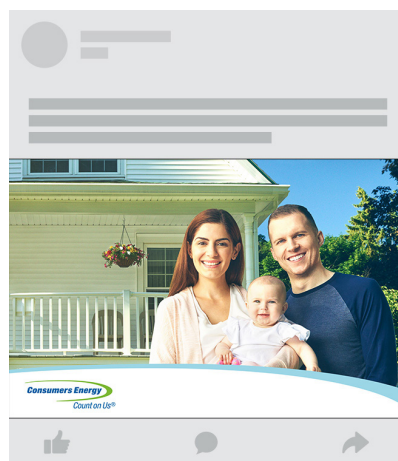
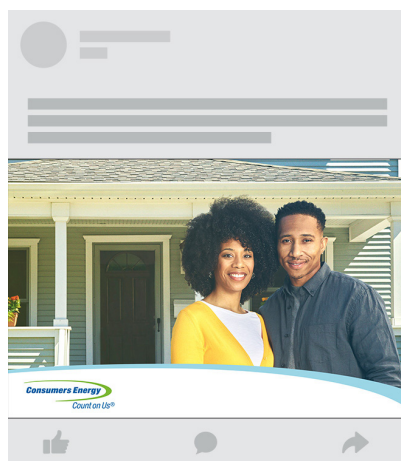
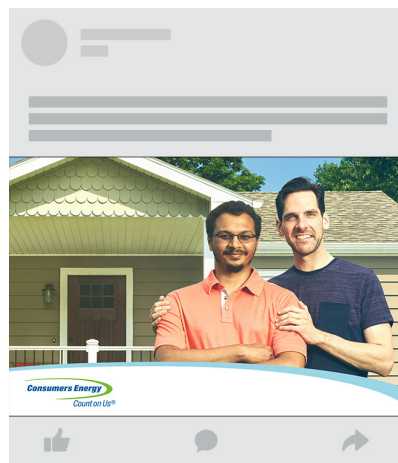
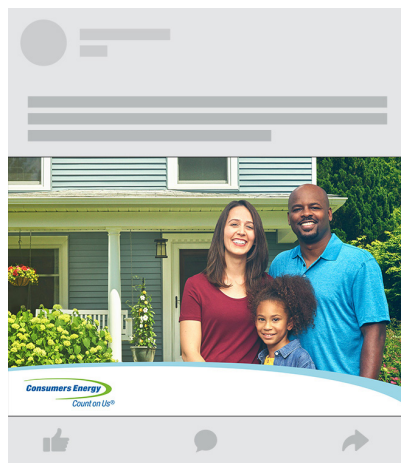
Tired of drafty rooms and inconsistent temperatures? Add insulation to your attic and walls and get up to \$475 in rebates from Consumers Energy. Contact us today to learn more. [CONTRACTOR URL]

“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.