

Residential Heating, Cooling and Water Heating Program

## Participating Contractor Co-Op Advertising Program



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

We are providing co-operative advertising funds to participating contractors to assist in the promotion of our Residential Heating, Cooling and Water Heating program. Contractors will be able to reserve up to \$5,000 in matching funds for advertising taking place between Feb. 1 and Oct. 31, 2022. Matching funds are available to promote central air conditioner and furnace replacement and comprehensive tune-up programs through print advertisements, digital banner advertisements, direct mail postcard mailings and radio.

**New in 2022:** Current contractors who achieve Gold or Silver level status in 2022 now have exclusive access to co-op Facebook advertisement funds.



## 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, 2022. 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 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 form on page 6, 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, 2022. Approved reimbursements will be disbursed by Jan. 31, 2023.
- 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.

### 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 four message options (AC replacement, cooling comprehensive tune-up, furnace replacement or heating comprehensive tune-up), as shown on pages 7–12. These templates allow space for contractors to add their own custom promotion. Email hvaccoopads@icf.com to request the advertisement template files.
- Contractors may request a custom-sized digital advertisement by emailing hvaccoopads@icf.com. Please include the size you need and which color advertisement you prefer. 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.
- Contractors 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 13–36. These templates allow space for contractors to add their own custom promotion.
- Email [hvaccoopads@icf.com](mailto:hvaccoopads@icf.com) to request the advertisement template package.
- Contractors may request a custom-sized print advertisement by emailing [hvaccoopads@icf.com](mailto: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 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. Please email all materials to [hvaccoopads@icf.com](mailto:hvaccoopads@icf.com) for approval.

## Direct Mail Postcards

- Direct mail postcards are available in two designs, as shown on pages 37–40. These templates allow space for contractors to add their own custom promotion. Email [hvaccoopads@icf.com](mailto: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 6. For pricing on larger orders, please contact the program team at [hvaccoopads@icf.com](mailto:hvaccoopads@icf.com). Postage costs for distributing to your customer base are eligible for co-funding through the co-op program.
- Contractors 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](mailto:hvaccoopads@icf.com) for approval.

## Radio Script

- An approximately 30-second script can be found on page 41.
- Portions of the script can be adjusted for your business.
- To maintain eligibility for co-funding, the Consumers Energy-branded portion of the script should not be modified in any way.
- Once the advertisement is recorded, the contractor must submit all audio files for approval before placement. Approval will require at least five business days. Please email all materials to hvaccoopads@icf.com for approval.
- We will notify you if the advertisement needs to be put on hold due to power outages or severe weather circumstances.

## Facebook Advertisements (Sponsored Posts)

- To qualify for Facebook advertising co-funding, contractors must have:
  - » Achieved Gold or Silver level status for 2022
  - » 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 on page 42.
- 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 hvaccoopads@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. Please email all materials to hvaccoopads@icf.com for approval.
- 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.
  - **Radio Script:** Invoice from the radio station and final audio file.
  - **Facebook Advertisement:** Invoice from Facebook and preview link of the ad being run.
- Supporting documentation must be received at the Jackson address no later than Nov. 15, 2022. There will be no exceptions to this deadline. Documentation received after Nov. 15, 2022, 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.

### By mail:

Consumers Energy HVAC Co-Op Ad Program  
c/o ICF  
P.O. Box 1193  
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, 2023.

## Co-Op Advertising Program Checklist

- **By Oct. 1, 2022, 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 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, 2022, submit supporting documentation** for your advertisements that run between Feb. 1 and Oct. 31, 2022, 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, 2022, 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
<input type="checkbox"/> Digital Banner Ads	_____	_____	_____
<input type="checkbox"/> Print Ads	_____	_____	_____
<input type="checkbox"/> Radio Ads	_____	_____	_____
<input type="checkbox"/> Facebook Ads (Gold or Silver 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 \$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 [hvaccoopads@icf.com](mailto:hvaccoopads@icf.com)**

# Digital Banner Ads

## Cooling System Equipment Replacement Message

<p><b>Get Ahead of Cooling System Breakdowns</b></p>  <p>Save up to <b>\$500</b> on a high-efficiency central air conditioner with rebates from Consumers Energy</p>	<p>Your ad goes here</p>	<p>Your logo goes here</p>
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<p><b>Get Ahead of Cooling System Breakdowns</b></p>  <p>Save up to <b>\$500</b> on a high-efficiency central air conditioner with rebates from Consumers Energy</p>	<p>Your ad goes here</p>	<p>Your logo goes here</p>
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728 X 90 pixels

Available in dark blue and white

## Cooling System Tune-Up Message

<p><b>Treat Your AC to a Makeover</b></p>  <p>Save <b>\$65</b> on a cooling comprehensive tune-up with rebates from Consumers Energy</p>	<p>Your ad goes here</p>	<p>Your logo goes here</p>
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<p><b>Treat Your AC to a Makeover</b></p>  <p>Save <b>\$65</b> on a cooling comprehensive tune-up with rebates from Consumers Energy</p>	<p>Your ad goes here</p>	<p>Your logo goes here</p>
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728 X 90 pixels

Available in dark blue and white

# Digital Banner Ads

## Heating System Equipment Replacement Message

<p><b>Get Ahead of Heating System Breakdowns</b></p>  <p>Save up to <b>\$500</b> on a high-efficiency furnace with rebates from Consumers Energy</p>	<p>Your ad goes here</p>	<p>Your logo goes here</p>
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<p><b>Get Ahead of Heating System Breakdowns</b></p>  <p>Save up to <b>\$500</b> on a high-efficiency furnace with rebates from Consumers Energy</p>	<p>Your ad goes here</p>	<p>Your logo goes here</p>
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728 X 90 pixels

Available in dark blue and white

## Heating System Tune-Up Message

<p><b>Treat Your Heating System to a Makeover</b></p>  <p>Save <b>\$65</b> on a heating comprehensive tune-up with rebates from Consumers Energy</p>	<p>Your ad goes here</p>	<p>Your logo goes here</p>
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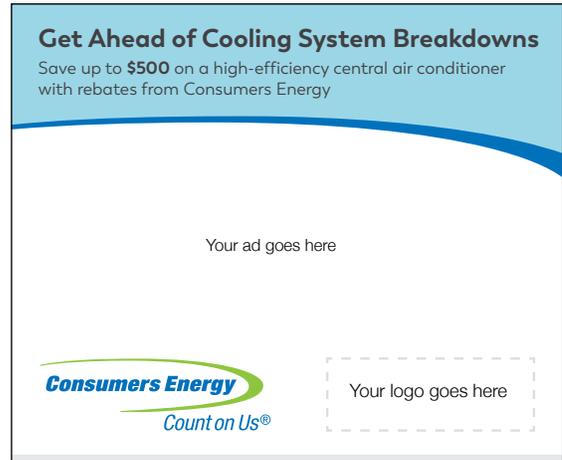
<p><b>Treat Your Heating System to a Makeover</b></p>  <p>Save <b>\$65</b> on a heating comprehensive tune-up with rebates from Consumers Energy</p>	<p>Your ad goes here</p>	<p>Your logo goes here</p>
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728 X 90 pixels

Available in dark blue and white

# Digital Banner Ads

## Cooling System Equipment Replacement Message



300 X 250 pixels

Available in dark blue and light blue

## Cooling System Tune-Up Message



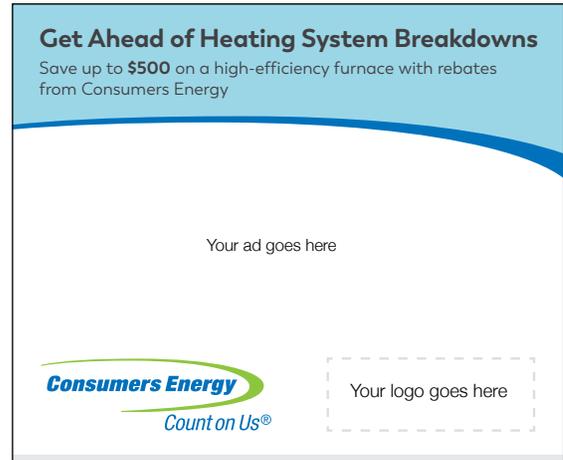
300 X 250 pixels

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

Your ad goes here

Your logo goes here

**Consumers Energy**  
Count on Us®

160 X 600 pixels  
Available in dark blue and light blue

## Cooling System Tune-Up Message

**Treat Your AC to a Makeover**  
Save **\$65** on a cooling comprehensive tune-up 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

# Digital Banner Ads

## Heating System Equipment Replacement Message

**Get Ahead of Heating System Breakdowns**  
Save up to **\$500** on a high-efficiency furnace 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

## Heating System Tune-Up Message

**Treat Your Heating System to a Makeover**  
Save **\$65** on a heating comprehensive tune-up 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

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

Email [hvaccoopads@icf.com](mailto: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 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

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**Consumers Energy**  
*Count on Us®*

Your logo goes here

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

Email [hvaccoopads@icf.com](mailto: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

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 5.5”  
Available in dark blue and light blue

### Cooling System Tune-Up Message

<h1>Treat Your AC to a Makeover</h1> <p>Contact this contractor to learn how you can save <b>\$65</b> on a cooling comprehensive tune-up with rebates from Consumers Energy</p>	<p>Your ad goes here</p>						
<table border="0"><tr><td data-bbox="342 1318 592 1402"></td><td data-bbox="688 1297 932 1415"><p>Your logo goes here</p></td><td data-bbox="1024 1318 1256 1402"><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></td></tr><tr><td colspan="3" data-bbox="342 1457 592 1478"><p><a href="http://ConsumersEnergy.com/hvac">ConsumersEnergy.com/hvac</a></p></td></tr></table>			<p>Your logo goes here</p>	<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>	<p><a href="http://ConsumersEnergy.com/hvac">ConsumersEnergy.com/hvac</a></p>		
	<p>Your logo goes here</p>	<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>					
<p><a href="http://ConsumersEnergy.com/hvac">ConsumersEnergy.com/hvac</a></p>							

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 Tune-Up Message

## Treat Your AC to a Makeover

Contact this contractor to learn how you can save **\$65** on a cooling comprehensive tune-up 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](mailto:hvaccoopads@icf.com) to request the advertisement template package.

## Print Ads

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

### Cooling System Tune-Up Message

<h2>Treat Your AC to a Makeover</h2> <p>Contact this contractor to learn how you can save <b>\$65</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>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>

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 Tune-Up Message

#### Treat Your AC to a Makeover

Contact this contractor to learn how you can save **\$65** on a cooling 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 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 **\$500** on a  
high-efficiency furnace  
with rebates from  
Consumers Energy

Your ad goes here



**Consumers Energy**  
*Count on Us*<sup>®</sup>

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

Email [hvaccoopads@icf.com](mailto: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

### Heating System Equipment Replacement Message

## Get Ahead of Heating System Breakdowns

Contact this contractor to learn how you can save up to **\$500** 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

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 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 **\$500** on a high-efficiency furnace with rebates from Consumers Energy

Your ad goes here

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

Email [hvaccoopads@icf.com](mailto: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

### Heating System Equipment Replacement Message

## Get Ahead of Heating System Breakdowns

Contact this contractor to learn how you can save up to **\$500** 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

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 5.5”  
Available in dark blue and light blue

### Heating System Tune-Up Message

<h1>Treat Your Heating System to a Makeover</h1> <p>Contact this contractor to learn how you can save <b>\$65</b> on a heating comprehensive tune-up with rebates from Consumers Energy</p>	<p>Your ad goes here</p>						
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 <p><b>Consumers Energy</b> <i>Count on Us®</i></p>	<p>Your logo goes here</p>	<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>					
<p><a href="http://ConsumersEnergy.com/hvac">ConsumersEnergy.com/hvac</a></p>							

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

### Heating System Tune-Up Message

## Treat Your Heating System to a Makeover

Contact this contractor to learn how you can save **\$65** 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.

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

## 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 **\$65** on a heating comprehensive tune-up with rebates from Consumers Energy

Your ad goes here

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

Email [hvaccoopads@icf.com](mailto: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

### Heating System Tune-Up Message

## Treat Your Heating System to a Makeover

Contact this contractor to learn how you can save **\$65** 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.

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

## Print Ads

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

### Cooling System Equipment Replacement Message

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### Cooling System Tune-Up Message

## Treat Your AC to a Makeover

Contact this contractor to learn how you can save **\$65** on a cooling comprehensive tune-up with rebates from Consumers Energy

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### Heating System Equipment Replacement Message

## Get Ahead of Heating System Breakdowns

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

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### Heating System Tune-Up Message

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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



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 **\$75-\$500 in rebates** 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



**Energy Efficiency Programs**  
P.O. Box 1193  
Jackson, MI 49204

04/22

\*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 April 1 and Dec. 31, 2022, 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



**Consumers Energy**  
Count on Us®

ConsumersEnergy.com/hvac

Your logo goes here

<h3>Don't Wait Until Your Equipment Fails</h3> <p>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.</p> <p>High-efficiency heating equipment can be a big investment. To help cover the cost, Consumers Energy offers <b>rebates up to \$500</b> on qualifying furnaces.</p> <p>Not quite ready to replace your furnace? Schedule a heating comprehensive tune-up and get a <b>\$65 rebate!</b> A participating contractor will use advanced equipment to find ways to improve system performance.</p> <p>Contact this contractor to learn more.</p> <p>Your ad goes here</p> <p>04/22</p> <p><small>*Incentive funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential natural gas customers only. Not valid for new home construction. No cash value. Qualifying energy efficient equipment must be installed between April 1 and Dec. 31, 2022, by a Consumers Energy HVAC program participating contractor.</small></p>	 <p><b>Energy Efficiency Programs</b> P.O. Box 1193 Jackson, MI 49204</p>
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## Heating System Message Design Two

# Treat Your Heating System to a Makeover

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



ConsumersEnergy.com/hvac

Your logo goes here

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## Radio Script

(Approximately 30-Second Script)

Hey, Michigan homeowners. Want to avoid a heating or cooling system breakdown? Contact \_\_\_\_\_ to learn how you can save up to five hundred dollars on a new high efficiency furnace OR air conditioner with rebates from Consumers Energy. Replace your old equipment with a qualifying high efficiency system that runs quieter, creates a more comfortable indoor environment and operates more efficiently, which reduces energy waste. Schedule with \_\_\_\_\_ by calling \_\_\_\_\_ today!

## Facebook Advertisements (Gold or Silver Level Contractors Only)

### “Heating System Replacement” Message

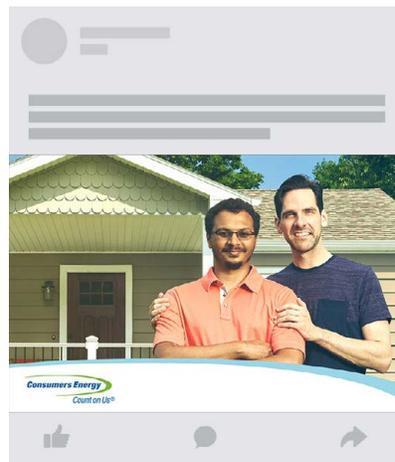
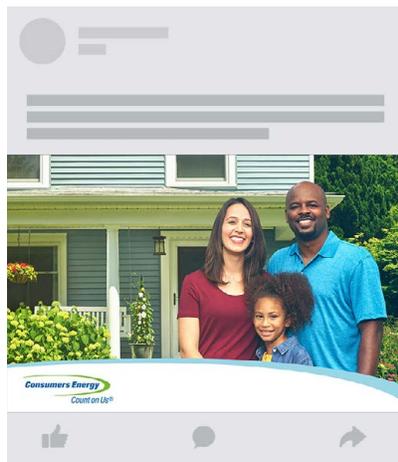
Worried that your heating system may be reaching the end of its life? Upgrade to a qualifying high-efficiency furnace and get up to \$500 in rebates from Consumers Energy. Contact us today to learn more. [CONTRACTOR URL]

### “Cooling System Replacement” Message

Worried that your air conditioner may be reaching the end of its life? Upgrade to a qualifying model and get up to \$500 in 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.



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