

Home Performance with ENERGY STAR[®] 2012 Co-operative Advertising Guidelines

*Valuable Marketing
Opportunities to Benefit Your Business*



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Home Performance with ENERGY STAR[®]

2012 Co-operative Advertising Guidelines

INTRODUCTION

As a [Building Performance Institute](#) (BPI) accredited Home Performance contractor, you have access to co-op advertising incentives provided by the New Jersey Board of Public Utilities (NJBPU) and *New Jersey's Clean Energy Program*[™] (NJCEP) for promotion of the Home Performance with ENERGY STAR Program (HPwES). Co-op print magazine, newspaper, and yellow pages advertisements; radio, television, and web banner advertisements; signage; and direct mail advertising incentives are available in New Jersey between March 6, 2012 and December 31, 2012 on a first come, first serve basis and while funding is available. Additionally, your firm may be listed as a Home Performance contractor on the [NJCEP](#) website's [trade ally database](#).

The NJBPU is responsible for the effective and efficient use of the public dollars which fund these programs and makes every effort to continually monitor and evaluate all program activities and progress. As is necessary with any program that uses public funds, this program includes rules, including the federal standards for ENERGY STAR qualified products and services, the Home Performance with ENERGY STAR Program, and *New Jersey's Clean Energy Program* guidelines.

At no time, may it be implied that the NJBPU, the Environmental Protection Agency (EPA), ENERGY STAR, the State of New Jersey, Honeywell, Conservation Services Group (CSG), or any other company affiliated with NJCEP endorses, certifies, or verifies your company, products, or services. Only Home Performance and *New Jersey's Clean Energy Program* may be referenced, and the correct logos must be used in advertising.

Please note that all advertising and promotions will be approved at the discretion of the program. Any content or images that could be deemed inappropriate or that may be misinterpreted of current program offerings may be disapproved.

PRE-APPROVAL PROCESS

As a BPI accredited Home Performance contractor (accredited firm), you are eligible for up to \$20,000 between March 6, 2012 and December 31, 2012 for co-op advertising when:

- You agree to the terms and conditions of the [Contractor Participation Agreement](#).
- Funds designated for co-op support are available.
- You have not exceeded the cap.
- The ads are approved in advance by the Market Manager.
- The ads relate only to the Home Performance with ENERGY STAR Program.
- Your firm is in good standing with NJCEP.
- Submit all proposed newspaper, magazine, and yellow pages advertising to the Market Manager for approval at least 7 business days prior to the advertising placement deadline to allow for possible revisions.
- For direct mail, please submit creative concepts at least 7 business days before printing to allow for possible revisions.
- For TV, radio, and web banner advertising, please submit creative concepts at least 10 business days before proposed launch date to allow for possible revisions.
- If corrections are required, the Market Manager will send an email identifying the edits necessary to bring the advertisement into compliance. The contractor must re-submit the corrected advertisement for approval.
- Email a draft of the ad before production to the Market Manager at: HPCOOP@NJCleanEnergy.com.

Co-operative advertising incentives will not be provided if the ad, as determined by NJCEP, is inappropriate, inconsistent with NJCEP’s messaging, or compromises the logo, service mark, or programs of NJCEP. Co-operative advertising incentives will not be provided if the ad contains a claim, exaggeration, or representation about NJCEP or Home Performance with ENERGY STAR that is not substantiated or cannot be supported.

All advertisements submitted for co-operative advertising incentives must include the name of the company listed in the HPwES Partnership Agreement and promote ONLY the HPwES program in text, graphics, and logos.

Advertisements or promotions must be resubmitted for approval whenever a change is made to the advertisement or promotion. Pre-approval emails are only valid for one (1) month.

Once the annual cap of \$20,000 has been reached, contractors may continue to utilize the NJCEP logo ONLY if the tactic is submitted for approval as per the normal pre-approval process. Pre-approval requests should be emailed to HPCOOP@NJCleanEnergy.com and should include the following:

- Advertising type (Newspaper, Magazine, Direct Mail, Yellow Page Ads, TV, Radio, Web Banner, Signage);
- Run Dates;
- Number of Ads Placed, Direct Mail Pieces Sent, and/or Signs Printed
- Impressions
- Location(s)/ Zip Codes of Ads, Direct Mail, etc.

BRANDING AND ADVERTISING SPECIFICATIONS FOR ALL MAREKTING TACTICS

The following information and requirements *must be* included in all participating BPI accredited contractors’ advertising:

- The NJCEP logo or the following sponsorship statement: “*New Jersey’s Clean Energy Program*™ is brought to you by the New Jersey Board of Public Utilities. *New Jersey’s Clean Energy Program* does not endorse any one particular contractor.”
- One of the following consumer benefit statements: “Home Performance with ENERGY STAR. Making homes more comfortable, safe, and energy efficient” OR “Home Performance with ENERGY STAR – helping you save up to 30% on your energy costs.” Please note that any advertisement referencing the Home Performance with ENERGY STAR Program can only support statements which support “energy savings up to 30%.” If an advertisement states savings up to a percentage higher than 30%, *New Jersey’s Clean Energy Program* will not approve the ad.
- Required statements text must be of comparable text size to that used in the body copy of the advertisement. The Home Performance with ENERGY STAR logo and the BPI logo. Only the Home Performance with ENERGY STAR logo, BPI, and NJCEP logos provided may be used in advertising. Logos can be provided by contacting the program Marketing Assistant at: HPCOOP@NJCleanEnergy.com.
- Each logo must be proportionate to creative layout and will vary due to format size. In all instances, logos must be at least 1” or 2” in size and correspond proportionately.
- When writing *New Jersey’s Clean Energy Program*™, at first mention ONLY use the ™ symbol (in superscript font) and italicize the whole program name. At any mention thereafter only italicize the program name.
- Regardless of whether the advertisement is submitted for co-op reimbursement, when using the ENERGY STAR registered trademark in ANY advertising, it must always comply with the national ENERGY STAR program requirements available at: www.energystar.gov/index.cfm?fuseaction=logos.showLogin.
- The registered symbol must be used (®) at the first mention of ENERGY STAR in an ad. Make sure the ® is superscripted, i.e., ENERGY STAR® and always type ENERGY STAR in all caps.

The NJCEP logo may not be utilized on any materials (including company websites) other than pre-approved advertising and promotional materials.

PRINT (NEWSPAPER, MAGAZINE, YELLOW PAGES) REQUIREMENT

Minimum ¼ page ad. NJCEP, Home Performance with ENERGY STAR, and BPI logos must adhere to the above mentioned sizes. All required text must be proportional to the text used in the body copy of the ad. Logos must be at least 1.5” for a quarter or half-page ad and at least 2” for a full-page ad.

DIRECT MAIL REQUIREMENT

Only third-party printing, postage, and design costs are eligible for reimbursement and must be documented (costs should be itemized separately). Any third-party costs for mailing list rentals or list purchases are not eligible for reimbursement. You must indicate size and volume of mailing; proof of mail volume may be required for postage reimbursement requests over \$200. A list must be submitted, which includes all zip codes of where the direct mail campaign was distributed. If this information is not included, you will not be eligible for co-op reimbursement. Postage requests must correlate with printing and mailing quantities. Third-party printing for brochures is eligible for reimbursement as long as the brochures are sent as part of a direct mail campaign. The printed brochures must correlate with the mailing quantities. Logos must be at least 1” for a 4.25” x 6” postcard and at least 1.5” for a 6” x 9” postcard or 8.5” x 11” letter.

TV ADVERTISING REQUIREMENT

Minimum 30-second spot. Home Performance with ENERGY STAR, NJCEP, and BPI logos must be used and appear for at least 5 seconds in a 30-second commercial; 8 seconds in a 45-second commercial; and 10 seconds in a 60-second commercial. The appearance of the logos must be accompanied by the following verbal tag: "Home Performance with ENERGY STAR is brought to you by the New Jersey Board of Public Utilities and its *Clean Energy Program*."

RADIO ADVERTISING REQUIREMENT

Minimum 30-second spot. Home Performance with ENERGY STAR must be mentioned every 15 seconds within the commercial and the following statement should be used: "Home Performance with ENERGY STAR is brought to you by the New Jersey Board of Public Utilities and its *Clean Energy Program*."

WEB BANNER REQUIREMENT

The banner should be no less than six inches wide and one inch tall. The Home Performance with ENERGY STAR and BPI logos together should occupy at least ¼ of the banner. While web banner advertising is eligible for reimbursement, the creation of websites or any other costs related to website maintenance are **not** eligible for reimbursement.

SIGNAGE REQUIREMENT

Signage must include the Home Performance with ENERGY STAR, NJCEP and BPI logos. The Home Performance with ENERGY STAR, NJCEP, and BPI logos together should occupy at least ¼ of the sign. Signage includes lawn signs, banners, banner stands, door hangers, and billboards. Vehicle Wraps or decals are ineligible.

TEMPLATES

Templates are available for print newspaper half-page ads and direct mail 6x9 postcards. Templates can be

provided by contacting the program Marketing Assistant at: HPCOOP@NJCleanEnergy.com.

INELIGIBLE ITEMS

The following items are not eligible for co-op reimbursement: trade show costs, stationery, business cards, letterhead, apparel, vehicle wraps, decals, and brochures (not utilized as part of a direct mail campaign).

CO-OP ADVERTISING LOGOS

NJCEP Logo



Home Performance with ENERGY STAR Logos



BPI Logo



**ACCREDITED
CONTRACTOR**

REIMBURSEMENT PROCESS

The Home Performance with ENERGY STAR Program will pay up to 40% for each eligible and approved advertisement that meets the specified requirements. Maximum total per contractor (accredited firm) is \$20,000 for ads submitted between March 6, 2012 and December 31, 2012. If you are also a participating New Jersey HVAC contractor, the maximum incentive amount you are able to receive in total is \$20,000 between the Home Performance with ENERGY STAR and HVAC programs.

Eligible Expenses for Home Performance with ENERGY STAR Co-op Advertising

Incentive Description	Eligible Expenses	% of Cost	Cumulative Max Amount
Newspaper/ Magazine/ Yellow Pages Advertising	Third-Party Design, Production, and Placement	40%	\$20,000
Direct Mail	Third-Party Design, Production, and Printing; Mailing and Postage	40%	\$20,000
TV, Radio, Web Banner Advertising	Third-Party Design, Production, and Placement	40%	\$20,000
Signage	Third-Party Design, Production, and Placement	40%	\$20,000

Submit a completed co-op advertising payment request package to the Market Manager after receiving approval to place your ad(s). This package consists of:

- Copy of the pre-approval email.
- Copy of original, paid invoices and/or receipts (costs must be itemized separately), including all appropriate documentation related to third-party funding/in-kind services.
- A tear sheet (a print copy of the ad) or sample of direct mail piece. Electronic tear sheets are not acceptable. For newspaper, magazine, and yellow pages ads, a tear sheet associated with each run date is required.
- For newspaper, magazine, and yellow pages ads, documentation of circulation achieved.
- A list of all locations or zip codes where ads were placed, direct mail was distributed, where signage was displayed, or TV and radio aired should be provided with all co-op advertising submissions.
- For direct mail, paid invoices and/or receipts for postage and mailing costs. You must indicate size and volume of mailing; proof of mail volume may be required for postage reimbursement requests over \$200. You must include a list of zip codes as to where the direct mail campaign was distributed. Postage requests must correlate with printing and mailing quantities.
- For TV and radio, a notarized affidavit of advertising run times between March 6, 2012 and December 31, 2012 issued by the station and a DVD or email copy of radio or television ad and script.
- For web banner advertising, a web banner performance report from the service provider documenting the number of impressions and a copy of the screen snapshot showing web banner made between March 6, 2012 and December 31, 2012.
- Completed co-op advertising expense report form.

- Mail or email to: Marketing Assistant, *New Jersey's Clean Energy Program*, c/o Honeywell, 5 East Stow Road, Suite E, Marlton, NJ 08053, e-mail: HPCOOP@NJCleanEnergy.com.
- The completed co-op advertising package must be submitted within 90 days after the pre-approval notification. Packages received past 90 days after the pre-approval notification will **not** be honored.
- Invoices dated during a previous calendar year **MUST BE** submitted to the Marketing Assistant by **March 30th** of the current calendar year, but still follow the 90 day pre-approval rule.
- Any advertisement or initiative that is not pre-approved prior to placement will not be eligible for co-op reimbursement. Incentives will only be paid if production requirements have been met.
- Please allow between 90 and 120 days to receive your co-op reimbursement.

Contractors are required to be in good standing with the program for co-op reimbursement. Full detail about the NJCEP [contractor remediation process](#) may be found on NJCleanEnergy.com/hp under the “Contractor Info” page.

Home Performance with ENERGY STAR® Co-op Advertising Expense Report Form

For all Co-op advertising reimbursements (newspaper, magazine, yellow pages, direct mail, TV, radio, web banner, and/or signage), please complete this form and provide the following:

- Copy of the pre-approval email.
- Copy of original, paid invoices and/or receipts (costs must be itemized separately), including all appropriate documentation related to third-party funding/in-kind services. Third-party design, printing, and production costs are eligible for reimbursement.
- A tear sheet (a print copy of the ad) or sample of direct mail piece. Electronic tear sheets are not acceptable. For newspaper, magazine, and yellow pages ads, a tear sheet associated with each run date is required.
- For newspaper, magazine, and yellow pages ads, documentation of circulation achieved.
- All locations or zip codes of where ads were placed, direct mail was distributed, where signage was displayed, TV and radio aired, etc. should be provided with all co-op advertising submissions.
- For direct mail, paid invoices and/or receipts for postage and mailing costs. You must indicate size and volume of mailing; proof of mail volume may be required for postage reimbursement requests over \$200. You must include a list of zip codes as to where the direct mail campaign was distributed. Postage requests must correlate with printing and mailing quantities. Any third-party costs for mailing list rentals or list purchases are not eligible for reimbursement. Third-party printing for brochures is eligible for reimbursement as long as the brochures are sent as part of a direct mail campaign. The printed brochures must correlate with the mailing quantities.
- For TV and radio, a notarized affidavit of advertising run times between March 6, 2012 and December 31, 2012 issued by the station and a DVD or email copy of radio or television ad and script.
- For web banner advertising, a web banner performance report from the service provider documenting the number of impressions and a copy of the screen snapshot showing web banner made between March 6, 2012 and December 31, 2012.

Email the completed co-op advertising package to: HPCOOP@NJCleanEnergy.com

Or mail to: Marketing Assistant, *New Jersey's Clean Energy Program*, c/o Honeywell, 5 East Stow Road, Suite E, Marlton, NJ 08053.

Company (Contractor) Name: _____

Address: _____

Contact Name: _____ **Title:** _____

Telephone: _____ **Fax:** _____

Email Address: _____ **Tax ID Number (Required):** _____

Pre-approval date: _____

Please check the type of reimbursement you are requesting and indicate what has been included.

Advertising Type (Newspaper, Magazine, Direct Mail, Yellow Page Ads, TV, Radio, Web Banner, Signage)	Vendor Name (as appears on Paid Invoice)	Run Dates	Invoice Date	Number of Ads Placed, Direct Mail Pieces Sent, and/or Signs Printed	Impressions	Please include TV channels, stations, web addresses, etc.	Invoice Total	Location(s)/ Zip Codes of Ads, Direct Mail, etc. must be included (attach additional paperwork/lists separately)

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I certify that the above is true and correct to the best of my knowledge. I certify that I have read and understood the description of incentives and specifications.

Signed: _____
Title: _____ Date: _____