

PROGRAM YEAR: JANUARY 1, 2010–DECEMBER 31, 2010

Focus on Energy is proud to offer the Cooperative Advertising Reimbursement Program which provides cash incentives to eligible Market Providers to assist in the promotion of Focus on Energy Business Programs in Wisconsin. These funds may be used for advertising (print, radio, television, billboards), vehicle signage, brochures, apparel, direct mail campaigns, and other marketing pieces approved by Focus on Energy's advertising coordinator.

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### SECTION 1: ELIGIBILITY

#### Who is eligible for Cooperative Advertising reimbursement?

Market Providers who provide energy efficiency and renewable energy services to business customers who meet Focus on Energy's eligibility requirements and target one of the following markets:

- Agricultural & Rural Business
- Commercial
- Industrial
- Schools & Government

#### Who is a Market Provider?

Active market providers have:

1. Submitted a Market Provider Application for Business Programs, available at [focusonenergy.com/providers](http://focusonenergy.com/providers) or by calling 800.762.7077.
2. Been associated with a minimum of three energy saving projects in which business incentive claims have been submitted to Focus on Energy within the past 12 months (from date the reimbursement request is received).

#### How much Cooperative Advertising funds can eligible Market Providers receive?

Eligible Market Providers may receive up to a 50 percent reimbursement for an approved marketing piece with a maximum reimbursement of \$500 per program year, per company. The percentage of reimbursement will be based on the amount of space dedicated to Focus on Energy information in the marketing piece and will be determined at the time of approval. **Funding is limited and will be dispersed on a first-come first-served basis.**

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### SECTION 2: AD REQUIREMENTS

#### Advertising must include the Focus on Energy Logo

- The logo can appear in black, white or four-color.
- No other colors will be accepted.
- The logo can be resized but the proportions must be maintained.
- The logo must be legible.

800.762.7077 [focusonenergy.com](http://focusonenergy.com)

More branding standards at the bottom of this page. Contact the advertising coordinator to obtain design guidelines/necessary files.

#### Advertising must mention either the Focus on Energy Web site and/or toll free number in print.

Web site: [focusonenergy.com](http://focusonenergy.com) Toll free number: 800.762.7077

#### Advertising must be for products or services in one of the Business Program markets.

#### Advertising MAY include one or more approved key message points (examples on back).

#### Advertisements cannot say or imply Focus on Energy endorses, approves or warranties the market provider, the market provider's products or the market provider's work.

Funds are available on a first-come, first-served basis and are allocated per budget availability. Focus on Energy reserves the right to revoke this privilege, end or modify this program at any time, without notice.

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### SECTION 3: DESIGN REQUIREMENTS FOR DIFFERENT ADVERTISING TYPES

**Print (newspaper, magazine, brochure, direct mail piece):** Print advertising must reference the entire program name, "Focus on Energy," show the Focus on Energy logo with the Web site and phone number, and may contain an additional copy point. Reimbursement covers the cost of printing and mailing costs for a direct mail campaign, but not design costs.

**Radio/Television:** Radio advertising must reference the entire program name, "Focus on Energy" and may contain an additional copy point and the Focus on Energy Web site or phone number. Television advertising must show the logo with the Web site and phone number, and may contain an additional copy point in the ad script.

**Truck Lettering or Job Site Signage:** Signage must incorporate the Focus on Energy logo. No copy point is needed. Reimbursement covers the cost of lettering only.

**Apparel:** Reimbursement covers the cost of logo and clothing. Lands' End has approved versions of the Focus on Energy logo for your use (reference logo number 0241981). Logo samples must be pre-approved, unless they are from Lands' End. No copy point, Focus on Energy Web site or phone number needed.

**Web sites:** Market Providers, whose Web sites meet the following criteria, are eligible for a one-time \$100 reimbursement per program year. The Market Provider's Web site must have the Focus on Energy logo and a click-through link to the Focus on Energy Business Program home page.

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### SECTION 4: BRANDING STANDARDS

These Branding Standards **must** be followed when using the Focus on Energy logo or referring to the Focus on Energy Program.

- The logo can appear in black, white or four-color. **No other colors will be accepted.**
- The logo can be resized but the proportions must be maintained. The logo must be legible in any advertising that is done.
- The Focus on Energy logo must be followed by the service mark symbol "SM"
- Logo placement must be in the lower right hand corner of the ad, unless otherwise specified. The logo must never be placed so that it is viewed on an angle, sideways, upside down or reversed.
- Never vary the proportion of the logo or stretch it, never change the forms in the logo in any way.
- The preferred reverse application is an all-white logo applied to a solid color background. Never enclose the logo in a shape or place the logo in a small shape for the purpose of reversing.

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**For assistance contact Amy Lord, Advertising Coordinator**

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### SECTION 5: KEY MESSAGE POINT EXAMPLES

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The following are sample key message points for market providers to use when discussing Focus on Energy. You are in no way limited to these choices!

1. Proud to partner with Focus on Energy.
2. Energy efficiency improvements can help businesses operate more cost effectively.
3. Focus on Energy is Wisconsin's statewide resource for energy efficiency and renewable energy, which offers programs and services for residential or business customers.
4. Focus on Energy offers unbiased, third-party assistance in evaluating the costs and benefits of potential energy efficiency opportunities.
5. Focus on Energy assist businesses operating in Commercial, Industrial, Agricultural & Rural Business, and Schools & Government sectors.
6. Energy efficient improvements save the environment, as well as improve the bottom line.
7. The Focus on Energy Web site offers resources such as case studies, technology fact sheets, best practices, energy saving tips and technical white papers.

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### SECTION 6: COLLECTING COOPERATIVE ADVERTISING

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Eligible Market Providers must follow these three easy steps (in order) to receive cooperative advertising reimbursement from Focus on Energy Business Programs.

#### Step 1: Submit ad for pre-approval

- Design your marketing piece using the ad requirements from page one. Send your draft design to the advertising and events coordinator via fax, email, or mail.

Allow three full business days for pre-approval of the final design.

Focus on Energy  
Attn: Coop Advertising  
Fax: 608.249.0339  
coopads@weccusa.org  
431 Charmany Drive  
Madison, WI 53719

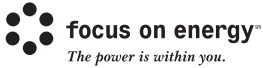
- If the ad needs changes, resubmit the ad after changes have been made.
- If the same ad is run in multiple publications or multiple times, it does not need re-approval before each run. Submission should be made once per program year for review.
- Ads must be pre-approved by the Business Programs marketing department before publication. Ads without prior approval on file will not be paid.

#### Step 2: Market

- After receiving approval on your design draft, produce your marketing piece or place your advertising and pay your invoice(s).

#### Step 3: Submit request for reimbursement

- Mail the completed Cooperative Advertising Reimbursement Form with:
  - A copy of the approved piece (such as a tear sheet, radio script, brochure, business card, photo, etc.).
  - A copy of the paid invoice to prove the invoice has been paid by the market provider prior to submitting reimbursement request. If sufficient proof is not provided, a cancelled check or other proof may be requested.
- Advertising must be submitted for reimbursement NO LATER THAN 90 days after invoicing.
  - Only registered, active partners of the Focus on Energy Business Program are eligible for reimbursement. Checks will not be made payable or mailed to a third-party (such as publications, ad agencies, printers, other program members, etc.). Third-parties cannot submit paperwork on behalf of a partner.
- Cooperative advertising reimbursement checks are processed at the end of each month.
  - All requests received ON OR BEFORE the 20th of the month will be processed that month.
  - All requests received AFTER the 20th of the month will be processed the following month.
  - The program year ends December 31, 2010. All request information must be received by December 20, 2010 to be included in the current program year.
- Please allow 6-8 weeks to receive your check.



# Cooperative Advertising Reimbursement Program Focus on Energy Business Programs

OFFICE USE ONLY  
**PROJECT ID:**

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**SECTION 7: MARKET PROVIDER REQUEST FORM**

Make a copy of this page for your records and attach the following to the original:

- Copy of the pre-approved marketing piece produced.
- Copy of the paid invoice; within 90 days after invoicing.

**Send all of the above to:** Focus on Energy, Attn: Cooperative Advertising, 431 Charmany Drive, Madison, WI 53719

Business Name	Contact Name		
Mailing Address	City	State	ZIP Code
Phone Number	E-mail Address		
Business Type* <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor/Individual <input type="checkbox"/> LLC <input type="checkbox"/> Other: _____	FEIN or Social Security # of customer (Must be 9 digits)* _____		

**AD INFORMATION**

Date on Invoice	Name of Publication/Station/Printer	Ad Cost	% to Reimburse**	Reimbursement Requested
<b>TOTALS</b>				

\* Required for tax reporting purposes. The following certifications are required in order for this form to substitute for the IRS form W-9:

1. The number shown on this form is the correct taxpayer identification number.
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends or (c) the IRS has notified me that I am no longer subject to backup withholding.
3. I am a U.S. citizen (includes a U.S. resident alien).

\*\* Percentage amount is determined by the advertising coordinator at the time of pre-approval.

The Focus on Energy Business Programs does not partner with or endorse any specific media outlets. Funds are available on a first-come first-served basis and are allocated per program budget availability. Focus on Energy reserves the right to end or modify the program at any time, without notice.