

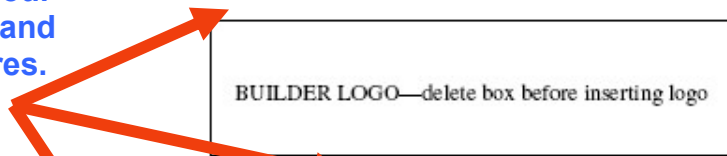


## Using Wisconsin ENERGY STAR® Homes Ad Templates

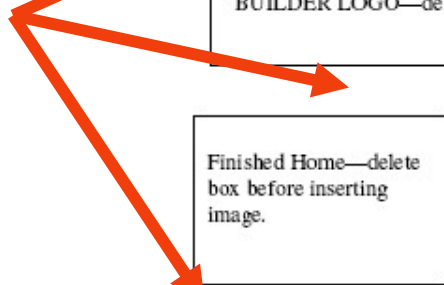
There are 3 ad sizes to choose from: ¼ page, ½ page (shown below) and Full page, in color or black and white. First, pick your Ad size and whether or not you'd like to run it in color or not. Second, open the Ad size you've selected and follow the easy steps below:

- Ads are in Microsoft Word format for easy editing.
- Each layout has recommended copy points based on the size of the ad. There is also a supplemental document that has other text options, should you wish to use them instead. **Be sure to use the recommended copy length associated with each ad, so your ad isn't too "crammed" or hard to read.**
- There are squares on each layout, indicating where to place your company logo and images (due to limited space, there are no images on the ¼ page ad). **Don't forget to delete the boxes after you've added your info.**
- To help you with proper spacing and design, there is copy indicating potential images you can use, but you aren't limited to these, they are merely suggestions.
- Make sure to input your company information at the bottom of the Ad you choose.
- If you would like to submit this Ad for Cooperative Advertising, please follow the standard reimbursement procedure.

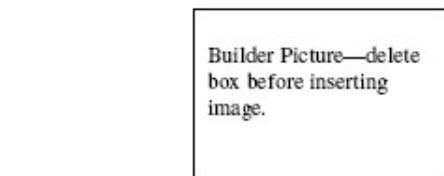
Add your Logo and Pictures.



BUILDER LOGO—delete box before inserting logo



Finished Home—delete box before inserting image.



Builder Picture—delete box before inserting image.



### With a Wisconsin ENERGY STAR® Home, the Difference Is In the Details.

Insert your Company name.



(name of business) participates in the Wisconsin ENERGY STAR Homes Program. We pay close attention to the details that make a new home more comfortable, safe, durable and energy efficient.

Our Wisconsin ENERGY STAR Certified Homes are:

- Properly framed, insulated and ventilated
- Evaluated for their efficiency throughout construction and certified by an independent consultant
- Up to 25 percent more efficient than homes built to Wisconsin's Uniform Dwelling Code

Update your Company Information.



With a builder who participates in the Wisconsin ENERGY STAR Homes Program, the difference is in the details.  
(Company Name) ~ (Company Street), (City, State Zip)  
(P) 565.456.5566 ~ (F) 565.555.5678 ~ www.builder.com builder@builder.com