

Project Ideas for Cooperative Advertising

When most of us think of advertising, we think of newspaper ads, telephone directory ads and the like. There are many different ways to market your business and use your cooperative advertising funds. Here's a quick list of ideas to get you thinking outside the box, and how they would work with the cooperative advertising reimbursement programs. If you have a project idea that doesn't fit in these categories, please give us a call, we'll work with you to see how we can help*.

**Specific guidelines vary by program, please check to make sure your project will qualify before purchasing or committing to anything.*

Truck/ Van Signage

Do you have a work van, truck or trailer? Chances are, it is not only parked at your job site, but is driven around town—mobile advertising! Truck signage is a great way to promote your business, and you can use coop advertising funds to help.

In order to qualify for coop advertising reimbursement, your truck/ van/ trailer signage or lettering must:

- **Be pre-approved**
- Include the Focus on Energy logo
- The logo must be at least $\frac{1}{4}$ the size of your company's logo--
(for example, if your logo is 5' x 5' then the Focus logo must be at least 1.25' x 1.25')

Job Site Signage

Driving around town, you'll see that many builders, remodelers and others are using job site signs to promote their business while they work—and relying on their satisfied customers to provide great testimonials in the process. Coop advertising can help with the cost of these signs.

In order to qualify for coop advertising reimbursement, your job site signage must:

- **Be pre-approved**
- Include the Focus on Energy logo
- The logo must be at least $\frac{1}{4}$ the size of your company's logo--
(for example, if your logo is 6" x 6" the Focus logo must be at least 1.5" x 1.5")

Business Cards

You give your business card to everyone you meet—wouldn't you like to get coop advertising reimbursement for it? If you don't have business cards, they are an inexpensive way to get your contact information in the hands of the most important people in the world—your customers.

In order to qualify for coop advertising reimbursement, your business card must:

- **Be pre-approved**
- Include the Focus on Energy logo
- The logo must be of readable size—to be determined during the pre-approval process
- Cards must be printed by a commercial printer (i.e. Kinkos, QuickPrint, etc.)

Letterhead and other Stationery

All your business communications say something about your business. Let the coop advertising program help make this important part of your marketing more affordable.

In order to qualify for coop advertising reimbursement, your business stationery must:

- **Be pre-approved**
- Include the Focus on Energy logo
- The logo must be of readable size—to be determined during the pre-approval process
- Stationery must be printed by a commercial printer (i.e. Kinkos, QuickPrint, etc.)

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Apparel

Does your team wear work shirts to the job site, or to work at a tradeshow? If you work with the coop advertising program, we can help defray the cost of these potentially expensive items.

In order to qualify for coop advertising reimbursement, your apparel must:

- **Be pre-approved.** For apparel this means having your apparel company work with the Advertising Coordinator to make sure that the logo is acceptable
- Include your program's logo
- The apparel must be in good taste—to be determined during the pre-approval process
Coop advertising funds can be used to pay for embroidery setup, embroidery and the cost of the clothing for most apparel items. Please check with the Advertising Coordinator for more detailed guidelines.

Trinkets/ Giveaways

Giveaway items are popular at tradeshow. These trinkets—rulers, pencils, bags, key chains—help to keep your name in the customers mind by keeping it in their hands long after the tradeshow is over. Incorporating the Focus on Energy logo will enable you to use the coop advertising program to help pay for these items.

In order to qualify for coop advertising reimbursement, your trinkets/ giveaways must:

- **Be pre-approved.** For trinkets this means having your supplier work with the Advertising Coordinator to make sure that the logo is acceptable
- Include the Focus logo
- The trinkets must be in good taste—to be determined during the pre-approval process

Mailers/Postcards

Direct mail can be a great way to reach a targeted market sector, and maximize your return on investment. Coop advertising help is available for this kind of marketing.

In order to qualify for coop advertising reimbursement, your mailers must:

- **Be pre-approved**
- Include the Focus logo
- The logo must be of readable size—to be determined during the pre-approval process
Coop advertising funds can be used to pay for printing, list purchase and mailing costs for a direct mail campaign. It cannot be used to pay for design.

Office/Building Signage

Help your customers find your office by having clear, professional signage—and let the coop advertising program help with the cost!

In order to qualify for coop advertising reimbursement, your office/ building signage must:

- **Be pre-approved**
- Include the Focus logo
- The logo must be at least ¼ the size of your company's logo
(for example, if your logo is 5' x 5' the Focus logo must be at least 1.25' x 1.25'.)
Coop advertising funds can be used to pay for sign printing and installation, but cannot be used to pay for repairs or maintenance or design.

Questions or concerns, contact the Advertising Coordinator
888.509.32.47 ext 314 or coopads@weccusa.org