



Cooperative Advertising Reimbursement Program
Wisconsin ENERGY STAR® Homes
Program Year: January 1, 2009 – December 31, 2009

As a partner with the Wisconsin ENERGY STAR Homes Program, Focus on Energy is proud to offer the Cooperative Advertising Reimbursement Program. This cash incentive provides builders and consultants with funds to promote and market their participation in the Wisconsin ENERGY STAR Homes Program. These funds may be used for advertising (print, radio, television, billboards), vehicle signage, brochures, apparel and other approved marketing pieces. Partners must be active in the Wisconsin ENERGY STAR Homes Program to receive cooperative advertising reimbursement. Follow these easy steps to receive cooperative advertising reimbursement with Wisconsin ENERGY STAR Homes.

Step 1: Submit ad for pre-approval

- Design your marketing piece using the Wisconsin ENERGY STAR Homes ad requirement guidelines on the back of this form. Send your draft design to the Advertising and Events Coordinator via fax, mail or email.

Allow 3 full business days for pre-approval of the final design.

Wisconsin ENERGY STAR Homes
 Attn: Coop Advertising
 431 Charmany Drive
 Madison, WI 53719
 Fax: 608.249.0339
 coopads@weccusa.org

- 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 Wisconsin ENERGY STAR Homes 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.
- Send a **copy** of the approved piece (such as a tear sheet, radio script, brochure, business card, photo, etc.).
- Send a copy of the **paid** invoice to prove the invoice has been paid by the builder, developer or consultant 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 120 days after invoicing.**
 - Only registered, active partners of the Wisconsin ENERGY STAR Homes Program are eligible for reimbursement. Coop 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 included in the current coop check run.**
- **All requests received AFTER the 20th of the month will be process the following coop check run.**
- **All requests must be received by December 15th to be included in the current program year.**
- Please allow 6-8 weeks to receive your check.

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



Cooperative Advertising Reimbursement Guidelines Wisconsin ENERGY STAR® Homes

Eligibility

- **Who is eligible for cooperative advertising reimbursement?**
Active builder and consultant partners with the Wisconsin ENERGY STAR Homes Program are eligible for cooperative advertising reimbursement for the program year.
The program year is January 1, 2009 – December 31, 2009.
- **Who is an active builder or consultant partner?**
Active builders and consultants have either certified a home or had a site visit completed within 12 months of requesting reimbursement.
- **How much can an active partner get reimbursed?**
Builder and consultant partners initially have access to \$500 in cooperative advertising funds per program year. Partners can earn an additional \$100 in cooperative advertising funds for each certified home, with a maximum reimbursement of \$3,000 (\$4,000 for partners completing more than 100 certified homes in a year). The number of certified homes that count toward extra cooperative advertising funds is cumulative only within a program year; the count of homes starts over each program year.

Up to 50% of the cost of approved marketing is eligible for reimbursement as long as the partner has funds available. If the funds available to a partner are less than 50% of the cost of marketing, the balance of the partner's funds will be reimbursed.
- **Renewable-Ready Cooperative Bonus**
Eligibility for the renewable-ready cooperative bonus is available to active builder partners who have built or are in the process of building program-certified Wisconsin ENERGY STAR Homes ready for future solar renewable energy installation. An additional 10% reimbursement is available for individual, pre-approved ads that include a renewable-ready copy point, for a total of 60% reimbursement.

Ad Requirements

- **Advertising must include the Wisconsin ENERGY STAR Homes Logo**
The logo can appear in black, white or cyan as a vertical or horizontal logo.
No other colors will be accepted.

The logo can be resized but the proportions must be maintained.
The logo must be legible.



- **Advertising must include one copy point about Wisconsin ENERGY STAR Homes**
Exclusions are billboards, apparel, business cards and vehicle decals. *Example copy points can be found on the back of the Cooperative Advertising Reimbursement Form.*

Design hints for different advertising types

- **Identity Guidelines:** The “Wisconsin ENERGY STAR Homes” Program name must always appear in its entirety. ENERGY STAR should always appear in capital letters. The registration symbol ® must appear in superscript after the first mention of ENERGY STAR but is not necessary for each subsequent mention of ENERGY STAR. *More identity guidelines can be found on the back of the cooperative advertising reimbursement form.*
- **Print (newspaper, magazine, brochure, direct mail piece, etc):** Print advertising must reference the entire program name, “Wisconsin ENERGY STAR Homes,” show the current logo and contain one additional copy point. Reimbursement covers the cost of printing, and mailing costs for a direct-mail campaign, but not design.
- **Radio/Television:** Radio advertising must reference the entire program name, “Wisconsin ENERGY STAR Homes” and contain one additional copy point in the ad script. Television advertising must show the logo on screen and contain one additional copy point in the ad script.
- **Truck Lettering or Job Site Signage:** Signage must incorporate the current Wisconsin ENERGY STAR Homes logo. No copy point needed. All other guidelines apply. Reimbursement covers the cost of lettering only.
- **Apparel:** Reimbursement covers the cost of logo and clothing. Lands' End has approved versions of the Wisconsin ENERGY STAR Homes logo for your use (reference logo number 0484034W). Logo samples must be pre-approved, unless they are from Lands' End. No copy point is needed.
- **Web Sites:** At this time, Web sites are not eligible for cooperative advertising reimbursement.



**Cooperative Advertising Reimbursement Form
Wisconsin ENERGY STAR® Homes
Program Year: January 1, 2009 – December 31, 2009**

To receive your cooperative advertising reimbursement:

1. Complete this form with your company name and contact information. **Active** partners are eligible for coop advertising reimbursement.
2. Complete the Ad Information to the best of your knowledge.
3. Make a copy of this page for your records and attach:
 - a. A copy of the **approved** marketing piece produced.
 - b. A copy of the **paid** invoice to prove the invoice has been paid by the builder or consultant 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 120 days** after invoicing.
4. Send all of the above to:

Wisconsin ENERGY STAR Homes
Attn: Coop Advertising
431 Charmany Drive
Madison, WI 53719
5. Please allow 6-8 weeks to receive your reimbursement check.

All requests be received by the 20th of the month will be included in the current coop request check run.

Mailing Address

Business Name			
Mailing Address			
City, State and Zip			
Contact Name		Phone Number	

Ad Information

Date on Invoice	Name of publication/station/printer	Ad cost	% to reimburse	Reimbursement requested
			50%	
Totals				

The Wisconsin ENERGY STAR Homes Program does not partner with or endorse any specific media outlets. Signature signifies understanding and compliance with cooperative advertising guidelines and agreement to deduct reimbursement from annual allotment.

Builder/Consultant Signature

Date

**For assistance contact Amy Lord, Advertising and Events Coordinator
Phone: 888.509.3247 ext 314, Fax: 608.249.0339 or E-mail: coopads@weccusa.org**





Wisconsin ENERGY STAR® Homes Identity Guidelines for program participants

These identity guidelines must be followed when using the Wisconsin ENERGY STAR Homes logo, or when referring to the Wisconsin ENERGY STAR Homes Program.

1. The ENERGY STAR name should always appear in capital letters.
2. The registration symbol ® must be used the first time the words “ENERGY STAR” appear in material
 - a. The ® symbol should always be superscript
 - b. There shall be no space between the words “ENERGY STAR” and the ® symbol
 - c. The ® symbol shall be repeated in a document for each chapter title or Web page
3. The following language guidelines must be followed:

Correct

 - We build Wisconsin ENERGY STAR® Homes
 - We partner with Wisconsin ENERGY STAR® Homes
 - We deliver Wisconsin ENERGY STAR® Homes services

Incorrect

 - Wisconsin ENERGY STAR® Homes Builder
 - Wisconsin ENERGY STAR® Homes consultant
4. When referring to the program, the full term “Wisconsin ENERGY STAR Homes Program” must be used as it appears.

Copy points for cooperative advertising

The following are copy points for our builder partners and allies to use when discussing the Wisconsin ENERGY STAR Homes Program. You are in no way limited to these choices! Other good options include explaining your commitment to the Wisconsin ENERGY STAR Homes Program, why you personally chose to participate in the Program and the difference it has made for your customers.

- Homes built in the Wisconsin ENERGY STAR Homes Program provide you the peace of mind that they are better built. And it is proven through third party verification and testing.
- Certified Wisconsin ENERGY STAR Homes are more comfortable, safe and durable and are estimated to be 25 percent more energy efficient than those built to Wisconsin Uniform Dwelling Code.
- The difference is in the details.
- By building with the Wisconsin ENERGY STAR Homes Program, you will be building to standards that are appropriate for Wisconsin’s extreme climate and lowering your energy bills for years to come.
- Exceptional performance lies in the details found in every certified Wisconsin ENERGY STAR Home.
- Homes built in the Wisconsin ENERGY STAR Homes Program are designed, built and performance tested to exceed national standards for quality construction, ventilation capacity and energy efficiency.
- As with any major purchase, you’re looking for quality in your new home. In a certified Wisconsin ENERGY STAR Home, the quality is in the details.

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