



Home Performance with ENERGY STAR® Cooperative Advertising Requirements

Effective - February 16, 2011 through December 31, 2011 or for as long as funds are available

*Valuable Marketing
Opportunities to Benefit Your Business with
ENERGY STAR*



INTRODUCTION – As a participating contractor, you are eligible for incentives for advertising or promotion of the Home Performance with ENERGY STAR Program (HPwES) within Keyspan Energy (natural gas) and the **New York Energy \$martSM** territory (Central Hudson Gas and Electric Corp., Consolidated Edison of New York, Inc., New York State Electric and Gas Corporation, Rochester Gas and Electric Corporation, National Grid or Orange and Rockland Utilities, Inc.). Incentives for cooperative advertising are available on a first-come, first-serve basis while funding is available. No Cooperative Advertising Incentives will be paid until the Partnership Agreement for the current program year has been fully executed.

Regardless of whether the advertisement will be submitted for cooperative 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 (click on Partner Resources, ENERGY STAR Identity guidelines). The HPwES logo must be used in advertising and is provided to each contractor on the Business Partner Log In and by contacting the Cooperative Advertising Coordinator. To access the HPwES logo, visit the Business Partner pages at www.GetEnergySmart.org. For login and password information see page 4.

NYSERDA 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. Program requirements include many rules; including the Federal standards for ENERGY STAR qualified products and services, and the compliance with the Home Performance with ENERGY STAR Program guidelines.

The use of the logos of NYSERDA, **New York Energy \$martSM**, US EPA, and/or the Program Implementer logo is **prohibited**. At no time, may the Contractor express or imply that NYSERDA, US EPA, ENERGY STAR, New York State, or the Program Implementer endorses, certifies, accredits, verifies, or approves your company and/or subcontractor and the associated products and/or services.

NYSERDA developed new Attribution Marks for use by various organizations and individuals to define their relationship with NYSERDA. The purpose of the Attribution Marks is to maintain the integrity of the NYSERDA brand and to clearly identify organizations providing outreach services on NYSERDA's behalf. The Guidelines and Attribution Marks will help prevent organizations and individuals from improperly representing themselves as NYSERDA. **The use of the NYSERDA Logo Attribution Marks is limited to specific organizations and CANNOT be used by contractors participating in the Home Performance with ENERGY STAR Program.** The NYSERDA logo alone, without attribution, is intended for, and limited to, NYSERDA's use only. **A set of guidelines which governs the use of those Attribution Marks is located on the Business Partner Log In.**

INTRODUCTION TO BPI - BPI is a recognized global leader, supporting the development of a highly professional building performance industry through individual and organizational credentialing and a rigorous quality assurance program. BPI offers certification of individuals in evaluation, mechanical, envelope and multifamily designations; and accreditation of organizations committed to using a quality management system.

BPI BRANDING - The BPI brand symbolizes quality and professionalism and provides significant meaning and value to those in the building performance industry. As a company that has earned BPI Accreditation, and as a participating contractor in the HPwES, you may use the BPI brand to promote your company as a BPI Accredited Contractor (or Organization). You may also promote individual staff persons who carry specific BPI Specialist Certifications; however, those specific designations and logos may not be used to promote your business entity, only the individuals who hold the designations. BPI certifies individuals and accredits companies.

Branding Options for Accredited Contractors in the Home Performance with ENERGY STAR Program - In written text or when spoken, businesses shall be referred to as a "BPI Accredited Organization" or "BPI Accredited Contractor". In order to receive cooperative advertising incentives, you must use the BPI Accredited Contractor (or Organization) logo. **The BPI Certified Contractor (or Organization) logo is not to be used in any form of promotion.** Please refer to BPI directly for additional logo options.

As the registered trademark owner, BPI requires written requests prior to any use of the brand on materials. You are encouraged to submit all advertising for BPI Preview to ensure proper use of the brand. **To view the full BPI Logo Use Policies and Procedures and download the BPI logo please visit www.bpi.org. For additional information, advertising approval and assistance, or for electronic copies of logos please contact BPI at:**

REQUIREMENTS:

Contractors with a partnership status of Provisional, Full or Probationary, meaning they are BPI Accredited and fully compliant with all the guidelines of the HPwES Contractor Partnership Agreement and complete at least one Home Performance job during the calendar year, are eligible for Cooperative Advertising Incentives. Contractors with a Provisional status must have all cooperative incentive advertising Previewed (Reviewed) by the Cooperative Advertising Coordinator.

Contractors that voluntarily leave the program, do not renew their Partnership Agreement or are Suspended or Terminated from the Program are not eligible to receive cooperative advertising incentives and must immediately remove all ads from circulation referencing the Program. For a definition of these statuses please refer to the HPwES Contractor Partnership Agreement.

Additionally:

- Any participating Contractor with offices out-of-state must use its New York State address and contact information on all advertising.
- Ad templates submitted for preview, and placed multiple times, must be resubmitted for approval each calendar year and whenever a change is made to the ad template.
- All advertisements submitted for cooperative advertising incentives must include the name of the company listed in the HPwES Partnership Agreement and promote ONLY the HPwES program and/or the Assisted HPwES in text, graphics and logos.
- Any third-party funding or in-kind services received for advertisements must be included on the Cooperative Advertising Incentive Form (COAI) and appropriate documentation related to third-party funding/in-kind must be attached to the COAI.
- Cooperative advertising incentives will not be provided if the ad, as determined by NYSERDA, is tasteless, inconsistent with NYSERDA's message, or compromises the logo, service mark, or programs of NYSERDA or the US EPA. Program disciplinary action may be taken if an advertisement is determined to be tasteless, inconsistent with NYSERDA's message or compromises the program or any program element, in any way.
- Cooperative advertising incentives will not be provided if the ad contains a claim, exaggeration, or representation about a business or its services that is not substantiated or supported by factual or other objective criteria such as third-party review.

COOPERATIVE ADVERTISING OPTIONS

To offer increased flexibility in promoting your business, there are several cooperative advertising incentive options available to eligible Contractors. However, the combined maximum cooperative advertising incentive available to a Contractor cannot exceed the total allocation permitted per calendar year. Please review the explanation of cooperative advertising incentive levels and production requirements located on page 4 of this document. All advertisements submitted must meet the specific advertising requirements detailed on pages 5 and 6. All advertisements or promotions submitted through Option 2 and 3 MUST BE PRE-APPROVED PRIOR TO PRODUCTION.

OPTION 1 – Preview is not required from the Cooperative Advertising Coordinator unless a Contractor is Provisional. However, preview is strongly recommended. Option 1 promotions include: printed publications (newspapers, magazines, circulars, telephone books, direct mail, Valpak, single and multiple page ads) and trade and home shows.

OPTION 2 – Preview is required by the Cooperative Advertising Coordinator. Option 2 promotions include: radio ads, business cards, web banners/ads, vehicle decals and signages (billboards, yard signs, bus/train transit and display banners), program patches for employee apparel (NOTE: If you choose to personalize the patch with BPI Certified Specialist or Professional logos, you must first obtain approval directly from BPI.) After BPI logo approval, submit to the Cooperative Coordinator for Preview. **Please allow five (5) business days for preview by Cooperative Advertising Coordinator.**

OPTION 3 – Preview is required by the Cooperative Advertising Coordinator and NYSERDA. Option 3 promotions include: brochures, television ads, and special promotions or other advertising that does not meet the standards listed under Options 1 and 2 cooperative advertising specifications. **Please allow 30 business days for NYSERDA's preview of Option 3 advertising.**

COOPERATIVE ADVERTISING INCENTIVES REIMBURSEMENT DEADLINE

Requests for cooperative advertising incentives **MUST BE** submitted **within three (3) months** of run date and incentives will only be paid if production requirements have been met. Invoices dated during a previous calendar year **MUST BE** submitted to the Cooperative Advertising Coordinator by **March 31st** of the current calendar year. Any invoices for the previous calendar year that are postmarked after **March 31st** will **not** be eligible for incentives.

BUSINESS PARTNER PAGES at www.GetEnergySmart.org

Visit the password protected Business Partner Pages at www.GetEnergySmart.org to review cooperative advertising information, COAI form, logos, ad templates, program announcements, and program information. Contractors may login using the letters before the underscore of their Home Performance Citrix login for their user name and password. For those contractors who do not know their user name and password, or have questions about the cooperative advertising program, please contact the Cooperative Advertising Coordinator.

Financial Cooperative Advertising Structure Chart

It is the responsibility of the Contractor to submit cooperative advertising incentive packages that meet their production and spending levels. Any incentives submitted above the levels specified in the table below, will be denied.

COOPERATIVE ADVERTISING INCENTIVE LEVELS								
Spending Levels (L) by participant on qualified Advertising	Level 6 (L6)	\$250,001 - \$500,000	\$0-\$5,000	\$5,001 - \$12,500	\$12,501 - \$25,000	\$25,001 - \$50,000	\$50,001 - \$87,500	\$87,501 - \$150,000
	Level 5 (L5)	\$100,001 - \$250,000	\$0-\$5,000	\$5,001 - \$12,500	\$12,501 - \$25,000	\$25,001 - \$50,000	\$50,001 - \$87,500	\$50,001 - \$87,500
	Level 4 (L4)	\$50,001 - \$100,000	\$0-\$5,000	\$5,001 - \$12,500	\$12,501 - \$25,000	\$25,001 - \$50,000	\$25,001 - \$50,000	\$25,001 - \$50,000
	Level 3 (L3)	\$25,001 - \$50,000	\$0-\$5,000	\$5,001 - \$12,500	\$12,501 - \$25,000	\$12,501 - \$25,000	\$12,501 - \$25,000	\$12,501 - \$25,000
	Level 2 (L2)	\$10,001 - \$25,000	\$0-\$5,000	\$5,001 - \$12,500	\$5,001 - \$12,500	\$5,001 - \$12,500	\$5,001 - \$12,500	\$5,001 - \$12,500
	Level 1 (L1)	\$0 - \$10,000	\$0-\$5,000	\$0-\$5,000	\$0-\$5,000	\$0-\$5,000	\$0-\$5,000	\$0-\$5,000
				1 to 47	48 to 71	72 to 95	96 to 119	120 to 143
			Production Level 1 (P1)	Production Level 2 (P2)	Production Level 3 (P3)	Production Level 4 (P4)	Production Level 5 (P5)	Production Level 6 (P6)
Calendar Year Production Levels*								

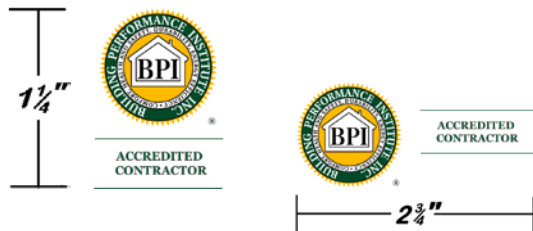
- Minimum one (1) job completion is required to be eligible for cooperative advertising incentives.

Non-shaded cells: Participants meeting these Spending and Production levels are eligible to receive a 50% Cooperative Advertising Incentive up to the maximums identified above.

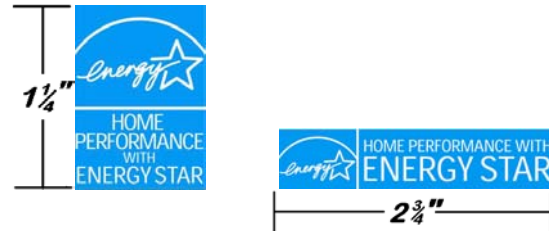
Shaded cells: Participants meeting these Spending and Production levels associated with the shaded portion of the Participant Spending/Production Chart, located above, are eligible to receive a 50% Cooperative Advertising Incentive on the first \$100,000 in contractor advertising expenditures (maximum Cooperative Advertising Incentive of \$50,000) and a 25% Cooperative Advertising Incentive on contractor advertising expenditures above \$100,000, up to the maximum of \$500,000 (maximum Cooperative Advertising Incentive of \$150,000).

Advertising Requirements

- Logo requirements: the HPwES and BPI logos are the ONLY approved logos for use in the HPwES cooperative advertising.
 - Logos may be downloaded from the Business/Partner page.
 - Visual guidelines for the .333 clear space are also available.
- No text or graphics may be located within the .333 clear space around the logo.
- For ads **equal to or smaller** than a standard magazine page (8½ x 11 or 30 column inches), the HPwES and BPI logos must be at least 1¼ inches high for the vertical logo and 2¾ inches wide for the horizontal logo.
- For ads **larger than a standard magazine page (8 ½ x 11 or 30 column inches)** and business cards, the HPwES and BPI Accredited logos must both be placed in the advertisement/apparel and be of equal size to the Contractor logo.
- **Additional specifications:** Use the ® at the first mention of ENERGY STAR in a document. Make sure the ® is superscripted, i.e., ENERGY STAR® and always type ENERGY STAR in all capital letters.
- **BPI logos:**



HPwES logos:



- Logos cannot vary from original proportions; the logos may not be skewed or altered in any way. BPI logos must be printed only in colors permitted by BPI and meet all specifications of the [BPI Logo Use Policies and Procedures](#) for complete policy and additional logos; HPwES logos must only be printed in black & white or in 100% Cyan blue (no other colors are permissible.)
- **REQUIRED TAGLINES – all advertising must contain a tagline; unless otherwise noted.**
 - “Home Performance with ENERGY STAR® Program can help you lower your energy bills and make your home safer and more comfortable.”
 - “Home Performance with ENERGY STAR® Program – making homes more comfortable, safe and energy efficient in New York.”
 - “Home Performance with ENERGY STAR® gives New Yorkers every opportunity to make their homes more energy efficient, while saving money and helping the environment.”
 - “Only contractors accredited by the Building Performance Institute (BPI) can offer the Home Performance with ENERGY STAR® Program.”
 - “Home Performance with ENERGY STAR® is a comprehensive home improvement program using the latest technologies to increase your home’s energy performance.”
 - (INSERT CONTRACTOR’S NAME) is in the Home Performance with ENERGY STAR® program which is a comprehensive home improvement program using the latest technologies to make your home more comfortable and increase your home’s energy performance.
 - “Home Performance with ENERGY STAR® Program incorporates energy efficiency, comfort, durability, and health and safety into one comprehensive package.”

In addition to the Advertising Requirements, the following requirements for each advertising type must also be incorporated.

PRINT:

- Required tagline text must be of comparable text size to that used in the body copy of the advertisement.
- Two-Sided and Multiple page advertising: Each side/page must meet the Advertising Requirements.

SIGNAGE, BUSINESS CARDS, WEB BANNERS/AD and VEHICLE DECALS:

- Required tagline or Home Performance with ENERGY STAR® Program must be of equal text size to that used in the body copy of the advertisement.

TRADE AND HOME SHOW:

- Signage at booth must contain the BPI and HPwES logos and be clearly visible.
- HPwES literature is required at the booth.

TELEPHONE BOOK:

- All telephone book ads must accommodate the required logo sizes and be placed under Home Performance-related subject headers.
- Required tagline or Home Performance with ENERGY STAR® Program must be of equal size to that used in the body copy of the advertisement.

RADIO SPOT - MINIMUM 30-SECOND:

- 30-second spot: Home Performance with ENERGY STAR® program must be mentioned verbally at least once. NO TAGLINE REQUIRED.
- 60-second spot: Home Performance with ENERGY STAR® program must be mentioned verbally once and script must include one of the approved taglines verbally.

TV – MINIMUM 15-SECOND:

- 15-second spot: HPwES and BPI Accredited logos must be comparably sized, clearly visible and legible for minimum 5-second duration. NO TAGLINE REQUIRED.
- 30-second spot: HPwES and BPI Accredited logos must be comparably sized, clearly visible and legible for a minimum 10-second duration and the Home Performance with ENERGY STAR® program must be mentioned verbally and visually at least once. NO TAGLINE REQUIRED.
- 60-second spot: HPwES and BPI Accredited logos must be comparably sized, clearly visible and legible for a minimum 15-second duration, the Home Performance with ENERGY STAR® program must be mentioned verbally at least once and the commercial must include one of the approved taglines visually.

TERMINOLOGY SPECIFICATIONS: This terminology is not a substitute for Required Taglines

You may use the following terminology	You may NOT use the following terminology
<ul style="list-style-type: none"> • We offer (or deliver) Home Performance with ENERGY STAR® 	<ul style="list-style-type: none"> • ENERGY STAR Contractor
<ul style="list-style-type: none"> • Participating Contractor in the Home Performance with ENERGY STAR® program 	<ul style="list-style-type: none"> • Home Performance with ENERGY STAR Contractor; • New York’s Home Performance Contractor
<ul style="list-style-type: none"> • BPI Accredited Contractor (or Organization) 	<ul style="list-style-type: none"> • BPI Certified Contractor
<ul style="list-style-type: none"> • Home Performance Contractor 	<ul style="list-style-type: none"> • Imply that your company is ENERGY STAR, EPA, NYSERDA, New York Energy \$martSM, New York State, or BPI certified, verified, endorsed or approved.
<ul style="list-style-type: none"> • Comprehensive Home Assessment • Comprehensive Assessment of your home • Comprehensive Energy Audit • Energy Audit • Whole-house Assessment 	
<ul style="list-style-type: none"> • Save up to 40%; • Reduce your energy use by up to 40% 	<ul style="list-style-type: none"> • Exact percentages unless in a testimonial
<ul style="list-style-type: none"> • Incentives; • Cash incentives; • Low-interest financing; • Subsidies • Grants • Utility rebates 	<ul style="list-style-type: none"> • Rebates (when highlighting NYSERDA incentives); • Bounties; • Free money

SPECIAL PROMOTIONS or ADVERTISING (30 Day Review Required)

NYSERDA will consider any promotion or advertisement that supports the goals of the HPwES program and encourages New Yorkers to work with participating contractors. However, NYSERDA reserves the right to deny or negotiate the terms and amount of reimbursement for any proposed promotion or advertisement.

Examples of special promotions or advertising include, but are not limited to:

- Infomercials and Radio Shows
- Use of program template ads – download from Business Partner Login
- Sponsorships, in house promotions, or special displays
- ENERGY STAR promotional materials e.g., coupons
- Contests
- Signage (unusual) and other marketing opportunities may be considered



Cooperative Advertising Incentive (COAI) Form Instructions

OPTION 1 Cooperative Advertising Reimbursement: Preview is not required from the Cooperative Advertising Coordinator; unless on Provisional Status; but is strongly recommended.

OPTION 2 Cooperative Advertising Reimbursement: **Preview is required by the Cooperative Advertising Coordinator.** SECTION 3 must have been completed and dated prior to advertising run date(s). OPTION 2 advertising that has not been Pre-Approved by the Cooperative Advertising Coordinator is not eligible for reimbursement.

OPTION 3 Cooperative Advertising Reimbursement: **Preview is required by the Cooperative Advertising Coordinator and NYSERDA.** SECTION 3 must have been completed and dated prior to advertising run date(s). OPTION 3 advertising that has not been Pre-Approved by NYSERDA is not eligible reimbursement.

Request for Preview: Complete SECTION 1 and SECTION 2 of the COAI Form and attach advertising proofs for the Cooperative Advertising Coordinator's Preview. SECTION 3 will be completed and returned to you upon review. Submit a copy of this form when requesting cooperative advertising reimbursement.

Request for Cooperative Advertising Reimbursement: *If not already previewed,* complete SECTION 1 and SECTION 2 of the COAI Form and attach all required documentation:

- Print = Paid invoice for production, placement and copy of tear-off sheet or business card. Electronic tear sheets are not acceptable.
- Direct Mail/Val-Pak = Paid invoice for printing, copy of advertisement (**POSTAGE AND THIRD PARTY MAILING LISTS ARE NOT ELIGIBLE FOR REIMBURSEMENT**).
- Telephone Book = **Ads will not be pre-paid for the entire year.** Copy of advertisement and paid invoice.
- Trade Show = Paid invoice for exhibitor/booth fees, picture of booth showing logos and program literature, copy of trade/home show program and estimated show attendance. (Electricity is not eligible for reimbursement).
- TV, Radio and Web Banner = Paid invoice for placement, affidavit of advertising run times/click-throughs, and a copy of ad/banner (DVD, CD or script).
- Signage = Paid invoice, copy of advertisement and photograph of signage.
- Vehicle Decal/Program Patches/Embroidery for Employee Apparel = Paid invoice and picture of end product (**UNIFORM/APPAREL PURCHASE, LEASE AND/OR DRYCLEANING FEES ARE NOT ELIGIBLE FOR REIMBURSEMENT.**)

Cooperative Advertising Coordinator Contact:

Conservation Services Group (CSG)
Attn: Cooperative Advertising Coordinator
2 Wall Street
Albany, NY 12205

TEL: 518-207-4516
FAX: 866-720-0476
EMAIL: kara.faraone@csggrp.com

2011

Cooperative Advertising Incentive (COAI) Form

SECTION 1 – Contractor Information

Company PA Name:			
Company Address:			
City:	State:	ZIP:	Federal Tax ID:
Telephone: ()		Cell Phone: ()	
Fax:		E-Mail	
Contractor Name: (Please Print)			
Contractor Signature			Date:

Incentive Structure Information: (see page 4 of the Cooperative Advertising Requirements)

Spending Levels:	
Number of Jobs Completed Per Calendar Year:	

SECTION 2 – ADVERTISING INFORMATION

Advertising Type Print Radio, TV, Etc.	Advertiser/Vendor Name (as appears on invoice)	Run Date(s):	Impressions Circulation	Invoice Total
				\$
				\$
				\$
				\$
				\$
TOTAL INVOICE				\$
THIRD PARTY FUNDING OR IN-KIND SERVICES				\$
COOPERATIVE ADVERTISING TOTAL				\$

SECTION 3 – PREVIEW – Submit Prior to Run Dates

- Approved** (Approval for all advertisements expire at the end of the calendar year. Please resubmit continuous ads in the beginning of each year and whenever a change is made to the ad template.)
- Not Approved** – Changes required (see comments and resubmit for Preview)
- Denied**

Authorized Representative Signature: _____ Date ____/____/____

Comments:

SECTION 4 – FINAL REVIEW

- Approved**
- Denied**

Authorized Representative Printed Name: _____

Authorized Representative Signature: _____ Date ____/____/____