

Utility-Sponsored

**2021/2022 HVAC Co-op Advertising
Program Guidelines**

Effective January 1- June 30, 2022



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HVAC Cooperative (Co-op) Program

Advertising Guidelines

Effective January 1- June 30, 2022

INTRODUCTION

Elizabethtown Gas (ETG), Jersey Central Power & Light (JCPL), New Jersey Natural Gas (NJNG), and South Jersey Gas (SJG) - (“the Utilities”) are pleased to offer HVAC contractors participating in the HVAC financing program the opportunity to participate in the HVAC Co-op Advertising Program. The Program offers contractors financial incentives for promoting the HVAC Energy Efficiency program.

Participating Contractors may apply for co-op advertising incentives when the following conditions are met:

- Contractor is an approved Participating Contractor and is in good standing with the Utility(s);
- Funds allocated to the co-op program are available and the contractor cap has not been exceeded (details below);
- Advertising materials are approved in advance by the Utility(s).

Individual utilities are responsible for approving co-op submissions. The HVAC Co-op Advertising Program includes federal standards for ENERGY STAR certified products and services, the Utility HVAC program requirements, and these guidelines.

At no time, may it be implied that the Utilities, or ENERGY STAR®, endorses, certifies, or verifies your company, products, or services.

Co-op advertising incentives will not be provided if the advertising materials are not pre-approved by the Utility(s) prior to deployment. Advertising submissions will not be approved if the material contains a claim, exaggeration, or representation that is not substantiated or cannot be supported. Materials may not utilize references to “cash” phrases, e.g., “cash rebates”, “cash back”, etc.”

Additionally, umbrella or parent companies may benefit from co-op advertising incentives on behalf of its subsidiary companies, divisions, etc.; however, entities under the same umbrella or parent company count as one company and will follow the per contractor incentive limits detailed below.

FUNDING LEVELS

Approved advertising submissions are eligible for 25% of the advertising cost, up to \$15,000 per contractor, per year (January 1 - June 30, 2022), regardless of whether there is one or more utility included. Maximum contractor reimbursement is \$15,000 and contingent on funds availability.

PRE-APPROVAL SUBMISSION PROCESS

All requests for co-op funding **must be pre-approved to be eligible for reimbursement**. Applications and advertising for the HVAC Co-op Advertising Program must be submitted and approved each program year.

Step 1 (Pre-approval): Complete Part 1 of the HVAC Co-op Advertising Program Application (last two pages of this document) and email it together with the proposed creative materials to the Utility contact(s) listed below. Email the Utility contact(s) where co-op funds are being requested and include the **subject line: HVAC Co-op Advertising Approval Request** at least 30 business days prior to your advertising deadline to allow for potential required revisions. Please see Acceptable Marketing Tactics section below for participation in the co-op program.

NJNG	
Susan Ellman	Kori Vens
SAVEGREEN-Res@njng.com	
JCP&L	
Energysavenj@firstenergycorp.com	
SJG	
Patrick McDevitt	
pmcdevitt@sjindustries.com	
ETG	
Shayne Samaroo	
ssamaroo@sjindustries.com	

Utility(s) will review all submissions within 12 business days and respond by email with a pre-approval or required edits. Edited materials must be re-submitted for final pre-approval. You will receive an email confirmation when the materials are pre-approved. If corrections are required, you will receive an email identifying the edits necessary to bring the materials into compliance. The materials must be re-submitted for final approval and should also be re-submitted for approval whenever a change is made. You will be notified by email when the materials are approved.

Step 2 (Reimbursement): Complete Part 2 of the HVAC Co-op Advertising Program Application (last page of this document) and email together with the HVAC Co-op Advertising Program Package items detailed under Reimbursement Process to the Utility contact(s) listed in the chart above.

ADVERTISING REQUIREMENTS

Co-op program utility logo(s) must be included and at least equal to the size of the contractor logo. Please contact Utility(s) for logo files.

In addition:

- Include in your advertising message: The HVAC Financing program is brought to you by the Utilities and does not endorse any one particular contractor. Information can be found at the Utility websites. (There is no size requirement; however, it should be legible.)
- An explanation must be included in a footnote when combining rebates from various sources, e.g., “Up to \$1,500 in rebates, including up to \$500 in Utility rebates and \$1,000 in manufacturer rebates”.
- Advertising materials must **primarily** promote HVAC and include Financing and Rebate options in text and graphics.
- If your advertising directs consumers to your company website, the website must include clear information about the Utility(s) HVAC program and a link to the utility website(s).
- When ENERGY STAR® is included, ENERGY STAR Brand Guidelines must be followed. The registered symbol (®) must be used at the first mention of ENERGY STAR. The symbol is not required in subsequent references. Make sure the ® is superscripted, i.e., ENERGY STAR® and always present ENERGY STAR in all caps. 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/index.cfm?fuseaction=logos.showLogin.

ACCEPTED ADVERTISING TACTICS – The HVAC Co-op Program is exclusive to the following tactics.

RADIO

- Contractor must submit radio buy plan to show that radio spots will air predominantly in the utility territory that is funding the co-op marketing.

PRINT (NEWSPAPER, MAGAZINE, NEWSLETTER)

- See Advertising Requirements noted above.
- Utility(s) logo must be the same size as the contractor logo.
- Multi-page pieces (e.g. newsletter), must include HVAC Financing program messaging on all sides. The overall theme of the multi-page piece must include energy efficiency related topics.

DIRECT MAIL

- See Advertising Requirements noted above.
- Eligible co-op expenses include: third-party printing, fulfillment, postage, mailing list rentals or list purchases. Creative design or agency costs are not eligible. All costs should be itemized separately.
- Utility(s) logo must be the same size as the contractor logo.

WEB BANNER

- See Advertising Requirements noted above.
- Utility(s) logo must be the same size as the contractor logo.
- Web banners are paid digital marketing on external websites and not the contractor website.
- Messaging highlighting the HVAC Financing program should be featured.
- As noted above, your company website must include clear information about the utilities' HVAC program and a link to the utility website(s)

SOCIAL MEDIA

- See Advertising Requirements noted above.
- Messaging highlighting the HVAC Financing program should be featured.

The following items are **not eligible** for co-op reimbursement: billboards/out of home, creative design or agency costs, agency commissions, trade show costs, stationery, business cards, letterhead, brochures (that are not utilized as part of a direct mail campaign), apparel, vehicle wraps, decals, internal websites, promotional items, sponsorships, and sales tax. Advertising related to multifamily projects are **not eligible**.

REIMBURSEMENT PROCESS

Pre-approved advertising submissions are eligible for 25% of the advertising cost, up to \$15,000 per contractor, per year (January 1 - June 30, 2022), regardless of whether there is one or more utility included.

A completed Co-op Advertising Program Package must be submitted within 120 days after the pre-approval notification. Packages received past 120 days after the pre-approval notification will **not** be eligible for reimbursement.

Co-op Advertising Program Package –

- Copy of original, paid invoice(s) and/or receipt(s) - costs must be itemized, including all appropriate documentation related to production and placement
- Completed HVAC Co-op Advertising Program Application (Parts 1 and 2).
- Please note that all invoices must be submitted showing net costs for media placement, non-inclusive of any agency commissions.

Email Co-op Advertising Program Package to the Utility contact(s) listed below.

NJNG	
Susan Ellman	Kori Vens
SAVEGREEN-Res@njng.com	
JCP&L	
Energysavenj@firstenergycorp.com	
SJG	
Patrick McDevitt	
pmcdevitt@sjindustries.com	
ETG	
Shayne Samaroo	
ssamaroo@sjindustries.com	

Please allow 60 days to receive reimbursement after submission of Program Package items noted above.

Questions? Please email the Utility contact(s) listed below **with the subject line: Co-op Advertising Question.**

HVAC CO-OP ADVERTISING PROGRAM APPLICATION - STEP 1



Contractor Information

Check All Utilities Applying to

ETG

JCPL

NJNG

SJG

Participating Contractor Name		Tax ID Number (required)	
Address:	City:	State: NJ	Zip:
Email:	Phone:		
Contact:	Make Check Payable to:		

STEP 1:

COMPLETE THIS SECTION FOR PRE-APPROVAL & SUBMIT WITH PROPOSED CREATIVE MATERIALS.
(PLEASE CONTACT UTILITY(S) FOR LOGO FILES.)

Pre-Approval Advertising Campaign Information

Advertising Tactic	# of Placements or Direct Mail Quantity	Publication/Station	Ad Size	Run Dates	Placement Costs
<input type="checkbox"/> Print					\$
<input type="checkbox"/> Web Banner					\$
<input type="checkbox"/> Social Media					\$
<input type="checkbox"/> Direct Mail					\$
<input type="checkbox"/> Radio					\$
Campaign Total:					\$

APPLICANT SIGNATURE (Authorized Executive/Owner/Principal)

DATE

By signing, I certify that I have read, understand and agree to the cooperative advertising guidelines and that all information on this form is true and correct. I understand that all advertisements must be pre-approved to be eligible for reimbursement.

Utility Pre-approval Name(s)	Approval Date
JCPL	
NJNG	
ETG	
SJG	

HVAC CO-OP ADVERTISING PROGRAM APPLICATION - STEP 2



STEP 2:

COMPLETE THIS SECTION FOR REIMBURSEMENT & SUBMIT PROOF OF PLACEMENT AND PAYMENT.

Reimbursement Requirements			
Advertising Tactic	Check all that apply	Check all that apply	Invoice Amount
<input type="checkbox"/> Print	<input type="checkbox"/> Photo of Tear Sheet	<input type="checkbox"/> Invoice Attached	\$
<input type="checkbox"/> Web Banner	<input type="checkbox"/> Screen Shot	<input type="checkbox"/> Invoice Attached	\$
<input type="checkbox"/> Social Media	<input type="checkbox"/> Screen Shot	<input type="checkbox"/> Invoice Attached	\$
<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Photo	<input type="checkbox"/> Invoice Attached	\$
<input type="checkbox"/> Radio	<input type="checkbox"/> Radio Spot File	<input type="checkbox"/> Invoice Attached	\$
Campaign Total:			\$
Reimbursement Request: 25% of the advertising cost (see Funding Levels above for details)			\$

APPLICANT SIGNATURE (Authorized Executive/Owner/Principal)

DATE

By signing, I certify that I have read, understand and agree to the cooperative advertising guidelines and that all information on this form is true and correct. I understand that all advertisements must be pre-approved to be eligible for reimbursement.

Utility Pre-approval Name(s)	Approval Date
JCPL	
NJNG	
ETG	
SJG	

THANK YOU FOR PARTICIPATING IN THE 2021/2022 HVAC CO-OP ADVERTISING PROGRAM.
Please allow 60 days to receive reimbursement after submission of Program Package items noted above.