



Efficiency Excellence Network Co-Op Advertising Guidelines

💰 Get your Co-Op Dollars!

Efficiency Vermont provides Efficiency Excellence Network (EEN) qualified partners with co-op advertising funds to help promote energy-efficient services and equipment.

Eligible partners will be reimbursed:

- > up to 50% of the cost of a pre-approved print, radio or digital ad
- > up to \$1,500 per calendar year

Note: Funding is limited and provided on a first-come, first-served basis. Restrictions apply (see page 2 for details) and program is subject to change without notice.

Follow these simple steps to take advantage of co-op advertising:

1. Create Your Ad

- Create an ad that includes either the Efficiency Excellence Network or Efficiency Vermont logo (see logo requirements on page 2).
- If your ad is in a publication that is distributed outside of Vermont, the ad must state that rebates from Efficiency Vermont are available for Vermont installations only.

2. Submit Your Ad for Pre-Approval

- Mail, fax, or e-mail a copy of your print ad or text content of your audio ad to Efficiency Vermont at least ten business days prior to the ad deadline with the date the ad will run, where the ad will run, and the cost of the ad.
- The EVT Co-op Ad Coordinator will contact you within two business days when the ad has been approved or has been approved with required changes.

3. Submit Your Reimbursement Request

- After your ad has been published or aired, send a copy of the ad, the reimbursement form, and the invoice to:

EVT Co-op Advertising Coordinator
Efficiency Vermont
128 Lakeside Avenue, Suite 401
Burlington, VT 05401

Fax: 802-658-1643

E-mail: evtcoop@efficiencyvermont.com

- Your reimbursement request will be processed within 60 days. If you have any questions, please contact the Coordinator.



www.efficiencyvermont.com
888-921-5990



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Logo Requirements:

- For print ads, your ad must include either the Efficiency Excellence Network logo or the Efficiency Vermont logo as depicted below. You may obtain the logo from the EVT Co-op Ad Coordinator or by downloading it at:

www.encyvermont.com/co-op-logo

- All logos must measure at least 1.375 inches in width.
- All other logos (including HPWES® and ENERGY STAR® logos) must be used in accordance with applicable design guidelines.



DO NOT ALTER LOGO. Please be careful when re-sizing to maintain the proportions. Ads with altered or pixelated logos will not be approved and are not eligible for reimbursement.

Additional Guidelines:

- Efficiency Vermont retains final discretionary approval of each ad submitted.
- Efficiency Vermont will only provide reimbursement for the portion of the ad that pertains to energy efficient equipment, installation or services. For example, if 25% of an ad promotes energy-efficient equipment and the ad costs \$100 to produce, Efficiency Vermont will provide a reimbursement of \$12.50 or (25% x \$100) x 50%.
- Funding is limited, and is available on a first-come, first-served basis.
- Funding may not be reserved in advance of advertising needs.
- Funding is intended to cover ad publication or broadcast; design costs should not be included.
- Efficiency Vermont will not provide reimbursement for banners, vehicle decals, or t-shirts.

Sample Message Blocks:

Feel free to use or adapt one of the sample message blocks below for your ad.

1. *Save energy, save money. Contact **ABC Contractor** today to find out how to reduce your energy bills, receive rebates, and improve the operation of your **XYZ** equipment.*
2. *Is your building too hot? Too cold? Are your heating and cooling bills through the roof? Contact **ABC Contractor** today for solutions to improve your building comfort, reduce energy costs, and obtain rebates from Efficiency Vermont.*
3. *Energy-efficient equipment pays! By upgrading your existing **XYZ equipment**, you can improve your building comfort / production / lighting quality while reducing energy and operational costs. **ABC Contractor** works with Efficiency Vermont to provide solutions for your business that save money up front with rebates and into the future with energy savings.*

For pre-approval of your ad, and to confirm that funds are available for your reimbursement request, contact the EVT Co-op Advertising Coordinator at **888-921-5990** or evtcoop@efficiencyvermont.com.