

Residential New Construction Cooperative Advertising Guidelines

**Valuable Marketing
Opportunities to Benefit Your Business**



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Cooperative Advertising Guidelines

Effective July 1, 2015 through June 30, 2016

(Revised July 1, 2015)

INTRODUCTION

As a participating builder, you have access to co-op advertising incentives provided by the New Jersey Board of Public Utilities (BPU) and its *Clean Energy Program*TM for promotion of the Residential New Construction Program. Additionally, for greater recognition, your firm may be listed as a builder within the [New Jersey's Clean Energy Program \(NJCEP\)](#) website [trade ally database](#).

Eligible builders may apply for cooperative advertising incentives when the following conditions are met:

- Your firm is in good standing with NJCEP;
- Funds designated for co-op support are available and you have not exceeded the cap; and
- The materials are approved in advance by the Market Manager.

The BPU 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 and progress. As is necessary with any program that uses public funds, this program includes rules, including the federal standards for ENERGY STAR qualified products and services, the Residential New Construction Program, and *New Jersey's Clean Energy Program* guidelines.

At no time, may it be implied that the BPU, the Environmental Protection Agency (EPA), ENERGY STAR, the State of New Jersey, Honeywell, Conservation Services Group (CSG), or any other company affiliated with NJCEP endorses, certifies, or verifies your company, products, or services.

Cooperative advertising incentives will not be provided if the material, as determined by BPU, is inappropriate, inconsistent with NJCEP's messaging, or compromises the logo, service mark, or programs of NJCEP. Incentives will not be provided if the material contains a claim, exaggeration, or representation about NJCEP or the program that is not substantiated or cannot be supported. Materials may not claim savings higher than current program offers or utilize references to "cash" phrases, e.g. "cash rebates", "cash back", etc.

FUNDING LEVELS

Approved campaigns are eligible for 40% reimbursement of the cost of the eligible tactics listed in this document, up to \$50,000. Please note that program caps per builder or firm are in alignment with the NJCEP fiscal year, which runs through June 30, 2016.

Once the cap of \$50,000 has been reached, builders may continue to utilize the NJCEP logo ONLY if the materials are submitted for approval as per the normal pre-approval process. It is important to note that the NJCEP logo may not be utilized on any materials (including company websites) other than pre-approved advertising and promotional materials.

PRE-APPROVAL PROCESS

All requests for co-op funding must be pre-approved to be eligible for reimbursement.

In the development of the marketing collateral, the NJCEP logo can be provided by contacting coop@NJCleanEnergy.com. **Submit all proposed creative materials to coop@NJCleanEnergy.com for approval at least seven business days prior to your deadline to allow for possible revisions.**

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.

Pre-approval emails are valid for 90 days and the request will need to be resubmitted accordingly if using the same ad for longer than 90 days. Yellow page ads are the only ads that are valid for one full year.

BRANDING AND ADVERTISING SPECIFICATIONS

The following general specifications apply to all materials. To be eligible for coop funding, materials must include the NJCEP logo, the sponsorship statement, and the consumer benefit statement. Please see further requirements for each type of advertising below.

- The materials must **primarily** promote the energy efficiency of homes being built in text and graphics. Other features of the home may be mentioned, but the primary messaging of the advertisement must be related to energy efficiency.
- If your copy includes the NJCEP program name, please italicize the whole program name, (*New Jersey's Clean Energy Program*[™]), and ONLY use the [™] symbol (in superscript font) at the first mention. At any mention thereafter only italicize the program name.
- If your print ad references ENERGY STAR®, 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 type 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.
- The NJCEP logo is required.
- The following sponsorship statement is also required: “*New Jersey's Clean Energy Program*[™] is brought to you by the New Jersey Board of Public Utilities and does not endorse any one particular builder.” There is no size requirement for the sponsorship statement (this may be noted in small print at the bottom), but it should be clearly legible.
- The following consumer benefit statement is required: “Look for high performance homes built to *New Jersey's (NJ's) Clean Energy Program* standards.”

PRINT (NEWSPAPER, MAGAZINE)

- Please refer to the general specifications on page 4.
- A template is available for half-page newspaper ads.
- Minimum size eligible is one quarter page.
- The NJCEP logo must be recognizable and prominent.
- Please note that a multi-page piece, e.g. a newsletter, must include appropriate messaging on the front page of the piece. The overall theme of the multi-page piece must include energy efficiency related topics.

YELLOW PAGES

- Please refer to the general specifications on page 4.
- There are no minimum ad size requirements.
- The NJCEP logo must be recognizable and prominent to the size of the ad.

DIRECT MAIL

- Please refer to the general specifications on page 4.
- A template is available for 6" x 9" direct mail postcards.
- Eligible direct mail 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. Printing and postage requests must correlate with each other.
- The NJCEP logo must be recognizable and prominent.
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TELEVISION

- Please refer to the general specifications on page 4.
- Minimum 30-second spot.
- The NJCEP logo must be recognizable and prominent. The logo must appear for at least 5 seconds in a 30-second commercial; 8 seconds in a 45-second commercial; and 10 seconds in a 60-second commercial.
- The appearance of the logo must be prominent and accompanied by the following verbal tag: "*New Jersey's Clean Energy Program*™ is brought to you by the New Jersey Board of Public Utilities and does not endorse any one particular builder."
- Please note TV scripts must be submitted and pre-approved before production.

RADIO

- Please refer to the general specifications on page 4.
- Minimum 30-second spot.
- The following verbal tag should be mentioned at the end of the spot: "*New Jersey's Clean Energy Program*™ is brought to you by the New Jersey Board of Public Utilities and does not endorse any one particular builder." Please note radio scripts must be submitted and pre-approved before production.

WEB BANNER

- Please refer to the general specifications on page 4.
- Web banners are intended for external websites and not the builder website.
- The NJCEP logo should be recognizable and prominent.
- Language highlighting the program should be featured.

SIGNAGE

- Please refer to the general specifications on page 4.
- Signage includes lawn signs, banners, banner stands and door hangers.
- The NJCEP logo should be recognizable and prominent.

BILLBOARD REQUIREMENT

- Please refer to the general specifications on page 4.
- Billboards are required to include the NJCEP logo, which should be recognizable and prominent.
- Billboards will be reviewed on a case-by-case basis.

FOR ALL OTHER ITEMS NOT MENTIONED ABOVE

- The NJBPU will evaluate additional cooperative advertising initiatives on a case-by-case basis.
- The following items are not eligible for co-op reimbursement at any time: creative design or agency costs, agency commissions, trade show costs, stationery, business cards, letterhead, brochures (not utilized as part of a direct mail campaign), apparel, vehicle wraps, decals, text-only electronic advertisements, internal contractor company websites, paid searches, promotional items, sponsorships, and sales tax.

LOGO

The following logo is for illustration purposes. Actual print-ready artwork will be supplied upon request or made available through contractor portals.



REIMBURSEMENT PROCESS

NJCEP will pay up to 40% for each approved submission that meets the specified requirements. Maximum total per builder is \$50,000 for materials submitted between July 1, 2015 and June 30, 2016.

The completed co-op advertising package must be submitted within 90 days after the pre-approval notification. Packages received past 90 days after the pre-approval notification will **not** be honored.

The co-op advertising payment request package should be emailed to coop@NJCleanEnergy.com and include:

- Copy of the pre-approval email.
- Copy of original, paid invoices and/or receipts (costs must be itemized separately), including all appropriate documentation related to production and placement.
- Complete the co-op advertising claim form.
- **Please note that all invoices must be submitted showing net costs for media placement, non-inclusive of any agency commissions.**

Questions? Please contact us at coop@NJCleanEnergy.com or call Kimberly Hoff at 732.218.3410.



Residential Energy Efficiency Cooperative Advertising Reimbursement Request

Contractor Information

Company Name

Address

City

State

Zip Code

Phone

E-mail

Tax ID Number (Required):

Program (Circle all that apply)

Home Performance with ENERGY STAR

Residential New Construction

HVAC

Marketing Contact

Phone

E-mail

Pre-Approval E-mail Date

Make Check Payable to

Advertising Campaign Information

Type	Number of Placements	Publication/Station	Ad Size	Run Dates	Placement Cost
Newspaper					
Magazine					
Internet					
Direct Mail					
Mail Insert					
Billboard/Outdoor					
Television					
Radio					
				Campaign Total	
				Reimbursement Request	

Acknowledgement

APPLICANT SIGNATURE (Authorized Executive/Owner/Principal)

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.