

New Jersey ENERGY STAR[®] Homes 2011 Co-operative Advertising Guidelines

*Valuable Marketing
Opportunities to Benefit Your Business*



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New Jersey ENERGY STAR[®] Homes Co-operative Advertising Guidelines

INTRODUCTION

As a participating builder, you have access to co-op advertising incentives provided by the New Jersey Board of Public Utilities (NJBPU) and *New Jersey's Clean Energy Program*[™] (NJCEP) for promotion of the New Jersey ENERGY STAR Homes Program. Co-op print magazine, newspaper, and direct mail advertising incentives are available in New Jersey throughout 2011 on a first come, first serve basis and while funding is available. Additionally, your firm may be listed as a New Jersey ENERGY STAR Homes builder on the [NJCEP](#) website.

The NJBPU 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 New Jersey ENERGY STAR Homes Program, and *New Jersey's Clean Energy Program* guidelines.

At no time, may it be implied that the NJBPU, the Environmental Protection Agency (EPA), ENERGY STAR, the state of New Jersey, Honeywell, MaGrann Associates, or Conservation Services Group (CSG) endorses, certifies, or verifies your company, products, or services. Only New Jersey ENERGY STAR Homes and *New Jersey's Clean Energy Program* may be referenced, and the correct logos must be used in advertising.

Please note that all ads will be approved at the discretion of the program. Any content or images that could be deemed inappropriate may be disapproved.

Additionally, multi-family buildings are eligible to receive co-op reimbursement only when the entire building is completed and certified. This means all units within a building have completed testing and passed inspection, and the building has been certified as per established protocols.

PRE-APPROVAL PROCESS

- As a New Jersey ENERGY STAR Homes builder, you are eligible for up to \$50,000 through December 31, 2011 for co-op advertising when:
 - You agree to the terms and conditions of the Builder Participation Agreement.
 - Funds designated for co-op support are available.
 - You have not exceeded the cap.
 - The ads are approved in advance by the Market Manager.
 - Your firm is in good standing with NJCEP.
- Submit all proposed newspaper and magazine advertising to the Market Manager for approval at least 7 business days prior to the advertising placement deadline to allow for possible revisions.
- For direct mail, please submit creative concepts at least 7 business days before printing to allow for possible revisions.
- If corrections are required, the Market Manager will send an email identifying the edits necessary to bring the advertisement into compliance. The contractor must re-submit the corrected advertisement for approval.
- Fax, email, or mail a draft of the ad before production to the Market Manager at 856-797-0244, or RSNJCEP.NJESH.COOP@honeywell.com, or mail to: Marketing Assistant, *New Jersey's Clean Energy Program*, c/o Honeywell, 5 East Stow Road, Suite E, Marlton, NJ 08053.

BRANDING AND ADVERTISING SPECIFICATIONS

All participating New Jersey ENERGY STAR Homes builders’ print advertising *must* include:

- NJCEP logo OR the following sponsorship statement may be used: “*New Jersey’s Clean Energy Program*™ is brought to you by the New Jersey Board of Public Utilities. *New Jersey’s Clean Energy Program* does not endorse any one particular contractor.”
- When writing *New Jersey’s Clean Energy Program*™, at first mention ONLY use the ™ symbol (in superscript font), **BOLD** the words **Clean Energy** and italicize the whole program name. At any mention thereafter only italicize the program name.
- Either one of the following statements: “New Jersey ENERGY STAR® Homes use less energy, save money, and help protect the environment” or “New Jersey ENERGY STAR® Homes – built for superior energy performance, comfort, health, and safety”.
- The New Jersey ENERGY STAR Homes logo.
- Logos can be provided by contacting the program Marketing Assistant at: RSNJCEP.NJESH.COOP@honeywell.com.
- Each logo must be proportionate to creative layout and will vary due to format size. In all instances, logos must be at least 1’ in size and correspond proportionately. For example:

TACTIC	LOGO SIZE
Full-Page Newspaper/Magazine Ad	2”
Half or Quarter-Page Newspaper/Magazine Ad	1.5”
4.25” x 6” Postcard	1”
6” x 9” Postcard	1.5”
8.5” x 11” Letter	1.5”

- Regardless of whether the advertisement is submitted for co-op reimbursement, when using the ENERGY STAR registered trademark in ANY advertising, it must always comply with the national ENERGY STAR program requirements available at: <https://www.energystar.gov/index.cfm?fuseaction=logos.showLogin>
- 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 caps.

Note: Program logos may not be utilized on any materials other than pre-approved print advertising.

DIRECT MAIL REQUIREMENT

Only third-party printing and postage costs are eligible for reimbursement and must be documented (costs should be itemized separately). Any third-party costs for design services, mailing list rentals, or list purchases, are not eligible for reimbursement. You must indicate size and volume of mailing; proof of mail volume may be required for postage reimbursement requests over \$200. Postage requests must correlate with printing and mailing quantities.

CO-OP ADVERTISING LOGOS

NJCEP Logo



New Jersey ENERGY STAR Homes Logos



REIMBURSEMENT PROCESS

The New Jersey ENERGY STAR Homes Program will pay up to 25% for each eligible and approved advertisement that meets the specified requirements. The maximum total incentive per builder is \$50,000, **provided that 91 or more homes have been completed. A builder must have at least one completed home in 2011 to be eligible for New Jersey ENERGY STAR Homes co-op advertising. The maximum incentive per builder depends on the number of homes the builder has completed in that calendar year. Please see the chart below for details.**

Production (number of completed homes per calendar year)	Maximum Annual Incentive Available*
1 - 20	\$10,000
21 - 30	\$15,000
31 - 40	\$20,000
41 - 50	\$25,000
51 - 60	\$30,000
61 - 70	\$35,000
71 - 80	\$40,000
81 - 90	\$45,000
91 +	\$50,000

Submit a completed co-op advertising payment request package to the Market Manager after receiving approval to place your ad(s). This package consists of:

- Copy of the pre-approval email.
- Copy of original, paid invoices and/or receipts (costs must be itemized separately). For direct mail, only third-party printing and postage costs are eligible for reimbursement. Any third-party costs for design services, mailing list rentals, or list purchases are not eligible for reimbursement.
- For newspaper and magazine ads, documentation of circulation achieved. Newspaper and magazine advertising require a minimum size of 1/4 page ad.
- For direct mail, you must indicate size and volume of mailing; proof of mail volume may be required for postage reimbursement requests over \$200. Postage requests must correlate with printing and mailing quantities.
- Completed co-op advertising expense report form.
- A tear sheet (a print copy of the ad) or sample of direct mail piece.
- Mail, fax, or email to: Marketing Assistant, *New Jersey's Clean Energy Program*, c/o Honeywell, 5 East Stow Road, Suite E, Marlton, NJ 08053, fax: 856-797-0244, RSNJCEP.NJESH.COOP@honeywell.com.
- 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.
- Please allow between 90 and 120 days to receive your co-op reimbursement.

***All ads being submitted for 2011 co-op incentives must be approved by Market Manager no later than December 15, 2011.**

Any advertisement that is not pre-approved prior to placement will not be eligible for co-op reimbursement.

New Jersey ENERGY STAR® Homes Co-op Advertising Expense Report Form

For newspaper, magazine, and/or direct mail advertising reimbursement please complete this form and provide the following:

- A copy of the pre-approval email.
- A tear sheet (a printed copy of the ad) or sample of direct mail piece.
- Copies of all itemized, paid invoices and receipts. For direct mail, only third-party printing and postage costs are eligible for reimbursement. Any third-party costs for design services, mailing list rentals, or list purchases are not eligible for reimbursement.
- For newspaper and magazine ads, documentation of circulation achieved.
- For direct mail, you must indicate size and volume of mailing; proof of mail volume may be required for postage reimbursement requests over \$200. Postage requests must correlate with printing and mailing quantities.

Fax or email the completed co-op advertising payment request package to:
856-797-0244 or RSNJCEP.NJESH.COOP@honeywell.com.

Or mail to:

Marketing Assistant, *New Jersey's Clean Energy Program*, c/o Honeywell,
5 East Stow Road, Suite E, Marlton, NJ 08053.

Ad Date: _____ **For the month of:** _____ **year:** _____

Invoice Date: _____ **For the month of:** _____ **year:** _____

Company (Builder) Name: _____

Address: _____

Contact Name: _____ **Title:** _____

Telephone: _____ **Fax:** _____

Email Address: _____ **Tax ID Number:** _____
(Required)

Please check the type of reimbursement you are requesting and indicate what has been included.

	Newspaper
	Magazine
	Direct Mail
	Number of ads placed
	Number of direct mail pieces sent
	Total Cost of ads: \$_____
	Total Cost of direct mail pieces printing and postage: \$_____

I certify that the above is true and correct to the best of my knowledge. I certify that I have read and understood the description of incentives and specifications.

Signed: _____

Title: _____ Date: _____