



# **New Jersey ENERGY STAR<sup>®</sup> Homes and New Jersey ENERGYEfficient Homes Cooperative Advertising Guidelines**

**Valuable Marketing  
Opportunities to Benefit Your Business**



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# Cooperative Advertising Guidelines

(Effective July 1, 2014 through June 30, 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*<sup>TM</sup> for promotion of New Jersey ENERGY STAR Homes (NJESH), New Jersey ENERGYEfficient Homes (NJEEH) and/or Climate Choice Homes (CCH). 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](#).

Your firm is eligible for up to \$50,000 for co-op advertising on a first-come, first-serve basis and while funding is available. This offer is effective for approvals made July 1, 2014 through June 30, 2015.

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 New Jersey ENERGY STAR Homes 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. Only New Jersey ENERGY STAR Homes, New Jersey ENERGYEfficient Homes and/or Climate Choice Homes and NJCEP may be referenced, and the correct logos must be used in advertising.

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.

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.

Templates are available for half-page newspaper ads and 6" x9" direct mail postcards. Templates can be provided by contacting NJCEP at: [coop@njcleanenergy.com](mailto:coop@njcleanenergy.com).

## PRE-APPROVAL PROCESS

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

- The terms and conditions of the NJESH Builder Participation Agreement are signed and 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.

In the development of the marketing collateral, NJCEP and/or NJESH logos can be provided by contacting [coop@njcleanenergy.com](mailto:coop@njcleanenergy.com). **Submit all proposed creative materials for approval at least seven business days prior to your deadline to allow for possible revisions.** Please include the name of the builder.

Indicate the type of advertising (newspaper, direct mail, etc.), the run dates and other pertinent details. 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 only valid for one month and the request will need to be resubmitted accordingly if using the same ad for longer than thirty days.**

## BRANDING AND ADVERTISING SPECIFICATIONS

The following apply to all materials. Please see further requirements for each type of advertising below.

- The materials must **primarily** promote NJESH or NJEEH in text and graphics.
- When writing *New Jersey's Clean Energy Program*<sup>™</sup>, italicize the whole program name, and **ONLY** use the <sup>™</sup> symbol (in superscript font) at first mention. At any mention thereafter only italicize the program name.
- 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<sup>®</sup> 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](http://www.energystar.gov/index.cfm?fuseaction=logos.showLogin).

### PRINT (NEWSPAPER, MAGAZINE)

- Minimum size eligible is one quarter page.
- The NJCEP logo or the following sponsorship statement “*New Jersey's Clean Energy Program*<sup>™</sup> 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 (this may be noted in small print at the bottom, but it should be clearly legible).
- The NJESH logo if your organization builds primarily NJESH or CCH. The logos must be proportional (at least 1.5” for a quarter or half-page ad and at least 2” for a full-page ad).
- One of the following two consumer benefit statements is required if building homes within NJESH or CCH : “New Jersey ENERGY STAR Homes<sup>®</sup> use less energy, save money, and help protect the environment” OR New Jersey ENERGY STAR Homes<sup>®</sup> – built for superior energy performance, comfort, health and safety”. This copy must be of equal text size to that used in the body copy of the advertisement.
- The following consumer benefit statement is required if your organization builds primarily **NJEEH**. “Choose New Jersey ENERGYEfficient Homes for a lifetime of comfort, safety and savings.”
- Please note that a multi-page piece, e.g. a newsletter, should include the NJCEP logo and 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

- Size is subject to builder's discretion.
- The NJCEP logo is required and must be proportional to the size of the ad.
- One of the following two consumer benefit statements is required if building NJESH or CCH Homes: "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". This copy must be of equal text size to that used in the body copy of the advertisement.
- The following consumer benefit statement is required if building primarily NJEEH. "Choose New Jersey ENERGYefficient Homes for a lifetime of comfort, safety and savings."

## DIRECT MAIL

- 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 or the following sponsorship statement "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). If using the logo, it must be at least 1" for a 4.25" x 6" postcard and at least 1.5" for a 6" x 9" postcard or 8.5" x 11" letter.
- The NJESH logo if building NJESH or CCH. The logos must be proportional (at least 1" for a 4.25" x 6" postcard and at least 1.5" for a 6" x 9" postcard or 8.5" x 11" letter).
- One of the following two consumer benefit statements is required if building primarily NJESH or CCH: "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". This copy must be of equal text size to that used in the body copy of the advertisement.
- The following consumer benefit statement is required if your organization builds primarily NJEEH. "Choose New Jersey ENERGYefficient Homes for a lifetime of comfort, safety and savings."

## TELEVISION

- Minimum 30-second spot.
- The NJCEP or NJESH logo is required and 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 if building primarily NJESH or CCH: "New Jersey ENERGY STAR Homes is brought to you by the New Jersey Board of Public Utilities and its *Clean Energy Program*."
- The following verbal tag is required if your organization primarily builds NJEEH: "New Jersey ENERGYefficient Homes is brought to you by the New Jersey Board of Public Utilities and its *Clean Energy Program*."
- Please note TV scripts must be submitted and pre-approved before production.

## **RADIO**

- Minimum 30-second spot.
- If building primarily NJESH or CCH, NJESH must be mentioned every 15 seconds within the commercial and accompanied by the following verbal tag: “New Jersey ENERGY STAR Homes is brought to you by the New Jersey Board of Public Utilities and its *Clean Energy Program*.”
- If your company primarily builds NJEEH, NJ ENERGY Efficient Homes must be mentioned every 15 seconds within the commercial and accompanied by the following verbal tag: “New Jersey ENERGY Efficient Homes is brought to you by the New Jersey Board of Public Utilities and its *Clean Energy Program*.”
- Please note radio scripts must be submitted and pre-approved before production.

## **WEB BANNER**

- Web banners are intended for external websites and not the builder website.
- The NJCEP or NJESH logo is required and should be recognizable and prominent.
- One of the following two consumer benefit statements is required if building primarily NJESH or CCH: “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”. This copy must be of equal text size to that used in the body copy of the banner.
- The following consumer benefit statement is required if building primarily NJEEH. “Choose New Jersey ENERGY Efficient Homes for a lifetime of comfort, safety and savings.”

## **SIGNAGE**

- Signage includes lawn signs, banners, banner stands and door hangers.
- The NJCEP or NJESH logo is required and should be recognizable and prominent.
- One of the following two consumer benefit statements is required if building primarily NJESH or CCH: “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”. This copy must be of equal text size to that used in the body copy of signage.
- The following consumer benefit statement is required if your organization primarily builds NJ ENERGY Efficient Homes. “Choose New Jersey ENERGY Efficient Homes for a lifetime of comfort, safety and savings.” This copy must be of equal text size to that used in the body copy of signage.

## **BILLBOARD REQUIREMENT**

- Billboards are required to include the NJCEP logo and the logo must be predominant (ideally 1/8 of the image). The NJESH logo may be included at your own discretion, however all logos should be large enough to be identified. 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.

## CO-OP ADVERTISING LOGOS

### NJCEP Logo



### New Jersey ENERGY STAR Homes Logos for NJESH



## **REIMBURSEMENT PROCESS**

NJCEP will pay up to 40% for each approved submission that meets the specified requirements. Maximum total per builder is \$50,000 provided that the builder has an active project and has completed at least one home.

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. However, all co-op advertising packages for FY 2015 (July 1, 2014 to June 30, 2015) must be submitted **by June 30, 2015 to ensure timely processing.**

Builders are required to be in good standing with the program for co-op reimbursement.



## NEW JERSEY ENERGY STAR HOMES COOPERATIVE ADVERTISING CLAIM FORM

The co-op advertising payment request package should 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. See the table below for additional requirements.
- 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.**

| Description                           | Required Documentation   | Eligible Expenses                          |
|---------------------------------------|--|--|
| Newspaper<br>Magazine<br>Yellow Pages | Electronic or photocopied tear sheet associated with each run date.  | Third-party<br>production and<br>placement |
| Direct Mail                           | Sample of mailer. Paid invoices and/or receipts for printing, postage and list purchases. Postage must correlate with print and mail quantities. |  |
| TV<br>Radio                           | Detailed invoice of run times issued by the station and a DVD or email copy of spot.   |  |
| Web<br>Banner                         | Image of the web banner in-place on the website, with URL visible, and an image of the click-through landing-page                                |  |
| Signage<br>Billboards                 | Sample or photograph   |  |

**Company (Builder) Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_ **Tax ID Number (Required):** \_\_\_\_\_

**Pre-approval date:** \_\_\_\_\_

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:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Mail or email to:  
Marketing, *New Jersey's Clean Energy Program*  
c/o CSG, 75 Lincoln Highway, Suite 100  
Iselin, NJ 08830  
[coop@njcleanenergy.com](mailto:coop@njcleanenergy.com)

