



www.efficiencyvermont.com
888-921-5990

Retail Co-Op Advertising Guidelines

💰 Get your Co-Op Dollars!

Thank you for your interest in Retail Co-Op Advertising with Efficiency Vermont! In order to help you promote ENERGY STAR® certified products, Efficiency Vermont offers Co-Op Advertising funds for ads that feature our promotions.

Eligible partners will be reimbursed:

- Up to 50% of the cost of a pre-approved print, radio, television, or digital ad.
- Up to \$1,500 per calendar year for independently-owned or franchised retail locations.
- For corporately-owned retail locations, the limit is a total of \$4,000 per year.
- Request reimbursement all at once or divide it up over the year. However, funding is limited and available on a first-come, first-served basis.
- Unused Co-Op funds do not carry over to the next year.

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

1. Create Your Ad

- Ad must mention "Efficiency Vermont" and/or include Efficiency Vermont logo
- Ad must mention "ENERGY STAR®" and/or include ENERGY STAR logo
- Information about one or more of Efficiency Vermont's in-store promotions or events at your store:
 - Instant coupons on select ENERGY STAR lighting products and advanced power strips
 - Special lower pricing on select ENERGY STAR lighting products
 - Mail-in rebates for select ENERGY STAR appliances
- If advertising lighting promotions, the ad must include bulb purchasing limits (12 bulbs per residential customer, 25 bulbs per commercial customer).
- If ad will be in a publication that is distributed outside of Vermont, the ad must state that the offer is for Vermont electric utility accounts only.

SAMPLE AD LANGUAGE

"Switching to ENERGY STAR certified LED bulbs is the easiest step you can take to use less energy, reduce your electric bill, and protect the environment. Through Efficiency Vermont special pricing, you can take home select ENERGY STAR certified LEDs for as low as \$3.99."

"[Insert Retailer Name] - We stock brands you trust. Take advantage of Efficiency Vermont mail-in rebates available on select ENERGY STAR appliances. In addition to saving money on your electric bill, get up to \$40-\$75 back from Efficiency Vermont just for purchasing a qualifying refrigerator or clothes washer."

2. Submit a copy of your ad for pre-approval at least seven days prior to ad placement deadline

- For pre-approval of your ad, and to confirm that funds are available for your Co-Op reimbursement request, please contact the Efficiency Vermont Co-Op Advertising Coordinator.
- If necessary, the ad may be returned to you for edits. Once those edits are made, please resubmit the ad for final approval.
- The Efficiency Vermont Co-Op Advertising Coordinator will notify you when your ad has been approved.

3. Submit your reimbursement request

- After the ad has been placed, collect the following materials:
 - The ad tear sheet or a copy of the printed ad
 - The completed Co-Op Reimbursement Form
 - A copy of your invoice
- Submit to Efficiency Vermont:

Via email:

evtcoop@efficiencyvermont.com

Or by mail to:

EVT Co-Op Advertising Coordinator
Efficiency Vermont
128 Lakeside Avenue, Suite 401
Burlington, VT 05401
Phone: 802-540-7665
Fax: 802-658-1643

- You should receive your reimbursement check via mail within 3-4 weeks.

Additional Guidelines

- Efficiency Vermont only provides reimbursement for the portion of the Co-Op ad that pertains to ENERGY STAR certified products, retail events, Efficiency Vermont special pricing, etc. For example:
- If 25% of a flier promotes ENERGY STAR certified LEDs and 75% promotes other store merchandise and the flier costs \$100 to produce, Efficiency Vermont will provide \$12.50 in Co-Op funding or $(25\% \text{ of } \$100) \times 50\%$.
- Efficiency Vermont retains final discretionary approval of each ad submitted. Funding is limited and is available on a first-come, first-served basis. Restrictions apply. Funding may not be reserved in advance of ad placement.

Logo Requirements

ENERGY STAR® and Efficiency Vermont logos may be downloaded from our website at:

<https://contractors.efficiencyvermont.com/programs/co-op-advertising>

DO NOT ALTER LOGOS. Please be careful when resizing logos to maintain the proportions (height-to-width ratio). Ads with altered logos cannot receive approval and are not eligible for reimbursement.

Efficiency Vermont Logo Usage:

Your ad must include the Efficiency Vermont logo below and meet this guideline:

- The Efficiency Vermont logo must measure at least 1.375 inches in width.



ENERGY STAR Logo Usage:

Your ad must include one of the ENERGY STAR logos below and meet these logo use guidelines:

- The ENERGY STAR logo must measure at least 1.5 inches in width or 1 inch in height.
- The words "ENERGY STAR" must always be typed in all capital letters.
- The registered trademark symbol, ®, must follow the first reference to the words "ENERGY STAR" and must be superscript, i.e. ENERGY STAR®. Any additional references to "ENERGY STAR" on the same page do not need the registered trademark symbol.

