PON 2309 – Attachment H
Low-rise Residential New Construction Programs
Incentives and Requirements for
Cooperative Advertising

NYSERDA encourages you to make the most of our partnership by taking advantage of several cooperative advertising incentive opportunities. Stretch your marketing dollars further with funds that can help you create more consumer demand and drive more traffic. Through co-branded print and online advertising, direct marketing, collateral and more, this is an ideal way to benefit from the national recognition and instant credibility the New York ENERGY STAR Certified Homes brand can add to your business.

I. Eligibility[1] – Cooperative advertising incentives are offered to Partners (Builders, Providers and Raters) to defray a portion of costs incurred by Builders for advertising New York ENERGY STAR Certified Homes, as well as for Home Energy Raters and their Providers to market related services they offer to those Builders. To be eligible:

- **a.** Advertising must occur within eligible territories of these Programs;
- **b.** Use of Program logos, taglines and feature/benefit statements must meet the requirements detailed within this Attachment H. Additional guidance is offered to Partners through NYSERDA's Business Partner Portal;
- **c.** The Partner must complete at least one (1) New York ENERGY STAR Certified Home during the calendar year when the advertising occurred.

II. Cooperative Advertising Incentives[2]

a. The maximum total cooperative advertising incentives payable to a Partner will be based on that Partner's production level for each calendar year, as follows:

Production requirements (number of qualified homes per calendar year)	**Maximum Total Incentives** (per calendar year)
1 – 9	$5,000
10 – 49	$50,000
50 or more	$100,000

b. The percentage of qualified costs incurred which are eligible for reimbursement are based on the *types* of marketing content used, as outlined below.

Content *Type*	**% of qualified costs reimbursed**
Program Logo & Tagline	25%
Program Logo, Tagline and Feature/Benefit	50%

[1] In accordance with Article VII of the PON 2309 Attachment C - Partnership Agreement, Partners which have not renewed their Partnership Agreement with NYSERDA for the current program year, or which have been assigned a status by NYSERDA of 'Suspended' or 'Terminated', will not be eligible to receive cooperative advertising incentives. In these instances, any and all advertising which reference NYSERDA's program must be immediately removed from circulation.

[2] Cooperative advertising incentives are offered first-come first-served, while funding remains available.

III. Requirements[3] - To be eligible for cooperative advertising incentives, a New York ENERGY STAR® Certified Homes logo must be used. Approved logos can be downloaded from NYSERDA's Business Partner Portal. General requirements:

a. Logo – criteria for use of the New York ENERGY STAR® Certified Homes logo:

1. No text or graphics may be located within the .33" clear space around the logo;
2. Logo within a standard magazine page (8 1/2 x 11" or 30 column inches) must be at least 1" high for the vertical logo, and 1" wide for the horizontal logo;
3. Logo in ads larger than a standard magazine page (8 1/2 x 11 or 30 column inches) or on business cards must be of equal size to the Builder or Rater Logo;
4. ENERGY STAR must always be in capital letters, with use of the superscripted ® at the first mention in any document (e.g. ENERGY STAR®);
5. Logo cannot vary from original proportions, may not be skewed or altered;
6. Logo must be in black & white or in 100% Cyan (No other colors permissible)

b. Taglines - advertising must contain at least *one* of the following taglines:

1. New York ENERGY STAR® Certified Homes use significantly less energy than conventionally built homes
2. New York ENERGY STAR® Certified Homes can help save money and the environment
3. New York ENERGY STAR® Certified Homes resonate with positive energy
4. New York ENERGY STAR® Certified Homes raise the standard for comfort and energy efficiency
5. New York ENERGY STAR® Certified Homes—built for superior energy performance, comfort and health
6. New York ENERGY STAR® Certified Homes—energy efficient, environmentally friendly

c. Feature/Benefit Statements[4] – advertising must contain at least *one* Program-approved Feature/Benefit Statement to be eligible for the reimbursement at 50% of the qualified costs incurred. The ratio of their use in comparison to non-energy feature/benefits (e.g. location, amenities) must be no less than 1 to 3. Program-approved Feature Benefit Statements include the following:

1. Reduced energy consumption
2. Lower monthly utility bills
3. Better performance
4. Reduced environmental impact
5. Safer, healthier and more comfortable than conventional homes
6. Lower cost of ownership
7. Proven technologies
8. ENERGY STAR® qualified products
9. ENERGY STAR® qualified appliances and lighting
10. Enhanced air-sealing and insulation
11. High-performance windows and doors
12. High-efficiency heating and cooling systems
13. Ventilation is designed to improve indoor air quality

[3] Advertisements shall not represent the Partner or employees as working for, approved by, endorsed by, certified by, or verified by the State of New York, NYSERDA, CSG, New York Energy $mart, the EPA or ENERGY STAR. Use of the NYSERDA or US EPA logo is prohibited. Additionally, advertisements may only reference specific savings or % of expected savings, if supporting documentation is available for program review and validation.

[4] Alternative Feature Benefit Statements may be submitted for consideration of Program approval.

IV. Qualified Activities – Print and online advertising, direct marketing, marketing collateral and signage are typically qualified, and may be eligible for reimbursement. Examples:

Qualified Activities	Description & Examples
Print	• Newspaper • Magazine • Newspaper supplements/circulars • Penny Savers
Online	• Website banner advertisements
Pay Per Click	• Paid search (pay-per-click, keyword advertising) • Facebook Advertising
Direct Marketing	• Co-op mailers (Valpak, Valassis, etc.) • Post cards • Multi-page mail pieces • Newsletters • Email blasts
Collateral	• Brochures • Sell sheets
Signage	• Yard signs • Directional Signs (i.e., to model or community) • In model signs • Window stickers

Alternative Promotions or Advertising – NYSERDA will consider special promotions or advertisement that supports the goals of these programs and encourages New Yorkers to work with program Partners including builders, Home Energy Raters and Home Energy Rating Providers. However, NYSERDA reserves the right to withhold approval of any alternative promotions or advertising.

V. Prior approvals[5] - All advertising materials and content must be submitted for review, and receive Program approval, prior to final production or placement if cooperative advertising incentives will be sought. Program review and response will typically be provided by email within five (5) business days of the submission.

a. Prior Approval submissions must:

1. Include the Cooperative Advertising Incentive Application, with Sections 1 and 2 completed to reflect the proposed advertising;
2. Include electronic attachments of the proposed advertising or marketing material;
3. Be submitted by email to **nybuildercoop@csgrp.com**

[5] Prior approval is offered for advertising materials and content, only. Submission of the completed Cooperative Advertising Incentive Application is required for NYSERDA's final review in consideration of incentive payment requests.

b. Program response to prior approval submissions will typically occur by email and include a copy of the Cooperative Advertising Incentive Application, signed by an authorized program representative. Approval is reserved for advertising which is factually accurate, substantiated, and meets all PON 2309 requirements. Copies of the approved Application must be retained by the Partner to support future requests for payment of relevant incentives, with response options as follows:

1. Approved;
2. Not approved – Corrective action requested;
3. Denied, with rationale.

c. Prior Approvals are valid for multiple placements with the following exceptions:

1. Prior approval requests must be resubmitted each calendar year;
2. Whenever a change to the advertisement is made by the Partner;
3. Whenever a relevant change to this Attachment H is announced by NYSERDA.

VI. Payment of Cooperative Advertising Incentives[5] - following prior approval and completion of qualified activities, the Partner may request payment of the relevant cooperative advertising incentives. Program review and response will typically be provided by email within five (5) business days of the submission.

a. Incentive payment submissions must meet the requirements detailed in the table below and in summary must:

1. Include the previously approved Cooperative Advertising Incentive Application;
2. Include updates to Section 2 to reflect actual costs incurred by the applicant;
3. Include electronic copies of the advertising or marketing material, paid invoices which confirm the actual incurred cost as well as all payments, and copies of any third-party funding or in-kind services which offset incurred costs;
4. Be submitted within (90) days of when the advertising activity occurs;
5. Be submitted by email to **nybuildercoop@csgrp.com**; or by mail to:

Conservation Services Group
Attn: Low-rise Residential New Construction Programs
2 Wall Street
Albany, NY12205

b. Program response to incentive payment request will typically occur by email from an authorized program representative. Approval will be reserved for advertising which is factually accurate, substantiated, and meets all PON 2309 requirements. Payment request remain subject to NYSERDA's final review and approval, will be made consistent with NYSERDA's prompt payment policy statement.

Qualified Activity	Qualified costs[6]	Proof of Performance
Print	o 25% for logo & tagline o 50% for logo, tagline and feature/benefit	o Paid vendor media invoice with dates of activity, circulation or distribution o Electronic tear-sheet to identify publication & run date
Online[7]	o 25% for logo & tagline o 50% for logo, tagline and feature/benefit in destination website or landing page	o Paid vendor media invoice with dates of activity, impressions, clicks o Electronic file of banner ad o Electronic file of destination webpage or landing page
Pay per Click[8]	o 25% for logo & tagline o 50% for logo, tagline and feature/benefit in destination website or landing page	o Paid vendor media invoice with dates of activity, impressions, clicks o List of keywords purchased o Electronic file of destination webpage or landing page
Direct Marketing	Printing or 3rd party list costs o 25% for logo & tagline o 50% for logo, tagline and feature/benefit	o Electronic file of destination webpage or landing page Paid vendor invoice(s) indicating dates of activity, the number of pieces delivered and printing and/or list costs o Electronic file of material
Collateral	Printing costs only o 25% for logo & tagline o 50% for logo, tagline and feature/benefit	o Electronic file of destination webpage or landing page Paid vendor printing invoice indicating dates of activity and quantity o Electronic file of material
Signage	Printing costs only o 25% for logo & tagline o 50% for logo, tagline and feature/benefit	o Electronic file of destination webpage or landing page Paid vendor printing invoice indicating dates of activity and quantity o Electronic file of material o Photograph of signage

[6]Advertising agency commissions and such fees relating to procurement are not qualified. Qualified costs typically refer to those incurred for design, production, placement or distribution of eligible advertising.
[7] Online advertising such as banners must directly display a Tagline and Logo; additionally offering a feature/benefit statement to secure eligibility for the 50% reimbursement amount.
[8] Pay per click advertising must lead to a webpage or landing page which, at minimum, displays a Tagline and Logo; additionally offering a feature/benefit statement to secure eligibility for the 50% reimbursement amount.