



PON 2309

Low-rise Residential New Construction Program – Cooperative Advertising Incentive (COAI Form)

NEW YORK



Section 1 – Partner Information

Company Name¹: _____ Telephone: _____
 Contact Name: _____ Email: _____
 Authorized Signature²: _____ Date: _____

¹Provide Company Name as Shown on Participation Agreement Signature Form
²Signed when submitting for reimbursement.

Section 2 – Partner Advertising Information

Advertising/Marketing Type (Print, Online, etc.)	Advertiser/ Vendor Name (as appears on invoice)	Run Dates ³	Impressions Circulation or Quantity	Content Utilized (check one)		Estimated Costs (required for pre-approval)	Invoice Total
				Logo/Tag	Logo/Tag/ FB Content		
Total Invoice							
Minus Third Party Funding or In-Kind Services							
25% or 50% Cooperative Reimbursement Total							

³Run Dates are Optional for Prior Approval

Section 3 – Prior Approval – Submit Prior to Production and/or Placement

- Approved by Co-op Coordinator** – Prior approval for all marketing material expires at the end of the current calendar year. Please resubmit continuous ads at the beginning of each year and whenever a change is made.
- Not Approved** – Changes required. See Comments and resubmit for Authorization.
- Denied**

Number of Qualified Homes in Current Calendar Year: _____ Maximum Total incentives: _____
 CSG Coop Coordinator Signature: _____ Date: _____

Comments:

Section 4 – Reimbursement Request Review

- Approved by Co-op Coordinator**
- Not Approved** – Changes required. See Comments and resubmit for Authorization.
- Denied**

Coop Coordinator Print Name & Signature: _____ Date: _____

Comments:

Cooperative Advertising Incentive Checklist

Before sending in your submission for Prior Approval, did you:

- Fill out Section 1 and Section 2 of this Form?
- Keep electronic files of the proposed advertising or marketing materials to submit for Prior Approval?
- Make sure the logo the right color and size? Is there an additional .33" clear-space around logo without any text or graphics in that area?
- Remember to use a tagline and benefit statement(s)? Is the font size of the text comparable to the rest of the body copy in the marketing material?
- Is ENERGY STAR® in all caps and the trademark superscripted?

Before sending in your submission for Reimbursement, did you:

- Update Section 2 of the COAI form to include actual invoiced totals and, if relevant, Third Party Funding and/or In-Kind Services?
- Check to be sure the run dates are within three months of the submission date?
- Include a paid invoice?
- Keep electronic copies of the required proof of marketing performance material to submit as outlined on pages 3 and 4 of the PON 2309 - Attachment H Incentives and Requirements for Cooperative Advertising?