



### LAUNCH OF CONTRACTOR CO-OP ADVERTISING PROGRAM

The Consumers Energy Heating, Cooling and Water Heating (HVAC) program is pleased to announce the [Co-Op Advertising Program](#) for 2018. Through this program, participating contractors are eligible for co-operative advertising funding to assist in promoting heating, cooling and water heating this spring through fall.

**What advertisements are eligible under this program?** Matching funds are available to advertise central air conditioner replacements, furnace and boiler replacements and comprehensive tune-ups. Contractors will be able to reserve advertising funds for print advertisements, digital banner advertisements, direct mail postcard mailings, and **NEW** for 2018, community outreach events.

**How much funding can my company receive?** Contractors will be able to reserve up to \$5,000 in matching advertising funds for qualifying advertising buys.

**When can I advertise to be eligible?** Funding is available for advertisements taking place between June 1 and October 31, 2018.

**What does my company need to do to get started?** Your company will need to submit a [Funds Reservation Request Form](#) (page five of the co-op guidelines) and advertising creative for approval before any ads begin running. **Please see the [Co-Op Advertising Program Guidelines and Elements](#) for further information and eligibility requirements.**

Thank you for your continued support of the Consumers Energy HVAC program! Please contact the Account Advocate team with any additional questions.

Account Advocate Team  
877-404-7937  
consumershvac@icf.com

**ConsumersEnergy.com/myhome**

Connect With Us

