

BC Hydro Alliance of Energy Professionals Co-op Advertising Application

Co-op advertising is a partnership between two organizations that share costs to bring a joint message to their target audience.

The purpose of the partnership is to increase awareness on how the BC Hydro Alliance of Energy Professionals can help customers save power and money by upgrading to energy-efficient products.

We're offering to fund a portion of advertising costs to Alliance members who sell energy efficiency and conservation solutions, promote BC Hydro incentives and meet member and co-op advertising requirements.

Benefits

- Co-op advertising reduces your advertising costs and allows you to expand your advertising campaign.
- Aligning with BC Hydro identifies your business with the ability to offer energy conservation solutions.
- It shows your customers that you are a committed provider of energy-efficient products and services.

Eligibility

- Must be a member for more than one year.
- Must have at least two or more energy efficient projects completed and approved by BC Hydro within the last 12 months.

Pre-approval from BC Hydro is required. Before making any advertising commitments, scan and e-mail the following documentation to alliance@bchydro.com for review:

- Completed co-op advertising application form
- Ad artwork (creative costs for any ad development are at the Alliance members' expense)
- Media quote

Next we'll review your application, artwork, and the media quote and will contact you with any questions or send you the application with our pre-approval signature. This gives you consent to proceed with booking and placing your ad. Use of our logo or energy efficiency messaging in any advertising is prohibited without our approval.

Funding

We'll fund 50% of the media buy (net of any discounts or other co-op funding received) up to a maximum of \$5,000 per year per eligible Alliance member. Advertising funds are available until March 31, 2016 or when funding has been depleted. Each fiscal year the co-op advertising initiative will be reviewed based on interest, success and availability of funds.

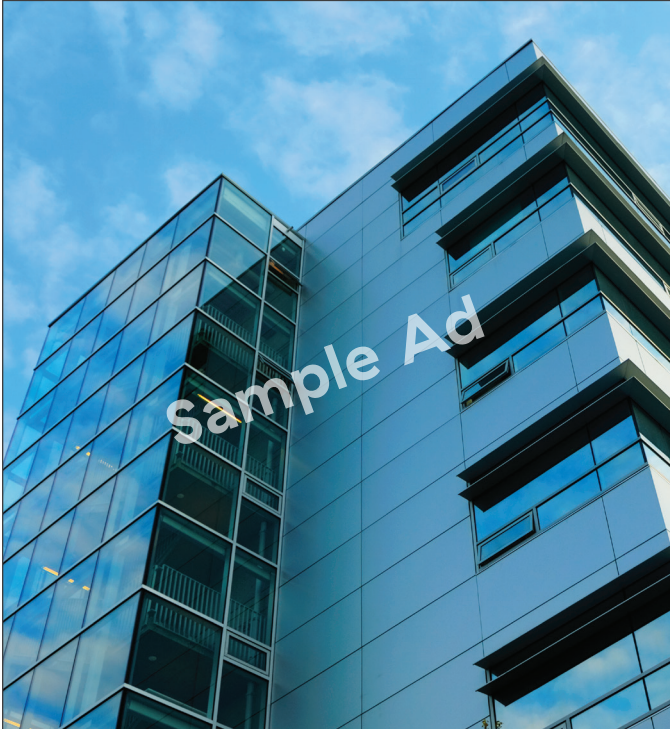
Reimbursement

For funding reimbursement, scan the supporting documentation outlined below and email to alliance@bchydro.com. We'll process your payment in approximately six weeks of receiving the correct documentation:

- Pre-approved co-op advertising application (signed by BC Hydro)
- Your company's invoice which BC Hydro will process for payment
- Media invoice outlining full cost of ad campaign
 - Creative costs for ad development are at the Alliance members' expense
- Verification of ad run-dates (if not outlined on media invoice)
- Ad tear sheet example (if available)

Advertising example

The following example will give you an idea about how you can incorporate our requirements into your ad design. Your design is to be sent to the Alliance program team for approval before any advertising commitments are made.



We offer a range of energy-efficient lighting, and our installs are backed by a labour warranty. As a member of the BC Hydro Alliance of Energy Professionals, we can help your business apply for incentives to cover the cost of energy-efficient upgrades.

Call today 604 555 5555

ABC Company Inc.

LOGO

 **BC Hydro**
Power smart | Alliance
Member

Requirements

Co-op advertising can run in B.C. newspapers, magazines and billboards. For other advertising opportunities you are considering, please contact us to discuss details.

There are no specific size requirements for print ads, however, each ad must:

- Have the look and feel of your own advertising. It should build on your brand recognition and the energy efficiency services or products your business offers.
- Include co-op advertising approved messaging (outlined below)
- Include the Alliance member logo or secondary message

Approved messaging

Use one of our two approved messages in combination with the Alliance member logo or secondary message.

1. Join business owners already saving power and money. Get an incentive from BC Hydro when you upgrade to energy-efficient products and you'll also lower your electricity bill.
 - BC Hydro Alliance member logoor secondary message
 - As a member of the BC Hydro Alliance of Energy Professionals, we can help plan and implement your energy-efficient upgrades.
2. As a member of the BC Hydro Alliance of Energy Professionals, we can help your business apply for incentives to cover the cost of energy-efficient upgrades.
 - BC Hydro Alliance member logo

 **BC Hydro**
Power smart

BC Hydro Alliance of Energy Professionals Co-op Advertising Application form

Scan the completed application form, ad artwork and media quote and email to alliance@bchydro.com.

Alliance member information (please print clearly)	
Company name:	
Address:	City:
Province:	Postal code:
Primary contact person:	
Business email:	Phone:

Media information	
Type of media: <input type="checkbox"/> newspaper <input type="checkbox"/> magazine <input type="checkbox"/> billboard <input type="checkbox"/> other	
B.C. publication(s):	(list publications if applicable)
Ad size:	columns x inches
<ul style="list-style-type: none"> • See ad requirements and required messaging on previous pages when designing your ad • For radio or online advertising, please contact the Alliance to discuss 	
Net ad cost: \$	(ad cost less any discounts or other sources of co-op funding)
Date(s) ad will run:	(start date) (end date)
<ul style="list-style-type: none"> • Co-op advertising is to run in B.C. newspapers, magazines and billboards • Ad insertion dates are to run in publications before March 31, 2016 	

BC Hydro pre-approval	
<ul style="list-style-type: none"> • We'll fund 50% of the media buy (net of any discounts or other co-op funding received) up to a maximum of \$5,000 per year per eligible Alliance member. Ads insertions dates are to run in publications before March 31, 2016. • Advertising funds are available until March 31, 2016 or when funding has been depleted. Each fiscal year the co-op advertising initiative will be reviewed based on interest, success and availability of funds. • BC Hydro must examine and pre-approve the advertisement for eligibility based on the requirements noted in this document prior to making any advertising commitments or proceeding to press. • BC Hydro reserves the right to refuse an ad and refuse funding for an ad that does not meet the outlined requirements or is of an unacceptable media type. 	
Total co-op advertising funding provided by BC Hydro: \$	
BC Hydro approval:	(print name) (signature)
Title:	Date: