



Dear New York Home Performance Contractors,

Please read the information below regarding important Home Performance with ENERGY STAR cooperative advertising announcements.

Submission Reminders

All 2014 cooperative advertising MUST be submitted to CSG no later than March 31, 2015, otherwise the co-op package will be denied. As a general reminder, all required documentation/invoices for cooperative advertising incentives must be submitted within three (3) months of the run date. Any documentation/invoices submitted after three (3) months from the run date will be denied.

When submitting your cooperative advertising packages, please make sure your packages are complete with an invoice verifying payment to the advertiser or payment verification (canceled check or bank statement). Please refer to the document link below that details the documentation required for submitting cooperative advertising packages for incentives.

[COAI Form and Reimbursement Instructions](#)

Pre-approval Requirements

All 2015 co-op advertising must be pre-approved before the advertisement goes into production. All 2014 advertising pre-approvals will expire on December 31, 2014. Please resubmit any 2014 advertising that will run in 2015 for pre-approval. Please submit your advertisement for pre-approval to the email or fax number below:

Email: kara.faraone@csggrp.com

Fax: 1-866-720-0476

Cooperative Advertising Guidelines

Guidelines and budget details for cooperative advertising can be found on NYSERDA's partner portal under the "Marketing Materials and Co-Op" tab. <http://cmsapps.nyscrda.ny.gov/PartnerPortal/>

If you have any questions about cooperative advertising, please contact Kara Faraone at kara.faraone@csggrp.com or 518-207-4516.

Thank you.

About NYSERDA

NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. NYSERDA professionals work to protect the environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York State since 1975. To learn more about NYSERDA's programs and funding opportunities, visit nyserdera.ny.gov or follow us on [Twitter](#), [Facebook](#), [YouTube](#), or [Instagram](#)



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