

NYS Clean Heat Program

Participating Contractor Advertising Co-op Asset Request Form

To be eligible to participate in the 2024 Participating Contractor Advertising Co-op, contractors must submit a completed form as soon as possible. Assets may be available on a limited basis, and access to a template is not guaranteed.

Customer Name:

Contact Name:

Street Address:

City:

State:

ZIP:

Email Address:

Phone:

Contractor Details

☐ NYSEG Contractor

☐ RG&E Contractor

☐ ASHP Contractor

☐ GSHP Contractor

Media	Design Option	Run Date(s)	Estimated Quantity or Impressions
<input type="checkbox"/> Print Ads	<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D		
<input type="checkbox"/> Facebook Ads	<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D		
<input type="checkbox"/> Instagram Ads	<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D		

Direct Mail	Design Option	Mail Date	Total Postcards Sent
<input type="checkbox"/> Direct Mail Postcard	<input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D		

Note: Marketing material may only be used during run date(s) or mail date.

Acknowledgment of Use

I acknowledge and agree that I will only place approved advertisements in accordance with the information listed above. All ads will be approved in a separate acknowledgment by NYSEG or RG&E and/or the program vendor prior to use. I understand that acquiring approval on this document does NOT guarantee my advertisement will be approved. I understand that failure to comply with these guidelines will subject me to consequences and potential removal from the NYSEG or RG&E Participating Contractor Network.

Contractor: _____

Authorized Representative: _____

Title: _____ Date: _____

Signature: _____

Completed form can be uploaded for program vendor as directed or sent via email to CleanHeatContractorAds@emailicf.com