

# NYS Clean Heat Program

## Participating Contractor Advertising Co-op Usage Guide

NYSEG and RG&E are making it easier for you to create ads that will help grow your business. This guide offers easy-to-use templates, tips to help you get started, and participation requirements.

### How it works

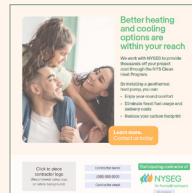
1. **Submit an Asset Request Form and signed Contractor Agreement to [cleanheatcontractorads@emailicf.com](mailto:cleanheatcontractorads@emailicf.com) to receive an ad template.**
2. **Once your request is approved, you'll receive an email with the ad templates or you can access them through our project management platform.** You will be subject to the terms of the Contractor Agreement and must follow all program guidelines.
3. **Add your logo, company name and contact information in the allotted spaces within each template.** To ensure your ads are approved, follow all NYSEG and RG&E brand guidelines.
4. **Submit your customized ads to NYSEG, RG&E and the program vendor for approval.** If you receive feedback, make any required adjustments and resubmit.
5. **Place your ads once they are approved.** Note that ads are ONLY approved to be in market in accordance with your Asset Request Form. Placement outside of the approved time frame or channel may result in immediate termination of your ad, potential for removal from the NYSEG or RG&E Participating Contractor Network, and further consequences.

### Templates for geothermal heat pump and air-source heat pump contractors

See examples on the following pages.



Facebook & Instagram



Print ads



Postcards

### How to create your ads

This process will not work on a tablet so be sure to use a computer.

1. **Select the ad template PDF you want to use.** Double-click the file to open. It will open in your PDF reader.
2. **Prepare your images to fit the recommendations on the gray box.** (Contractor logo won't need to be cropped or sized but will work best on a white background.)
3. **To place an image, click on the gray box.** This will open a window to browse your computer and select the image.
4. **Select your image and you will see a preview. Click OK.** If you are unhappy with your choice, you can click the image again and replace it with a different one.
5. **For text fields that are pre-populated with information like Name and Phone Number,** click the field and the text will disappear so you can input the correct info.
6. **For Contractor ID, highlight the X's and input your number.** Do NOT delete "ID".
7. **Once you are happy with your ad, select File/Save.**

Facebook & Instagram posts

Geothermal heat pump



Save thousands on the installation of a geothermal heat pump.

Click to place contractor logo  
(Recommend using logo on white background)

Participating contractor of




NYSEG  
An Avangrid company

ID xxxxxxxx

Facebook and Instagram A – 1080 x 1080


Air-source heat pump



Thousands in rebates are available for better heating and cooling options.

Click to place contractor logo  
(Recommend using logo on white background)


Participating contractor of



NYSEG  
An Avangrid company

ID xxxxxxxx


Facebook and Instagram C – 1080 x 1080



Save thousands on the installation of a geothermal heat pump.

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Facebook and Instagram B – 1080 x 1080



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Facebook and Instagram D – 1080 x 1080

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### Print ads

#### Geothermal heat pump



### Better heating and cooling options are within your reach

We work with NYSEG to provide thousands off your project cost through the NYS Clean Heat Program.

By installing a geothermal heat pump, you can:


- Enjoy year-round comfort
- Eliminate fossil fuel usage and delivery costs
- Reduce your carbon footprint

**Learn more.**  
Contact us today.

Click to place contractor logo  
(Recommend using logo on white background)

Contractor name  
(000) 000-0000  
Contractor email

Participating contractor of



**NYSEG**  
An Avangrid company  
ID xxxxxxxx

Print Ad A – 5.5" x 5.5"

#### Air-source heat pump



### Better heating and cooling is within your reach

We work with NYSEG to provide thousands in rebates through the NYS Clean Heat Program.

With no ductwork required, air-source heat pumps offer:

- Year-round comfort
- Highly efficient technology
- Zone-controlled temperatures

**Learn more.**  
Contact us today.

Click to place contractor logo  
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Contractor name  
(000) 000-0000  
Contractor email

Participating contractor of



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Print Ad D – 5.5" x 5.5"



Postcards

Geothermal heat pump

Better heating and cooling is within your reach



Save thousands when you install a geothermal heat pump.

Click to place contractor logo  
(Recommend using logo on white background)

Participating contractor of  
  
An Avangrid company  
ID xxxxxxxx

Postcard A – 5" x 7"

Front

Time for an HVAC upgrade?

Get thousands in instant rebates when you install with us.

Benefits of geothermal heat pumps:

- Enjoy year-round comfort
- Eliminate fossil fuel usage and delivery costs
- Reduce your carbon footprint

Learn more. Contact us today.

Contractor name

(000) 000-0000

Contractor email

Postcard A – 5" x 7"

Back

Geothermal heat pump

Better heating and cooling is within your reach



We offer thousands in rebates where others can't.

Click to place contractor logo  
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ID xxxxxxxx

Postcard B – 5" x 7"

Front

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Contractor email

Postcard B – 5" x 7"

Back


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### Postcards

#### Air-source heat pump


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**We offer thousands in rebates where others can't.**

Click to place contractor logo  
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Participating contractor of



An Avangrid company

ID xxxxxxxx

Postcard C – 5" x 7"

Front

### Time for an HVAC upgrade?

**We can help you save thousands.**

Benefits of air-source heat pumps:

- Year-round comfort
- Highly efficient technology
- Zone-controlled temperatures
- No ductwork necessary


**Learn more. Contact us today.**

Postcard C – 5" x 7"

Back

#### Air-source heat pump


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