

Heating and Cooling Efficiency Program Advertising Guidelines



Thank you for promoting the incentives offered through Idaho Power's Heating & Cooling Efficiency Program. We appreciate your participation in the program. The following are a few guidelines for your use as you develop ads or marketing materials to promote the program.

Logo usage

- Participating HVAC companies in Idaho Power's Heating & Cooling Efficiency Program must submit copy for review when using Idaho Power's logo in program advertising or marketing.
- If a logo is used in an ad or marketing materials, the logo must be provided by Idaho Power and used in accordance with Idaho Power's logo guidelines which will be sent with the logo. The Idaho Power logo is prohibited from ads in the Yellow Pages or other directory ads.
- Please specify whether you need a Black & White or color logo and the file format you require.
- The color logo must appear in Idaho Power company colors: Teal (PMS 321) and Green (PMS 354).

References to Idaho Power

- **If Idaho Power is mentioned in program advertising, we would appreciate the opportunity to review ad copy.**
- **Idaho Power may not be mentioned in Yellow Pages ads or other directory ads.**

Incentive language

- If the ad will state an incentive amount, ad copy and verbiage must correctly list the amount of the Idaho Power incentive.
- Be specific on the language used for incentive amounts.
- If using the maximum incentive amount in copy or verbiage, must say "up to" incentive amount.

CORRECT:

A/C: "Receive up to a \$250 incentive from Idaho Power when buying a new air conditioning unit."

INCORRECT:

A/C: "Receive a \$250 incentive from Idaho Power when buying a new air conditioning unit."

- If combining incentives from Idaho Power and your business (and any other participating companies) together, it is acceptable to list multiple incentives as one amount; however all of the participants offering an incentive must be mentioned.

CORRECT

"XYZ Heating & Cooling, Idaho Power and ABC Company are offering a \$1,000 incentive for a high efficiency heat pump."

INCORRECT

Tune-ups: "XYZ Heating & Cooling is offering a \$1,000 incentive for the purchase of a high efficiency heat pump."

Participating with Idaho Power language

- When using a tie-in with Idaho Power, please use "participating with" instead of "partnering with."

CORRECT:

"XYZ is participating with Idaho Power to provide this incentive."

INCORRECT:

"XYZ is partnering with Idaho Power."

- Where referring to an Idaho Power incentive, please use "incentive" instead of "rebate."

PREFERRED:

"Idaho Power and XYZ Heating and Cooling are offering up to a \$1,000 incentive for heat pumps."

STAY AWAY FROM:

"Idaho Power and XYZ Heating and Cooling are offering up to a \$1,000 rebate for heat pumps."

Please allow 3 business days for review of advertising.

Contact Info:

To request a logo and submit your ad copy or script for review and approval, please contact:

Helena Fowler — hfowler@idahopower.com
Phone: 208-388-2346
Fax: 208.388.2941

If Helena is out of the office and unable to meet your advertising deadline, please contact:

Krista West — kwest@idahopower.com
Phone: 208-388-5361
Fax: 208.388.6908