



focus on energysm

Partnering with Wisconsin utilities

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Trade Ally Co-Branding Ad Offering

Trade Allies who wish to co-brand an advertisement with Focus on Energy can now take advantage of a special offering. Focus on Energy will reimburse registered Trade Allies 50%, up to \$500, of an ad or marketing materials in the market by December 31, 2018. The funds available will be on a first-come first-serve basis.

STEP ONE

Fill out the [Reservation Form](#), OR

Send the following information by to TradeAlly@focusonenergy.com:

- Company Name and Contact
- Program you participate in
- Name of publication
- Ad size
- Date ad will run/be in the market
- Total invoice amount

Once you have sent over the information, you will receive a confirmation that funding for the offering is still available. Trade Allies will need to follow all Co-Branding Guidelines and ads also must be approved by Focus on Energy prior to printing.

STEP TWO

Send in your collateral for approval by Focus on Energy. If you need the most recent Focus on Energy Trade Ally logo, please let us know. You **MUST** have all collateral approved by Focus on Energy in order to be eligible for reimbursement.

STEP THREE

Once the ad is run, please send the following information to casey.davidson@aptim.com or mail to address noted below:

- Copy of the original invoice for the ad,
- Separate invoice to Focus on Energy for the approved dollar amount,
- W-9 (if you can't accept credit card payment)

Trade Ally Co-Branding Opportunity

Focus on Energy

Aptim

1 S. Pinckney #340

Madison, WI 53703

If you have any other questions or comments, please feel free to email or call us at 608.230.7034.