



REU Earth Advantage[®] Cooperative Advertising Program

Stretch your advertising dollars through the REU Earth Advantage[®] cooperative advertising program. REU Earth Advantage builders may apply co-op dollars toward advertising in newspaper, magazine, broadcast, and other types of media that promote REU Earth Advantage homes. **Funds for this program are limited, please contact us to reserve your funds.**

Cost Sharing

REU will pay for ad placement costs depending on number of homes/units built per year. 1 to 10 homes = \$500 - \$1,000, 11 to 25 homes = \$1,000 - \$2,000, 26 homes and over = \$2,500 - \$10,000, to be negotiated depending on the level of builder's commitment. *Co-op funds are limited and REU reserves the right to revise or discontinue the co-op program at any time.* **The program does not cover ad production or design costs unless otherwise noted.**

Redding Electric Utility will pay:

10-25% of total ad placement costs for newspaper and magazines targeting home buyers.

10-25% of printing costs for flyers and signs.

\$100 annually for yellow page ads.

Negotiated cost sharing for broadcast, outdoor, direct mail and Internet advertising.

Pre-approval

1. Complete an REU Earth Advantage Cooperative Advertising Application Form.
2. Attach a sample of the ad or script and a schedule of the media purchase.
3. Mail or fax the application to an REU Earth Advantage Program Manager.
4. Submit the ad for pre-approval at least 4 business days prior to deadline date for placement.
5. If approved, Redding Electric Utility will return an authorized copy of the application showing the pre-approval.

Reimbursement

1. Submit the copy of the pre-approved REU Earth Advantage Cooperative Advertising Application Form within 60 days after the advertisement has been published and/or telecast.
2. All claims must include verification of advertising and a copy of the invoice showing net rate charged.
3. For print and yellow page ads, submit a tearsheet and monthly statement from the publication.
4. For broadcast ads, submit a copy of the script, broadcast affidavit and invoice from the station.
5. Direct all communications to:

Earth Advantage Advertising
Redding Electric Utility
777 Cypress Avenue - P.O. Box 496071
Redding, CA 96049-6071
Phone: 530-339-7300 or 1-866-267-8845 (toll free)
Fax: 530-339-7389
earthadvantage@reupower.com



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