



## MARKETING MATERIALS

### Marketing Support and Materials

We're successful because we help our clients be successful. That includes offering you marketing support and materials to help drive traffic to your new online content and applications from Apogee. We also have case studies and samples of marketing communications campaigns implemented by utilities just like yours.

### Contact

To have your materials customized, please contact your sales associate directly or contact Karen Morris at 678.684.6801, email [info@apogee.net](mailto:info@apogee.net). We're happy to create custom items, but please allow at least five to 10 business days for production.

## WHAT'S AVAILABLE?

### Icons & Artwork

Special purpose calculator icons and artwork are created in illustrator and can be customized for color and text. Available for print and for website.

#### RESIDENTIAL ICONS



#### COMMERCIAL ICONS



## WHAT'S AVAILABLE?

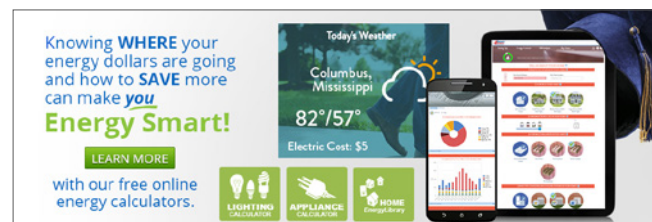
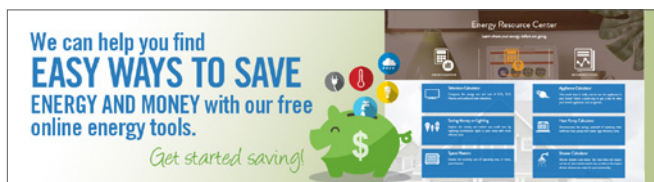
### Energy Advisor Logos

Logos have a transparent background to place over any image or color. Available eps, png formats.



### Website Banners

Please send us your website banner size and any text that you would like to change on the banners. Looking for something different? We can also build your custom banners from your ideas!



# WHAT'S AVAILABLE?

## WEBSITE BANNERS

See how the weather can affect your energy bill with **Energy Forecast**.

**TODAY'S WEATHER**  
COLUMBUS, MS  
82°/55°  
ELECTRIC COST: \$5

**THIS WEEK'S FORECASTED ELECTRIC COST\***  
\$35

**WEEKLY FORECAST**

Day	Temp	Electric Cost
Today	82°/55°	\$5
Mon, Apr 10	80°/54°	\$5
Tue, Apr 11	81°/55°	\$5
Wed, Apr 12	82°/56°	\$5
Thu, Apr 13	83°/57°	\$5
Fri, Apr 14	84°/58°	\$5

**WEEKLY ELECTRIC ENERGY COST**  
COLUMBUS, MS  
Today 82°/55°  
\$34

[LEARN MORE](#)

**Easy Spring Checkup**

Check caulk and weatherstripping around windows and doors. Improves energy efficiency and blocks pollen during allergy season.

[LEARN MORE](#)

**Give your AC the day off.**

Save energy and money by opening windows during warm spring afternoons to let the house air out.

[LEARN MORE](#)

Where are you getting your energy advice from?

Turn off lights

We can help you find easy ways to **save energy and money** with our free energy saving tools.

**ENERGY ADVISOR**

**How Much Does My Space Heater Cost Me?**

[LEARN MORE](#)

**What's in your vents?**

Spring clean your vents and hvac systems for better energy efficiency and cleaner air.

[LEARN MORE](#)

Learn How to Save Energy and Money!

[GET STARTED](#)

Saving **energy** is good. Saving **money** is too!

Like getting the sprinkles on top!

[LEARN MORE](#)

Seasonal changes can affect your energy bill.

Find ways you can save energy and money any time of the year!

[LEARN MORE](#)

## HOLIDAY WEBSITE BANNERS

How much are those **Holiday Lights** costing you?

TRY OUR HOLIDAY LIGHTS CALCULATOR

**SAVING ENERGY DOESN'T HAVE TO BE SCARY!**

Find easy ways to save energy and money on your energy bill.

[LEARN MORE](#)

**'Tis the season to be Saving!**

Give yourself a gift this holiday. Saving energy means saving money!

Find easy ways to save energy and money, and...

**Put a little HOHOHO back in your bank!**

**ENERGY ADVISOR**



# WHAT'S AVAILABLE?

## Facebook Banners

Facebook banners are sized to 800 x 800 pixels. Custom banners ideas are welcome!

**GOT ENERGY SMARTS?**  
Knowing **WHERE** your energy dollars are going can help **SAVE** energy and money!

Learn more with

**ENERGY ADVISOR**



**WHERE ARE YOUR ENERGY DOLLAR\$ GOING?** [LEARN MORE](#)



**What's in your vents?**



Clean your vents and hvac systems for better energy efficiency and cleaner air. [MORE TIPS...](#)

**GOT ENERGY SMARTS?**  
Knowing **WHERE** your energy dollars are going and how to **SAVE** more can make **you** Energy Smart!

Get started with

**ENERGY ADVISOR**



**WHERE ARE YOUR ENERGY DOLLAR\$ GOING?** [LEARN MORE](#)



Caulk and weatherstripping around windows and doors improves energy efficiency and blocks pollen during allergy season. [MORE TIPS...](#)




Seasonal changes can affect your energy bill.



Find ways you can save energy and money any time of the year. [LEARN MORE](#)

**Give your AC the day off.**



Save energy and money by opening windows during warm afternoons or cool evenings to let the house air out. [LEARN MORE](#)

**Trying to save money on your summer energy bills?**



Find easy ways to save money...and stay cool! [LEARN MORE](#)

Holiday Facebook ads also available.

# WHAT'S AVAILABLE?

## PRINT MEDIA

### BILL STUFFERS

FRONT

**GOT ENERGY SMARTS?**

Knowing **WHERE** your energy dollars are going and how to **SAVE** more can make **you** Energy Smart!

Learn more with


 **ENERGY ADVISOR**



BACK


**Getting started is easy!**

Just visit our website at [www.yourutility.com/energyadvisor](http://www.yourutility.com/energyadvisor), fill out your profile, and you'll get a comprehensive report on your energy usage, energy-use comparisons, recommendations on how you can save, and more!

 **ENERGY ADVISOR**

Utility Logo

*Get Energy Smart!*



FRONT

**WHERE ARE YOUR ENERGY DOLLARS GOING?**

WANT TO KEEP MORE OF YOUR ENERGY DOLLARS? LEARN HOW...



BACK

We offer a **FREE** online **ENERGY ADVISOR** tool that can help you find ways to **save energy** in your home and **save money** on your energy bill.

**LOGO HERE**

Visit [www.yourutility.com](http://www.yourutility.com) and click on **Energy Savings**

Easy to use interface with details about your estimated usage, seasonal factors, and personalized recommendations for ways to help you save!



# WHAT'S AVAILABLE?

## PRINT MEDIA

### BILL STUFFERS

FRONT

### Energy Analysis Just for You!

Your home and family is unique and so is your energy use. Your Utility announces personalized energy analysis videos.

**The video will show you:**


- ✓ Energy use compared to last month
- ✓ The impact of the weather on your bill
- ✓ The impact of days in the billing cycle
- ✓ The latest rebates and programs

**SIGN UP TODAY!**



**YOUR UTILITY LOGO**  
yourutility.com

BACK



In order to send a personalized video to your email we need to link an email address to your account. Please fill out the information needed below, and return it to Your Utility along with your payment. You can also bring it by our office or call us for assistance. You may opt-out of our personal video emails at any time.

**Yes (We) would like to receive our personalize videos at the email address listed below.**

Account Number: \_\_\_\_\_

email address(s): \_\_\_\_\_

**YOUR UTILITY LOGO**

123 MAIN STREET  
ANYTOWN, STATE 00000  
555.123.4567  
800.123.4567

FRONT

### Energy Analysis Just for You!

Your home and family is unique and so is your energy use. Your Utility announces personalized energy analysis videos.

**The video will show you:**


- ✓ Energy use compared to last month
- ✓ The impact of the weather on your bill
- ✓ The impact of days in the billing cycle
- ✓ The latest rebates and programs

**SIGN UP TODAY!**



**YOUR UTILITY LOGO**  
yourutility.com

BACK



In order to send a personalized video to your email we need to link an email address to your account. Please fill out the information needed below, and return it to Your Utility along with your payment. You can also bring it by our office or call us for assistance. You may opt-out of our personal video emails at any time.

**Yes (We) would like to receive our personalize videos at the email address listed below.**

Account Number: \_\_\_\_\_

email address(s): \_\_\_\_\_

**YOUR UTILITY LOGO**

123 MAIN STREET  
ANYTOWN, STATE 00000  
555.123.4567  
800.123.4567



# WHAT'S AVAILABLE?

## PRINT MEDIA TRIFOLD BROCHURE

8.5 x 11 3-Fold Brochure. Energy Advisor blue version also available.

### FRONT/BACK



With Energy Advisor, you'll get a detailed report of your energy use, including month-to-month comparisons, plus tips for no-cost and low-cost home improvements to help you stretch your energy dollars.

**Don't delay the savings.  
Log in today!**





**We put our energy  
into helping you save  
energy and money...**

Our Energy Advisor tool is just one way we help you save. When it comes to your home's energy usage, many options exist to help you cut your monthly energy costs while maintaining a comfortable home.

Your utility offers online home energy resource guides so that you can make well-informed decisions that benefit your family and save you money.

Visit  
[www.utilitywebsite.com](http://www.utilitywebsite.com)  
for more information.

**Your Utility Logo**  
123 Main Street, NE  
Anytown, USA 000000  
800.555.1234


**Your Utility Logo**



**Learn how to  
save energy and money  
with our new online**

 **ENERGY ADVISOR**  
[www.yourutility.com](http://www.yourutility.com)

### INSIDE




## Saving energy is as easy as 1...2...3!

Our online Energy Advisor energy calculator, accessible from any computer or mobile device, analyzes your energy use in five minutes flat. It also generates customized tips and suggestions to help you save money on your bill.

**Why wait? It's that easy!**

### 1: Take a quick survey

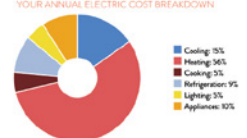


First, **log in to Energy Advisor** and use our interactive assessment to tell us about your home. Is your house large or small? Well-insulated or under-insulated? How many people are living there? What appliances are drawing on electricity, and how is your thermostat typically set?


Take just a few moments to give us the basics—or click "Advanced Details" to provide additional data for an even more accurate assessment.

### 2: Explore your energy use

After clicking, "**Calculate**," you'll instantly receive a detailed breakdown of the energy consumption in your home. Colorful charts and graphs explain where your actual energy dollars are going and how your usage has changed over time.



### 3: Find easy ways to save



Discover opportunities for improvement with customized energy-saving **recommendations** resulting from your survey responses. All of the tips are easy and cost little or no money to implement. Best of all, Energy Advisor will tell you exactly how much you stand to save!

### Ready to Start Saving?

**Utility Logo**

Visit our website at  
[www.utilitywebsite.com](http://www.utilitywebsite.com)  
and click on **Energy Advisor**.

# WHAT'S AVAILABLE?

## PRINT MEDIA MAGAZINE ADS

Ads will be made to size and color as needed.

FULL PAGE AD

### Be Energy Wise.

Learn how you can save energy and money with Your Utility's **free** Energy Advisor and Energy Resource Center.



Our Energy Resource Center includes energy reference libraries, cost calculators and more.

### Home Energy Advisor is as easy as 1...2...3...

Just visit [yourutility.com](http://yourutility.com) and look for the Energy Advisor link. Energy Advisor breaks down your energy use into dollars and provides recommendations on how to save.

**YOUR UTILITY  
LOGO**

- ...1 Take a quick survey
- ...2 Explore your energy use
- ...3 Find easy ways to save

Visit [yourutility.com](http://yourutility.com) and start saving today.