

HURRY T8 LIGHTING PROJECT INCENTIVES EXPIRE JULY 2012

Pay as little as

30%

of project costs. *

THIS IS YOUR LIGHTBULB MOMENT

Act Now on These Amazing Incentives, Because the Deal is "Lights Out" Next July.

T8

LIGHTING
PROJECT

T8 AND COUNTING...

It pays to plan ahead and that's certainly the case with the T8 Lighting Project.

Amazing incentives are valid through July 2012*, which might sound like plenty of time to consider the upgrade. However, it can take several months to find the right lighting contractor, receive an estimate from the contractor, have the work done and complete the billing for the work.

Act today by contacting us for help finding the right lighting contractor for your T8 lighting upgrade. / *Savings vary by utility and project.



place your logo
here (the white
box remains)

CALL

XXX-XXX-XXX

or

EMAIL

EMAIL@UTILITY.COM

or

WEB

UTILITYWEBSITE.COM

but

HURRY

**INCENTIVES EXPIRE
JULY 2012**

THIS IS YOUR LIGHTBULB MOMENT

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- JULY - 2011							AUGUST						SEPTEMBER						OCTOBER								
				1	2			1	2	3	4	5	6			1	2	3	2	3	4	5	6	7	8		
3	4	5	6	7	8	9	7	8	9	10	11	12	13	4	5	6	7	8	9	10	9	10	11	12	13	14	15
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24	25	26	27	28	29	30	28	29	30	31	25	26	27	28	29	30	30	31									
31																											

- NOVEMBER						DECEMBER						JANUARY - 2012							FEBRUARY								
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- JULY						
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29	30	31				

IT PAYS TO PLAN AHEAD AND THAT'S CERTAINLY THE CASE WITH THE T8 LIGHTING PROJECT.

Amazing incentives where we pay up to 70% of the installed cost* are valid through July 2012, which might sound like plenty of time to consider the upgrade. However, it can take several months to find the right lighting contractor, receive an estimate from the contractor, have the work done and process the incentives for the work.

That's why we're making it easy for you to remember to save energy and money. Just tack this calendar to the wall near your desk and refer to it regularly. Before you know it the beauty of T8 lighting and the significant savings on your utility bills will be yours. Act today by contacting us for help finding the right lighting contractor for your T8 lighting upgrade. / *Savings vary by utility and project.

place your logo here (the white box remains)

CALL XXX-XXX-XXXX

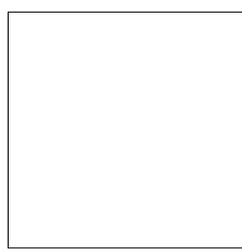
EMAIL email@utility.com

WEB utilitywebsite.com



THIS IS YOUR LIGHTBULB MOMENT

Reduce energy bills by up to*
20%



place your
logo here;
delete gray box

UTILITY NAME
City, State Zip
RETURN SERVICE REQUESTED





T8

**LIGHTING
PROJECT**



T8

LIGHTING
PROJECT



COPY

DATE:	Feb 18, 2011	DRAFT:	VF
CLIENT NAME:	BPA Energy Efficiency		
PROJECT NAME:	T8 Lighting Project		
DESCRIPTION:	Utility to End User – Urgency		

DIRECT MAIL:

HEADLINE: This Is Your Lightbulb Moment

SUBHEAD: Act Now on These Amazing Incentives, Because the Deal is “Lights Out” Next July.

CALLOUT: Hurry T8 Lighting Project Incentives Expire July 2012.

BODY COPY: It pays to plan ahead and that’s certainly the case with the T8 Lighting Project.

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BILL INSERT:

HEADLINE: This Is Your Lightbulb Moment

SUBHEAD: Act Now on These Amazing Incentives, Because the Deal is “Lights Out” Next July.

TEASER: T8 and Counting...

BODY COPY: It pays to plan ahead and that’s certainly the case with the T8 Lighting Project.

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EMAIL & NEWSLETTER COPY: LONG

SUBJECT: Put a T8 Lighting upgrade on your calendar and save

HEADLINE: This Is Your Lightbulb Moment

SUBHEAD: For A Limited Time, Get Paid To Save Energy *and* Money!

CALLOUT: This is Your Invitation To Save

BODY COPY: Do you see yourself saving a lot of money on your future utility bills? It’s easy to do when you know where to look.

Make an upgrade to energy efficient T8 Lighting part of your plan, and you can turn your vision of big savings into reality. That’s because T8 lighting can reduce your overall energy consumption by up to 50% over a T12 system.

Best of all, amazing incentives on T8 Lighting upgrades are valid through July 2012. But don’t be lulled asleep by that timeline. It can take several months to find the right lighting contractor, receive an estimate from the contractor, have all the work done and process the incentives for the work.

That’s why we’re reminding you to save energy *and* money now, for your benefit and the good of the region. If you don’t need a reminder, that’s great, contact us today for

help finding the right lighting contractor for your T8 lighting upgrade.

Your lighting contractor will perform an audit of your current lighting, estimate the costs needed to upgrade to energy efficient lighting and help you navigate the incentives that can pay as much as 70%* of the installed cost.

Don't delay, T8 today!

EMAIL & NEWSLETTER COPY: MEDIUM

SUBJECT: Put a T8 Lighting upgrade on your calendar and save

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: For A Limited Time, Get Paid To Save Energy and Money!

CALLOUT: This Is Your Invitation to Save

BODY COPY: It pays to plan ahead and that's certainly the case with the T8 Lighting Project.

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Don't delay, T8 today!

EMAIL & NEWSLETTER COPY: SHORT

SUBJECT: Put a T8 Lighting upgrade on your calendar and save

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: For A Limited Time, Get Paid To Save Energy and Money!

CALLOUT: This Is Your Invitation to Save

BODY COPY:

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DISCLAIMER

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Savings vary by utility and project.