



# STEARNS ELECTRIC ASSOCIATION

## 2024 CONTRACTOR ADVERTISING PROGRAM

Stearns Electric Association offers advertising matching for contractors!  
For more information or advertisement approval contact:

Whitney Ditlevson  
Communications and Marketing Supervisor  
Stearns Electric Association  
wditlevson@stearnselectric.org  
(800) 962-0655 | (320) 433-4895

### FUNDING AND AVAILABILITY:

- Each contractor within our service territory can receive advertising reimbursements of 50%\* of advertising costs, up to \$500, per year for qualifying advertisements.
- Advertising matching is available for pre-approved radio, print and digital advertisements.
- Advertising reimbursement is awarded on a first come, first served basis, while funds are available annually.
- Stearns Electric reserves the right to deny advertising reimbursement if program criteria are not met.

### REQUIREMENTS:

- **All advertisements must be pre-approved by Stearns Electric Association.**
- All advertisements must include reference to Stearns Electric Association and reference one of our EnergyWise programs, current promotions or Cooperative rebates.
- Advertisements cannot include reference to any competing fuels, appliances, companies, utilities or programs.
- All advertisements must be placed between January 1, 2024 and December 31, 2024.
- **All requests for reimbursement must be completed by 4 p.m. December 31, 2024.**

### ADVERTISEMENT REIMBURSEMENT PROCEDURE:

- Submit your advertisement to Stearns Electric Association for pre-approval. Contact Whitney Ditlevson, wditlevson@stearnselectric.org or (320) 433-4895, for more information.
- You'll pay for your advertisement initially. Stearns Electric will process a reimbursement check for 50%\* of the advertising cost, up to \$500, once we have the needed information from you.
- What should you send us?
  - Emailed request for reimbursement OR fill out Stearns Electric's Contractor Advertisement Reimbursement Request form online.
  - Copy of paid invoice.
  - Ad copy of the pre-approved print advertisement; link to or screenshot of digital advertisement; or a copy of the radio advertisement script and ad listing of exact airtimes.
- Stearns Electric will process your request. Checks will be mailed directly to the applicant.

\*based on number of companies in the advertisement.

## STEARNS ELECTRIC ASSOCIATION

### MELROSE OFFICE (HEADQUARTERS)

900 Kraft Drive SE, PO BOX 40, Melrose, MN 56352  
(800) 962-0655 | Fax: (320) 256-3618

### ST. JOSEPH OFFICE (BRANCH OFFICE)

29643 Frontage Road, St. Joseph, MN 56374  
(800) 962-0655 | Fax: (320) 363-4631

**STEARNELECTRIC.ORG**