

**MARKET YOUR
BUSINESS TO OVER**

1,000,000

**POTENTIAL
CUSTOMERS**

WASHINGTON GAS RESIDENTIAL CAMPAIGN MEDIA KIT



**Washington
Gas**
A WGL Company

At Washington Gas, it's important to provide our customers with safe, reliable and efficient energy.

We know that our contractors and manufacturers feel the same way.

Working alongside the local trade community, we provide customers with the information, equipment, service and energy they need and want.

With over one million residential customers, the Washington Gas Residential Campaign is perfect for companies promoting their natural gas products and services.

Product and service categories include:

- Home Heating
- Ranges
- Dryers
- Outdoor Lighting
- Fireplaces
- Generators
- Water Heaters
- Outdoor Fire Pits
- Patio Heaters
- Pool & Spa Heaters
- Grills

GREATER ACCESS TO POTENTIAL CUSTOMERS.

Reach new customers with our 2020 Residential Campaign through:

- Bill Inserts
- Digital Advertising
- Product Buyer's Guide

MEASURED ADVERTISING EFFORTS.

Washington Gas tracks Residential Campaign efforts through toll-free numbers, website clicks and redeemed rebates.

MARKETING OPTIONS FOR PARTICIPANTS

The 2020 Residential Campaign includes a variety of marketing opportunities for participants that will help promote the goods and services your business offers. These marketing options offer high-quality creative and targeted reach, backed by the Washington Gas name.



PRODUCT BUYER'S GUIDE

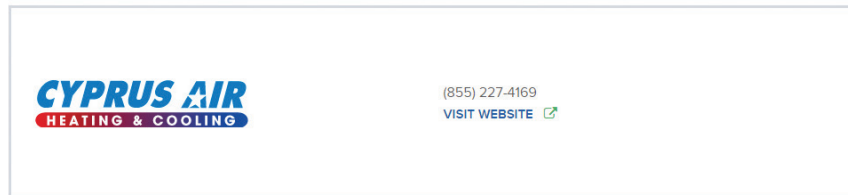
The Natural Gas Product Guide is a valuable information source for consumers and a strong marketing tool for program participants. The guide is both requested by website visitors and given to potential customers at numerous events throughout the year. We distribute approximately 4,000 copies per year. Manufacturers,

contractors and retailers can opt for display ad(s) and listing(s) within the various sections that are applicable to their business.

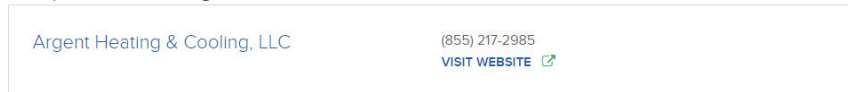
“FIND A CONTRACTOR” WEBSITE PAGE LISTING

Choose to have your company listed on the “Find A Contractor” page on WashingtonGas.com. The page reaches a targeted and engaged audience ready to take the first step in the conversion process—finding a contractor.

sample enhanced listing



sample basic listing



BILL INSERTS

Reach our million-plus current customers looking to start the next project in their home. Washington Gas will make space available for a limited number of participants to include their logo and contact information on product bill inserts sent to our customer base throughout the year. Bill insert categories include: furnaces, water heaters, fireplaces and generators.

CO-BRANDED COLLATERAL

Utilize the Washington Gas brand to share valuable information about natural gas equipment while promoting your company's installation service. Collateral categories include: heating, water heating, fireplaces, outdoor products. Quantity: 250 Size: 5" x 7"

WEBSITE ADVERTISING OPTIONS

MANUFACTURER BOX ADS

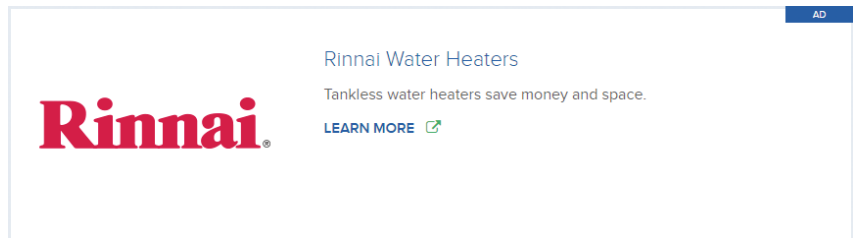
\$1,000 per each two-month slot

Ad placed on Appliance Overview page titled Gas Appliances in two-month increments

SELECT

- October-November
- December-January
- February-March
- April-May
- June-July
- August-September

sample



What to send:

- Company logo submitted as a GIF, PNG or JPG, sized 270px (w) x 153 px (h)
- Headline with recommended length of 30 characters
- Description with recommended length of 125 characters
- Website URL

Files should be emailed to lmiles@washgas.com.

CONTRACTOR BOX ADS

\$2,500 per appliance category

Premium ad placed on “Find a Contractor” page for appropriate appliance (in addition to listings)

Categories available: home heating, water heaters, generators, fireplaces, ranges, grills, outdoor lighting, pool and spa heaters, outdoor fire pits, patio heaters

Note: There are two slots available per appliance.

Check category(ies) where you wish your ad(s) to appear:

- Heating
- Water Heating
- Generator
- Fireplace
- Cooking
- Drying
- Outdoor Lighting
- Outdoor Fire Pits
- Grills
- Patio Heaters
- Pool & Spa Heaters

What to send:

- Company logo submitted as a GIF, PNG or JPG, sized 270px (w) x 153 px (h)
- Headline with recommended length of 30 characters
- Description with recommended length of 125 characters
- Website URL

Files should be emailed to lmiles@washgas.com.

REBATE DIGITAL ADVERTISING (MANUFACTURERS):

\$500 each per category

Co-branded digital social media advertising will be created and shared in two-month increments to highlight an equipment rebate* offered by the manufacturer.

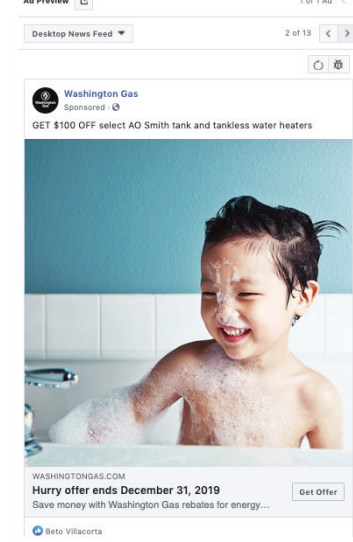
SELECT

- October-November
- December-January
- February-March
- April-May
- June-July
- August-September

To provide promotion opportunity, only one manufacturer per equipment type (furnace, water heater, generator) will have the option to promote their rebate.

**Equipment rebate must be a minimum of \$100 off of at least three models.*

sample digital ad



BILL INSERTS (CONTRACTORS)

Washington Gas will make space available for up to six participants to include their logo and contact information on product bill inserts sent to our customer base throughout the year (months to be determined).

Note: Limit four participants for heating and water heating and two participants for fireplaces and generators.

Bill insert categories include: furnaces, water heaters, fireplaces and generators.

Check bill insert where you wish your information to appear:

\$1,500 per bill insert

- Heating
- Water Heating
- Fireplace
- Generator

BILL INSERTS (MANUFACTURERS)

Proprietary Listing as "Featured Advertiser" on back panel (month to be determined)

Note: Limit one participant for bill insert in each category.

Check bill insert(s) where you wish your listing(s) appear:

\$1,000 per insert

- Heating
- Water Heating
- Fireplace
- Generator

CO-BRANDED COLLATERAL

Check categories you wish to utilize for your collateral:

\$500

- Heating
- Water Heating
- Fireplace
- Generator
- Outdoor Products

2020 WASHINGTON GAS RESIDENTIAL CAMPAIGN ADVERTISING ORDER FORM

Company Name: _____ Contact Name: _____
Address: _____
Phone: _____ Website: _____
Email #1: _____ Email #2: _____

For multiple locations, please provide separate sheet with street and email addresses.

ADVERTISING

Product / Service Categories Offered:

Heating Water Heating Fireplace* Outdoor Products* Cooking/Drying* Generator

** Must have showroom for fireplace, cooking/drying and outdoor categories*

BUYERS GUIDE LISTING AD OPTIONS

- Basic Company Listing: company name, address (for showroom dealers only), website and phone number **\$500 each per category**

Check category(ies) where you wish your ad(s) to appear:

Heating Water Heating Generator Fireplace Outdoor Cooking Drying

- Enhanced Company Listing: prominently positioned company logo, address (for showroom dealers only), website and phone number. **\$1,000 each per category**

Check category(ies) where you wish your ad(s) to appear:

Heating Water Heating Generator Fireplace Outdoor Cooking Drying

BUYERS GUIDE DISPLAY AD OPTIONS

- Two Page Spread Print Ad **\$3,000 each per category**

Check category(ies) where you wish your ad(s) to appear:

Heating Water Heating Generator Fireplace Outdoor Cooking Drying

- Full Page Print Ad **\$2,000 each per category**

Check category(ies) where you wish your ad(s) to appear:

Heating Water Heating Generator Fireplace Outdoor Cooking Drying

- Half Page Print Ad **\$1,000 each per category**

Check category(ies) where you wish your ad(s) to appear:

Heating Water Heating Generator Fireplace Outdoor Cooking Drying

“FIND A CONTRACTOR” WEBSITE PAGE LISTING OPTIONS

- Basic Company Listing: company name, website and phone number **\$1,000 each per category**

Check category(ies) where you wish your ad(s) to appear:

Heating Water Heating Generator Fireplace Cooking Drying Outdoor Lighting
 Outdoor Fire Pits Grills Patio Heaters Pool & Spa Heaters

- Enhanced Company Listing: Company logo, website and phone number website, and phone number. **\$2,000 each per category**

Check category(ies) where you wish your ad(s) to appear:

Heating Water Heating Generator Fireplace Cooking Drying Outdoor Lighting
 Outdoor Fire Pits Grills Patio Heaters Pool & Spa Heaters

DEALER/CONTRACTOR PACKAGES

PACKAGE A

\$8,000 per category

- | | |
|---|--|
| <ul style="list-style-type: none">• Two page ad in one Buyer's Guide category• Enhanced company listing in one Buyer's Guide category• Basic company listing in all applicable Buyer's Guide categories• Co-branded collateral (250) | <ul style="list-style-type: none">• Enhanced listing as advertiser on one Washington Gas bill insert (heating, water heating, fireplace, generator)• Enhanced listing on Contractor Search page of website (one category)• Basic listing on other applicable Contractor Search pages |
|---|--|

Circle main category(ies) and check all others that apply:

- Heating Water Heating Generator Fireplace Cooking Drying Grills Outdoor Lighting
 Pool/Spa Heaters Outdoor Fire Pits Patio Heaters

PACKAGE B

\$5,000 per category

- | | |
|---|---|
| <ul style="list-style-type: none">• One page ad in one Buyer's Guide category• Enhanced company listing in one Buyer's Guide category• Basic company listing in all applicable Buyer's Guide categories | <ul style="list-style-type: none">• Basic listing as Advertiser on one Washington Gas bill insert (heating, water heating, fireplace, generator)• Basic listing on Contractor Search page on website |
|---|---|

Circle main category(ies) and check all others that apply:

- Heating Water Heating Generator Fireplace Cooking Drying Grills Outdoor Lighting
 Pool/Spa Heaters Outdoor Fire Pits Patio Heaters

CONVERSION CONTRACTOR PACKAGE

\$3,000

- | |
|---|
| <ul style="list-style-type: none">• Basic company listing in all applicable Buyer's Guide categories• Participation in conversion promotions (contact Luella Miles at (703) 750-4476 for details)• Basic listing on Contractor Search page on website |
|---|

Check all that apply:

- Heating Water Heating Generator Fireplace Cooking Drying Grills Outdoor Lighting
 Pool/Spa Heaters Outdoor Fire Pits Patio Heaters

MANUFACTURER PACKAGES

PACKAGE A

\$2,000 per category

- One page ad in one category in Buyer's Guide
- Enhanced company listing in all applicable Buyer's Guide categories
- Cross-promotion opportunities TBD

PACKAGE B

\$4,000 per category

- Two page spread ad in one category in Buyer's Guide
- Enhanced company listing in all applicable Buyer's Guide categories
- Enhanced Listing as advertiser on one WG bill insert (heating, water heating, hearth products, generator)
- Cross-promotion opportunities TBD

TOTAL COST FOR ADVERTISING _____

2020 WASHINGTON GAS RESIDENTIAL CAMPAIGN ADVERTISER PARTICIPATION AGREEMENT

Please read the information in the Washington Gas Residential Campaign media kit carefully and if in full agreement, sign and fax a completed order form and this Participation Agreement to Luella Miles at (800) 861-1493 by December 13, 2019.

Failure to comply with the requirements set forth in the Media Kit and this Participation Agreement will result in removal from the Washington Gas Residential Campaign.

PARTICIPATION REQUIREMENTS:

1. Participation in the Residential Campaign does not constitute an endorsement by Washington Gas. Use of terms such as “authorized,” “preferred,” “approved” or use of the Washington Gas logo in advertising is strictly prohibited.
2. All toll-free numbers that Washington Gas purchases for the Residential Program are the sole property of Washington Gas. These phone numbers will be used for marketing tracking purposes only.
3. Retailer and contractor participants must have a proven track record in the sales, installation and service of the products they are advertising.
4. Retailer and contractor participants must have a professional staff; provide free “in-home” estimates; service what they sell; maintain the appropriate licenses and insurance and be responsible for obtaining all applicable permits/inspections. Participants must also keep all license and insurance information (including subs) on file and current at Washington Gas.
5. Conversion contractors participating in the 2020 Residential Campaign must be involved in the advertising portion of the program and furthermore must be vetted prior to participating. Participation in the Conversion Program includes a separate interview and application process.
6. Print advertisements in the Products Guide must have a primary focus on program participants, but may have a secondary focus on non-participants. Note: Washington Gas will not list any non-participants in their printed material or website.
7. The focus of advertisements must be natural gas home products or services.
8. Participants must respond to, and attempt to resolve all customer complaints promptly.
9. Submit necessary reports by designated due dates. For more details, please inquire with Luella Miles.
10. **By December 13, 2019, submit completed order form and this Participation Agreement.**
11. **By December 13, 2019, submit all ad materials for the Products Guide and/or website.**
NOTE: Washington Gas will not be responsible for advertisement modifications. If your previous ad requires modifications or updates, a final revised ad will need to be submitted to Washington Gas based on current advertising ad specs & web requirements.
12. **Payment must be made in full by January 3, 2020.** *Payment options will be considered upon request.*

Please sign & fax a completed order form and this Participation Agreement to Luella Miles at (800) 861-1493 by December 13, 2019.

All advertising materials are due by December 13, 2019.

SIGNATURE _____

ADVERTISING SPECIFICATIONS

All advertising materials are due by December 13, 2019.

ADVERTISING SPECIFICATIONS

What to send: All print ads must be submitted as a print-ready PDF file. The PDF must be 4-color (CMYK), have a minimum resolution of 300 dpi and have all fonts embedded. We do not accept InDesign, Quark, Microsoft Publisher, Powerpoint or Works files. Company logos for the enhanced listing should be supplied in a four-color, vector-based EPS format.

How to send: PDF files less than 5 megabytes can be emailed to lmiles@washgas.com. Files should be “zipped” or “stuffed” to maintain file integrity. You may submit your ads on CD or DVD (labeled with company name) to:

Washington Gas
Attn: Luella Miles
6801 Industrial Road
Springfield, VA 22151

2020 NATURAL GAS PRODUCT GUIDE

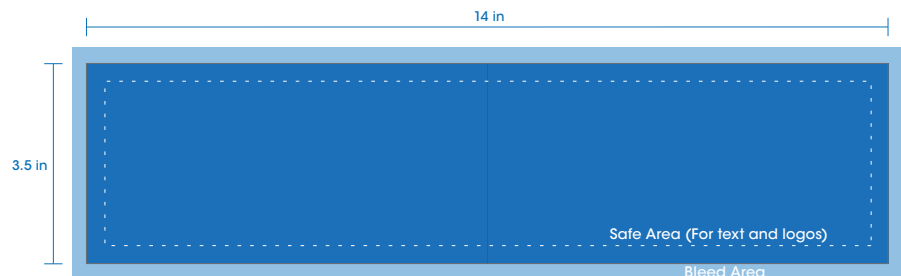
Products Guide Trim Size is 7 X 3.5

Safety margin: keep live matter ¼ inch from head and foot trim, and ¼ inch from side trim

Natural Gas Products Guide Ad Specs:

2-Page Ad

Trim: 14.25 X 3.75
Safe Area: 13.5 x 3
Bleed: 0.125 on all sides
No crop marks
Color mode: CMYK
Resolution: 300dpi
Fonts: Convert to outline



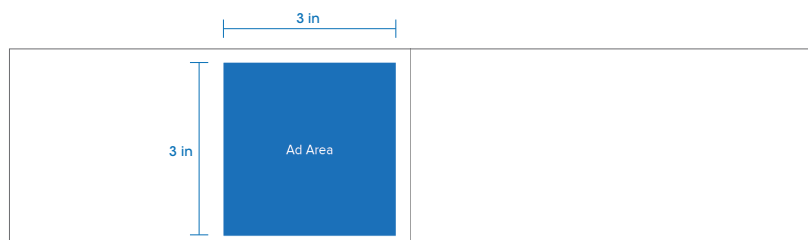
Full Page Ad

Size: 6.5 x 3
No bleed, no crop marks
Color mode: CMYK
Resolution: 300dpi
Fonts: Convert to outline



Half Page Ad

Size: 3 x 3
No bleed, no crop marks
Color mode: CMYK
Resolution: 300dpi
Fonts: Convert to outline





For more information, visit
WashingtonGas.com