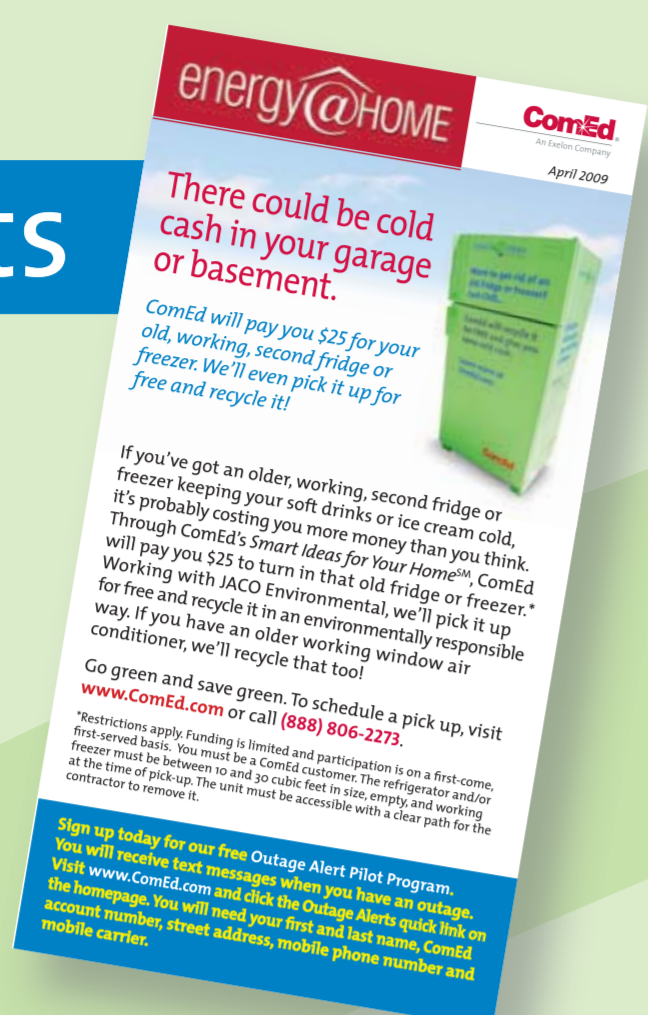


Appliance Recycling Program

Marketing Channels for Program Year Two*

bill inserts

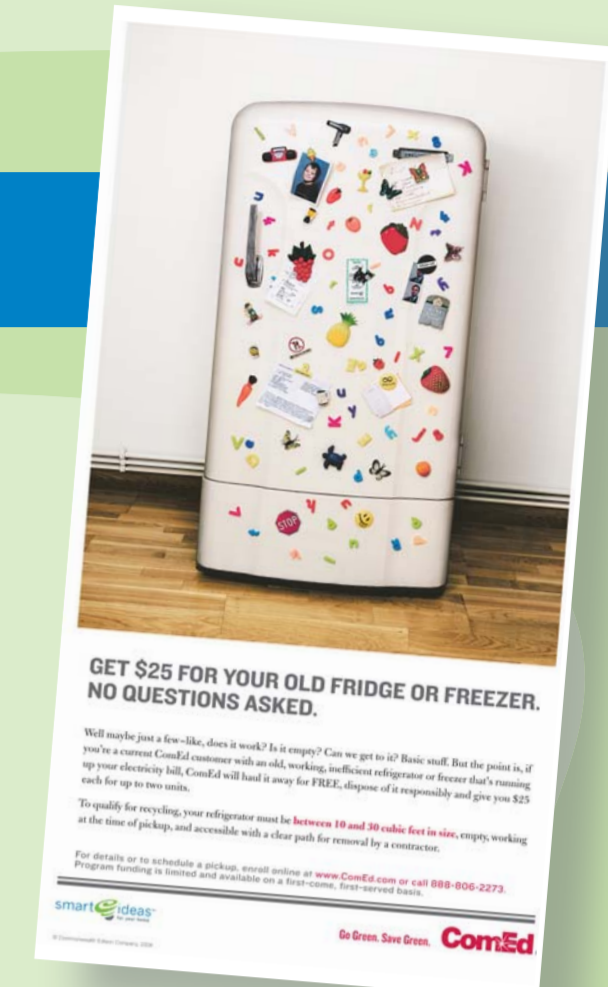
Bill inserts and brochures;
Energy@Home Newsletter



WE WILL REACH THE COMED CUSTOMER THROUGH MAIL, ADVERTISING, INTERNET, & COMMUNITY EVENTS

advertising

Ads in major dailies, area/town weeklies, and minority papers;
Truck signage



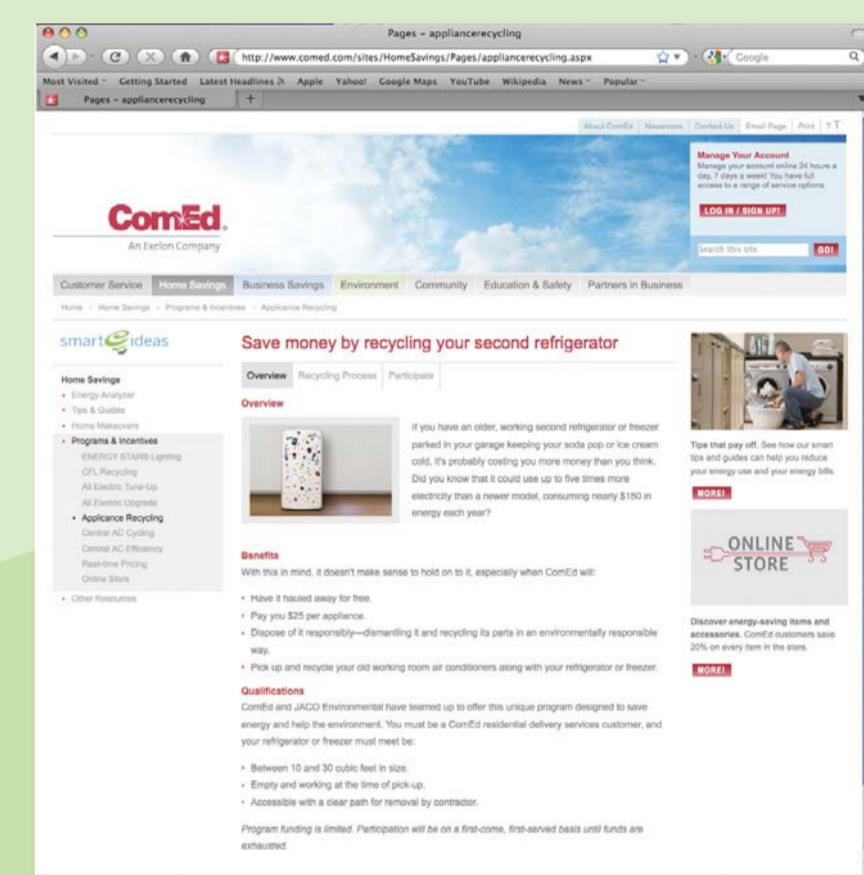
community

Displays and brochures at area recycling events

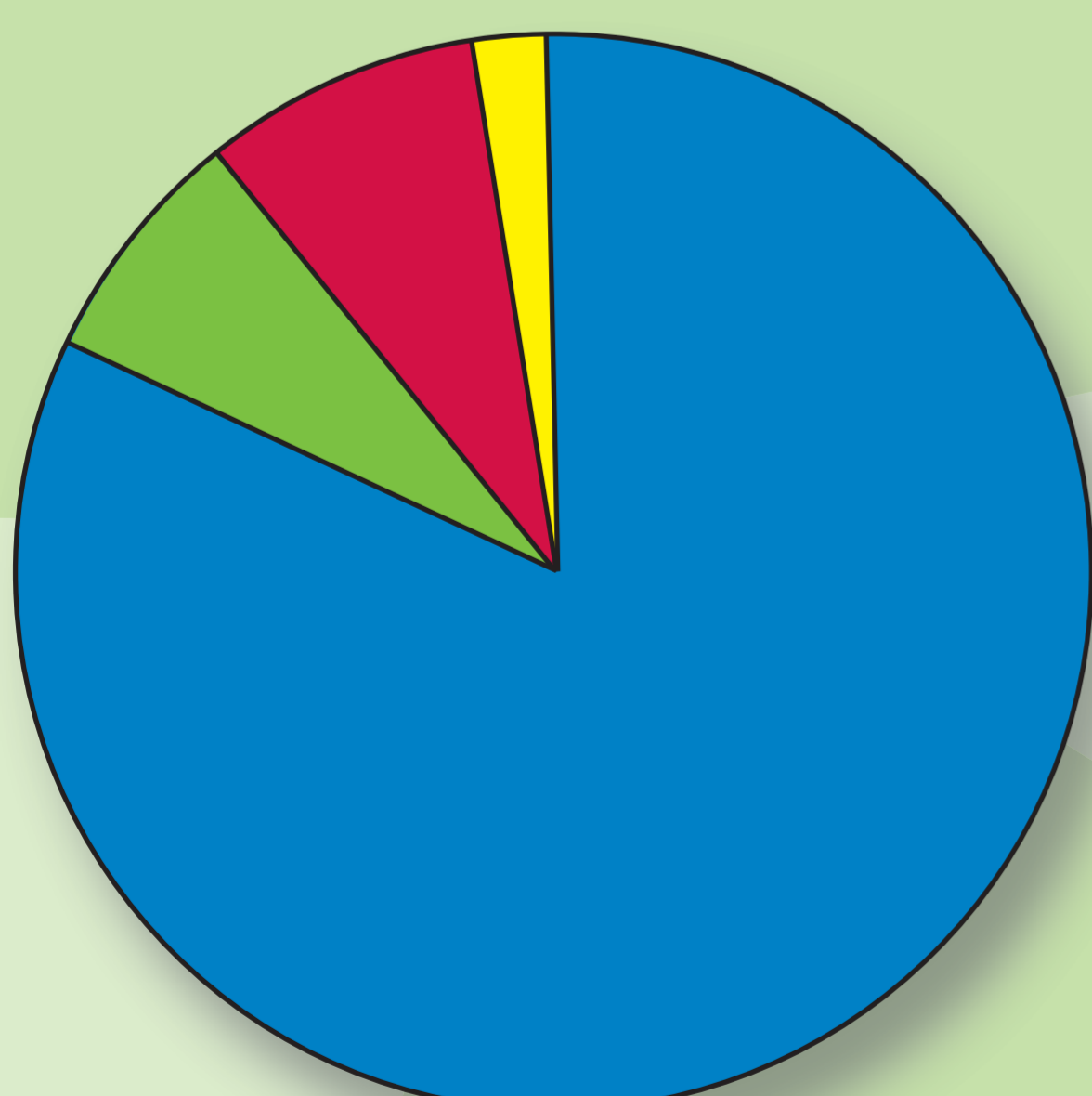


internet

Presence on ComEd.com;
city web sites;
recycling web sites;
Craigslist



results



- Bill Insert
- Friend/Neighbor
- Advertising
- Web Site

collateral

Point-of-Sale displays at city halls, and area recycling events

