

Independent Insurance Agents of Mississippi IIAM Trusted Choice® Advertising Reimbursement Program

The Independent Insurance Agents of Mississippi has implemented the IIAM Trusted Choice® Advertising Reimbursement Program to assist IIAM Trusted Choice® members in promoting the Trusted Choice® brand through advertising. This is a great opportunity for IIAM Trusted Choice® agencies to develop an advertising campaign to promote your agency and Trusted Choice® while getting some assistance in payment through IIAM. The program is funded by a combination of Trusted Choice® and IIAM funds.

Who is eligible for this program?

Financial assistance for advertising through the IIAM Trusted Choice® Advertising Reimbursement Program is only available for IIAM Trusted Choice® member agencies. Agencies that join the Trusted Choice® program this year may also take advantage of this program.

How does the program work?

IIAM Trusted Choice® agencies can receive advertising reimbursement for part of the costs of advertising (up to a maximum of \$1,000 per IIAM Trusted Choice® agency), if the advertising meets the specified criteria outlined below.

What types of media/advertisements qualify for the reimbursement?

To be eligible for advertising reimbursement, all advertising submitted must display the Trusted Choice® logo or present Trusted Choice® audio in the media listed below.

Qualified media types are as follows:

- Newspapers
- Television
- Radio
- Magazines (excluding insurance industry trade publications)
- Billboards/Building signage
- Yellow pages
- Web site ads (must be on sites other than agency's)
- Advertising at local events
- Advertising in school sports programs

Basic requirements for various types of ads that may be approved:

- Print Ads – Television – Yellow Pages Ads
Trusted Choice® registered logo must cover at least 10% of ad space and must be proportionate to ad size.
- Radio Ads

- Trusted Choice® registered logo must cover at least 10% of air time and be queued properly.
- Billboards Ads
Trusted Choice® registered logo must cover at least 15% of space and must be positioned appropriately. Logo must be proportionate to size and be legible from 150 yards.
 - Website Ads (must be on sites other than agency's)
Trusted Choice® registered logo must cover at least 10 percent of ad space and logo must be proportionate to ad size.

How much will my agency be reimbursed?

Trusted Choice® agencies participating in this program will be reimbursed for 50% of the costs of qualified advertisements run from April 1 through December 31, 2011 – up to a maximum amount of \$1,000 per Trusted Choice® agency. Advertising placed prior to April 1 is not eligible for reimbursement.

Only the costs for actual media, ad space or media time will be eligible for reimbursement. Developmental, creative, research or layout costs are not eligible for reimbursement.

Applications will be processed and approved on a first-come, first-served basis according to the postmark or the electronic receipt date of the application. The program is funded by a combination of Trusted Choice® and IIAM funds. Once those funds are depleted, no additional funds will be made available in 2011.

Where can an agency find prepared ads that will qualify for reimbursement?

Go to the Trusted Choice® website at www.trustedchoice.com/agents to find the registered Trusted Choice® logos, to view and download print ads, and access an order form for television or radio spots. To access this material, you will need your User ID and password. Agencies can also use ads created by IIAM for use in IIAM's Trusted Choice advertising campaign. For information on these ads, contact Stephanie Spahn at IIAM.

How does an agency apply?

An applicant must submit:

- 1) A completed IIAM Trusted Choice® Reimbursement Program application
- 2) A copy of the original media invoice
- 3) Proof of the advertisement

Questions?

Please contact Stephanie Spahn at IIAM with any questions regarding this program at sspahn@msagent.org or 601-939-9909.