



## NFIP CO-OP ADVERTISING PROGRAM

BOZELL, INC NFIP MARKETING & ADVERTISING SERVICER

### NFIP PRINT CO-OP ADVERTISING PROGRAM ADVERTISING GUIDELINES - YEAR 2001

To help you benefit from the NFIP's impactful advertising, we've prepared the enclosed camera-ready ad slicks for use in your local publications. By inserting your company or agency name, logo and telephone number, you get immediate recognition from the national campaign now appearing in major magazines and on television.

If, however, you are preparing your own flood insurance ad, please familiarize yourself with the guidelines below. You MUST submit your proposed flood insurance ad, whether using an NFIP ad slick or developing your own ad, to an NFIP Co-op Advertising Manager at Bozell, Inc. for approval BEFORE it runs.

The following guidelines must be met to qualify for the NFIP Co-op Advertising Program:

- 1) The advertisement **MUST ONLY** feature NFIP flood insurance\*. This means that the ad cannot be an insurance company or agency advertisement with a mention or two of flood insurance. The primary emphasis of the ad must be flood insurance, with information about where to purchase it: namely, your company or agency.
- 2) The ad **MUST** be printed in a standard local newspaper or in a consumer magazine approved for use by the NFIP Co-op Advertising Manager, or in a Yellow Pages publication. Other forms of advertising that are eligible for the NFIP Co-op Advertising Program is radio, television, billboards, and bus stops.
- 3) The ad **MUST** include the NFIP logo. The logo **MUST BE** at least equal in size to your own logo. You must feature a headline or statement that indicates you or your company sells flood insurance, and the headline must be no more than 2 point sizes smaller than your company name, as it appears in the ad. Some headline suggestions include: "National Flood Insurance Sold Here", "Your Source for National Flood Insurance", or "National Flood Insurance Available".
- 4) To save 50%, or 25%, of the advertisement cost in any accepted print or broadcast medium, the ad **MUST** run between April 1, 2001 and March 15, 2002, and the tearsheet(s) and invoice(s) must be received no later than March 31, 2002. This includes Yellow Pages tearsheets and invoices.
  - There are reimbursement caps on National Flood Insurance advertising through the NFIP Co-op Advertising Program during the period from April 1, 2001 through March 31, 2002. \*\*Call for details.
- 5) Participants are responsible for paying all invoices directly. The NFIP Co-op Advertising Program will be responsible for reimbursing agents, companies, or agencies for a portion of the invoices. Please allow **45 days** to receive your reimbursement from the NFIP Co-op Advertising Program.

\* Participants may identify a maximum of four additional product lines of insurance in their flood ads, and still be eligible for a reimbursement of 25%. In order to qualify, however, flood insurance must be the primary and predominant focus of the ad.

\*\* Participants **MUST** notify the NFIP Co-op Advertising Manager, prior to the advertisement being run, of any price increase of \$200 or more to advertising costs that were originally approved. If not, participants take the risk that no additional funds above the amount originally earmarked will be reimbursed.