

WHY CO-OP ADVERTISING HELPS INCREASE YOUR BUSINESS.

Consumers are familiar with campaign elements seen in national publications.

"Be Flood Alert" logo is recognized from national campaign.

THERE'S A CHANCE OF FLOODING IN YOUR AREA. ARE YOU WILLING TO BET THE HOUSE ON IT?

You'd be surprised how many homeowners do just that. That's because they believe their homeowner's insurance covers flood damage. It doesn't. And neither does yours. Yet, for little more than \$100 a year, depending on where you live and the coverage you choose, you can get National Flood Insurance. And with it, the peace of mind that comes from a policy backed by the Federal Government. To find out how easy it is to get National Flood Insurance, just give us a call. Because there are some bets you shouldn't make.

BE FLOOD ALERT NATIONAL FLOOD INSURANCE PROGRAM

JUST PLACE YOUR LOGO HERE
Your company is identified as local contact point.

The National Flood Insurance Program is administered by the Federal Insurance and Mortgage Investment Agency.

Consistent national message supports your local efforts.

INCREASE YOUR BUSINESS AND HELP YOUR COMMUNITY.



25% of all flood insurance claims come from outside designated high-risk areas. Yet most people remain unaware that their homeowner's insurance doesn't cover flood damage.

The homeowners and businesses in your community need your help.

They need to be made aware of the potential for disaster — and they need special coverage. Coverage you can provide.

NFIP PRINT CO-OP ADVERTISING PROGRAM GUIDELINES

- 1) The ad can only feature NFIP flood insurance. Agents 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, with information on where to purchase it. It cannot be an insurance agency ad with a mention or two of flood insurance.
- 2) The ad must appear in a standard local newspaper, consumer magazine, or Yellow Pages publication, or on a television or radio station approved for use by the NFIP Co-op Advertising manager.
- 3) The ad must include the NFIP logo at least equal in size to your own logo. The ad must feature a headline or statement that indicates you sell flood insurance, and the headline can be no more than 2 point sizes smaller than your company name.
- 4) Agents are responsible for paying all invoices directly. The NFIP Co-op Advertising Program will be responsible for reimbursing agents or agencies for a portion of the invoices.
- 5) There is a cap for each program period. Speak with an NFIP Co-op Advertising Manager for details.

If you have any questions about our program, please contact an NFIP Co-op Advertising Manager at 1-800-564-8236, or fax 212-727-5719.



www.floodalert.fema.gov
The National Flood Insurance Program is part of the Federal Emergency Management Agency.

F-553 (10/00)

TEAM UP WITH THE NFIP CO-OP ADVERTISING PROGRAM.



FREE LEADS



AN ADVERTISING CAMPAIGN



50% SAVINGS ON YOUR FLOOD INSURANCE ADVERTISING EXPENSES.

Example A

A NATIONAL ADVERTISING CAMPAIGN YOU CAN USE TO YOUR ADVANTAGE.

The National Flood Insurance Program's (NFIP's) Cover America Campaign is building public awareness about America's number-one natural disaster. Through a compelling, integrated campaign—including TV and radio commercials, magazine ads, mailings, and public-relations efforts—we're educating consumers about the property damage caused by flooding.

As a result of the success of our advertising campaign, people are asking about flood insurance and where they can purchase it. When you team up with the NFIP Co-op Advertising Program, you can make sure these leads go directly to you.

GET IMMEDIATE AD RECOGNITION BY TYING INTO THE NATIONAL CAMPAIGN.

Getting your message across can be easy and effective, especially when you select one of our ad slicks. To obtain ad slicks, call us at 1-800-564-8236, or visit our Website at www.floodalert.fema.gov to view and download these online. Just click on "Information for Insurance Agents" and go to "Marketing and Advertising Campaign." Also, take a look at how a good ad is designed to work, shown in Example A. It's important to note that the NFIP logo is featured prominently in our ads to emphasize the campaign's "Be Flood Alert" message. For maximum readability, place your company logo at the bottom of the ad. It should not be larger in size than the NFIP logo.

Be sure to visit our Website at www.floodalert.fema.gov from time to time, because we will be adding new ad slicks and other customizable marketing tools for your use.



SAVE UP TO 50% OF YOUR FLOOD INSURANCE ADVERTISING EXPENSES.

When you run an approved flood insurance ad like the one featured, either in a newspaper or consumer magazine, or as a Yellow Pages display ad, you will save up to 50% of your print insertion costs. You can also save up to 50% of your media costs if you air an approved flood insurance television or radio spot. Should you choose to create your own ad, we ask that you follow the guidelines outlined on the back of this brochure to qualify for funding. In each case, the ad must emphasize NFIP flood insurance only. It can not feature other types of insurance.

Should you decide to run a flood insurance ad that mentions other types of insurance, such as property, casualty, fire, auto and life insurance, the NFIP will reimburse 25% of your media costs. You can identify up to four additional product lines.

FREE LEADS AND A FREE YELLOW PAGES NFIP LISTING.

When you participate in the NFIP Co-op Advertising Program, you will get a free Yellow Pages listing that includes your name and telephone number. You will also be placed in the NFIP leads agent database for referrals to potential customers who contact us. And when potential customers in your local market call the NFIP national toll-free phone number listed in their Yellow Pages under "Flood Insurance," they will be referred to you and other participating Co-op agents in your area on a rotating basis. Please note that we will be unable to guarantee the free Yellow Pages Trademark listing for agents whose local Yellow Pages directories are published before we receive their invoices. And remember, your Yellow Pages listing and referrals will be initiated after reimbursement documents are received. So act today to take advantage of this opportunity to make valuable contacts.

FOLLOW THESE SIMPLE STEPS TO TEAM UP WITH THE NFIP CO-OP ADVERTISING PROGRAM.

STEP 1 This is what you do

Submit an Advertising Approval Application and receive a Savings Request Form. This must be completed before you run a television, radio, newspaper, consumer magazine or Yellow Pages ad. Please allow 10 business days for the approval process.

- 1) Fill out your name, agency/company name, address, telephone and fax information on the Advertising Approval Application.
- 2) Complete the remainder of the application, including the name of the publication, the date, size and cost of each insertion, TV or radio spot. You are responsible for providing this information. Please make sure that all the boxes are filled out.
- 3) Mail or fax the application and proposed ad to NFIP Co-op Advertising Manager, c/o Bozell Group. See bottom of application for address and fax number.

STEP 2 This is what we do

Following approval, the NFIP Co-op Advertising Office will send you:

- 1) Savings Request Form, which is your confirmation of approval.
- 2) Signed Contract.

STEP 3 This is what you do

After you run the advertisement(s), mail the following items before the end of program period to the NFIP Co-op Advertising Program, c/o Bozell Group (see the application for the address and fax number):

- 1) The entire page on which your ad appears, or a copy of your TV or radio spot (showing date and publication or station name).
- 2) Original newspaper, magazine, Yellow Pages, TV or radio invoice.
- 3) Savings Request Form.
- 4) Signed Contract.

Agents are responsible for paying all invoices directly. The NFIP Co-op Advertising Program will be responsible for reimbursing agents or agencies for a portion of the invoices.

STEP 4 This is what we do

Within 45 days of the Co-op office's receipt of items outlined in Step 3, you will receive your savings.

The NFIP Co-op Advertising Program continues to increase consumer interest in flood insurance while helping you save money on advertising expenses. Act now so that you can be among the thousands of agents throughout the country who actively participate in this comprehensive program.