

2021 CO-OP ADVERTISING KIT





West Bend's 2021 Agency Co-op Advertising Program

WELCOME

This program is designed to provide you with an additional value-added benefit for being a West Bend agent. These co-op program guidelines will explain the benefits of including advertising in your marketing and sales efforts. The guidelines may also help you plan and execute an advertising program throughout the year.

WHAT IS CO-OP?

What does co-op reimbursement mean?

For eligible agencies, West Bend will match 50% of dollars spent on advertising up to the maximum amount agreed to by your regional sales manager. This includes the social media, print, and radio ads in this kit, as well as other advertising efforts pre-approved by your regional sales manager. The amount of co-op dollars must be established and approved by your regional sales manager. Your regional sales manager must also submit your 2021 Co-op Advertising Fund Request to West Bend's Marketing Department before you become eligible for reimbursement.

Why participate?

- Increases visibility in your community
- Brand identification with West Bend
- Appealing and effective ads draw consumer interest to your agency and the West Bend products you offer
- Supports your sales efforts
- Allows you to expand your marketing and advertising efforts while sharing the cost

Who's eligible?

Based on past and future business, agencies with an established commitment to West Bend are eligible to participate in the program. Please talk to your regional sales manager about the eligibility of, and opportunities for, your agency.

What's eligible?

Examples of co-op advertising include online digital ads, social media ads, print ads, radio ads, some signage, and promotional materials. If you have other advertising ideas, please discuss them with your regional sales manager. All co-op advertising must include the West Bend name or logo to be eligible for reimbursement.



All materials eligible for reimbursement MUST include West Bend's name or logo.

ELIGIBILITY

In this kit, you'll find materials for social media, print, and radio advertising which are eligible for co-op reimbursement. If you have other advertising ideas, please talk to your regional sales manager to obtain approval for use of co-op advertising funds.

To participate:

- Discuss your advertising plans with your regional sales manager (RSM). Your RSM will also share with you the amount of co-op dollars for which your agency is eligible, and submit the Co-op Advertising Fund Request to West Bend's Marketing Department.
- If you wish to use the social media ads found in this booklet, please email talktowestbend@wbmi.com.
- If you wish to receive the customizable print ads found in this booklet, be sure to complete the bottom half of the Co-op Advertising Fund Request and email or fax it to Mandy Staver at mstaver@wbmi.com or 262-338-5171. The customized, camera-ready ads will be created using the information you provide and will be sent to you on a CD in Adobe InDesign CC format.
- If you wish to use the radio scripts found in this booklet, the scripts are ready for recording by you and/or your local radio station.



SOCIAL MEDIA ADS

Social media ads (page 4) will be designed according to the guidelines for each platform.

While you may use your co-op dollars toward paid social media ads, you may want to start with a small budget of your own. In many cases you can reach prospects on social media with a very minimal investment. Again, the cost depends on your goals. Remember, you can always increase your budget to meet your needs.

If you wish to use any of West Bend's social media ads, please contact talktwestbend@wbmi.com and our social media specialists will reach out to discuss customized ad copy and to help in placing your ads. If you have questions beforehand, feel free to contact talktwestbend@wbmi.com.

West Bend's creative team is also happy to work with you to create an ad. If you'd like help creating an ad, please talk to your RSM.

SOCIAL MEDIA AD REIMBURSEMENT

Please be sure to submit the proper documentation to West Bend after your social media ads are placed on the platform of your choice. Reimbursement will be made in the form of a check to your agency. Please be sure your advertising plan is eligible for co-op reimbursement before submitting your request.

These documents are required for reimbursement. If the proper documentation is not included with your request, it will be returned to you:

- A completed co-op reimbursement request form
- A copy of the invoice from the social media platform (Facebook, LinkedIn, Twitter, Instagram)
- A screen shot of the ad(s) as it appeared on the social media platform

Social Media Ads





PRINT ADS

Print ads (page 7) provide space for your agency information to be added.

Eligible uses for these materials include:

Newspaper advertising • Magazine advertising
Circular and flyer insertions • Program and bulletin advertising

If you wish to use any of these ads, West Bend will provide them to you on a CD. InDesign CC is the format in which the ads will be provided. We can customize the ads with your agency information (name, address, phone number, etc.), as can your publication.

While we ask that the materials be used as provided, space constraints may require that the ads be altered. If you plan to alter these materials in any way, you must receive prior approval from West Bend's Marketing Department before the ads are published. Please email altered print ads for approval to Mary Ellen O'Connor at moconnor@wbmi.com.

If the ads provided by West Bend don't meet your needs, your local publication may work with you to create an ad for your agency. Please forward all such ads to Mary Ellen O'Connor at moconnor@wbmi.com for approval before the ad(s) is published.

West Bend's creative team is also happy to work with you to create an ad. Please talk to your RSM.



PRINT AD REIMBURSEMENT

Once your advertising is complete, the proper documentation must be submitted to West Bend. Reimbursement will be made in the form of a check to your agency. Please be sure your advertising plan is eligible for co-op reimbursement before submitting your request.

These documents are required for reimbursement. If the proper documentation is not included with your request, it will be returned to you:

- A completed co-op reimbursement request form
- A copy of the invoice showing the date(s) your ad ran, ad size, and the net space cost
- A full-page tear sheet from the publication. A tear sheet is the actual page from the newspaper/publication showing the ad and the date on which it was published. If you cannot send an original tear sheet, we will accept a copy of the tear sheet. We will not, however, accept a copy of just the ad itself because we require proof the ad was published.
- For an ad that's included on a website, please provide a copy of the printscreen so we can confirm the ad was posted on the website.

Print Ads

It shouldn't take a four-foot diameter oak tree in your kitchen to find out who you can trust.

BUT SOMETIMES IT DOES.
And that's the Silver Lining®.



To find out more about the Silver Lining, contact

Agency Name
address • address
phone number • website



WEST BEND®
THE SILVER LINING®
f i n t o i n s

It shouldn't take a storm of immense proportions to find out who you can count on.

BUT SOMETIMES IT DOES.
And that's the Silver Lining®.



To find out more about the Silver Lining, contact

Agency Name
address • address
phone number • website



WEST BEND®
THE SILVER LINING®
f i n t o i n s

It shouldn't take your roof disappearing in a matter of seconds to find out who you can count on.

BUT SOMETIMES IT DOES.
And that's the Silver Lining®.



To find out more about the Silver Lining, contact


Agency Name
address • address
phone number • website



WEST BEND®
THE SILVER LINING®
f i n t o i n s


It shouldn't take a six-by-six barn beam crashing through your bedroom wall to find out who you can trust.

BUT SOMETIMES IT DOES.
And that's the Silver Lining®.



To find out more about the Silver Lining, contact

Agency Name
address • address
phone number • website



WEST BEND®
THE SILVER LINING®
f i n t o i n s

It shouldn't take four days with no power, water, or communication to find out who your friends are.

BUT SOMETIMES IT DOES.
And that's the Silver Lining®.



To find out more about the Silver Lining, contact

Agency Name
address • address
phone number • website



WEST BEND®
THE SILVER LINING®
f i n t o i n s

RADIO and STREAMING SERVICES ADS

Radio ad scripts provided in this kit complement the print ads.

The scripts are ready to be recorded. Each radio script includes time for your agency information to be tagged to the commercial. Your radio station will record the ads for you, or if you prefer and they allow it, you may record the ad at the station.

If you plan to alter these materials in any way, you must receive prior approval from West Bend's Marketing Department before the ads air. Please email altered radio scripts for approval to Mary Ellen O'Connor at moconnor@wbmi.com.

30 SECOND RADIO SCRIPTS

Number one:

When 140-mile-per-hour winds come out of nowhere and try to wipe you off the map ...

When you look up and see sky where your roof used to be ...

When the power is out and stays out for 7 or 8 or 10 days ...

When the phone lines are down and the cell phones have all gone dead ...

You find out who your friends are. That's the Silver Lining.

To find out more about West Bend Mutual Insurance and the Silver Lining, contact <agency name> in <city> at <phone number>.

Number two:

It shouldn't take a storm of immense proportions to find out who you can count on. It shouldn't take a four-foot diameter tree in your kitchen to find out who you can trust. It shouldn't take the worst to bring out our best. But sometimes it does. And that's the Silver Lining.

To find out more about West Bend Mutual Insurance and the Silver Lining, contact <agency name> in <city> at <phone number>.

Number three

It shouldn't take your roof disappearing in a matter of seconds to find out who you can count on. It shouldn't take four days with no power, water, or communication to find out who your friends are. It shouldn't take the worst to bring out our best. But sometimes it does. And that's the Silver Lining.

To find out more about West Bend Mutual Insurance and the Silver Lining, contact <agency name> in <city> at <phone number>.

RADIO AD REIMBURSEMENT

Once your advertising is complete, the proper documentation must be submitted to West Bend. Reimbursement will be made in the form of a check to your agency. Please be sure your advertising plan is eligible for co-op reimbursement before submitting your request.

These documents are required for reimbursement. If the proper documentation is not included with your request, it will be returned to you:

- A completed co-op reimbursement request form
- A copy of the invoice showing the date(s) and time(s) your commercial aired, as well as the local rate per commercial, or "spot"
- An affidavit of performance from the radio station (ask the station to provide you with this information)



IMPORTANT:

Phone directory advertising (yellow or white pages) is not eligible for reimbursement.

Reimbursement Requests must be submitted within 90 days after the date of the invoice to qualify for reimbursement.

Reimbursement requests received without required documentation will be returned with a request for the correct documentation.

West Bend does not include shipping charges or tax in reimbursements.

If your agency is sponsoring an event and you'd like to co-op the sponsorship/advertising costs with West Bend, West Bend's name and/or logo must appear on all event materials (programs, signage, etc.). Documentation, such as a copy of the program or a photo of the sign(s), must be included in your reimbursement documentation.

All 2021 co-op reimbursement requests must be submitted to West Bend no later than January 8, 2022.

West Bend reserves the right to reject reimbursement requests that do not follow these guidelines.

SUBMIT TO:

Marketing Department
West Bend Mutual Insurance Company
1900 S. 18th Avenue • West Bend, WI 53095
Email: coopad@wbmi.com • **Fax:** 262-338-5171

2021 Fund Request

The 2021 Co-op Advertising Fund Request is available as an electronic form and **must be completed and submitted by your regional sales manager**. First, discuss your eligibility and advertising plans with your regional sales manager. Your regional sales manager will establish a budget for you, complete, and submit this form to West Bend's Marketing Department.

2021 Reimbursement Request

The 2021 Co-op Ad Reimbursement Request is available as an electronic form on WBConnect and is also found on the inside back cover of this book. Once your budget has been established and you've run West Bend ads, complete this form in its entirety. Attach the required documentation and send it to West Bend's Marketing Department at 1900 S. 18th Avenue, West Bend, WI 53095, or to coopad@wbmi.com.

2021



Co-op Reimbursement Request

Agency Name: _____ Agency Code: _____

Agency Advertising Contact: _____ Regional Sales Mgr: _____

Date Submitted: _____

Please photocopy this form or request copies from coopad@wbmi.com.

Please combine multiple requests on one form.

| Where Advertised | Run Date(s) | Total Cost |
|------------------|-------------|------------|
| 1. _____ | _____ | _____ |
| 2. _____ | _____ | _____ |
| 3. _____ | _____ | _____ |
| 4. _____ | _____ | _____ |
| 5. _____ | _____ | _____ |
| 6. _____ | _____ | _____ |
| 7. _____ | _____ | _____ |

Total Advertising Cost = _____
(Add items 1-7)

IMPORTANT! CRITICAL INFORMATION

- Reimbursement requests must be submitted within 90 days after the date of the invoice. Requests submitted after 90 days are not eligible for reimbursement and will not be processed.
- Reimbursement requests received without required documentation will be returned with a request for the correct documentation.
- West Bend reserves the right to reject reimbursement requests for advertising that does not follow guidelines.
- A 2021 Co-op Fund Request for your agency must be on file to qualify for reimbursement. If you do not have one on file, please ask your West Bend regional sales manager to submit one to **coopad@wbmi.com**.
- All 2021 co-op reimbursement requests must be submitted to West Bend no later than January 8, 2022.

REMEMBER TO INCLUDE:

- Copy of invoice(s)
- Tear-sheet, print screen, or affidavit of performance of each ad
- Sample, photo, or copy of promotional item

SUBMIT

HOME OFFICE USE ONLY

\$ _____ Amount to be Reimbursed ☐ Not Approved – Reason: _____

| Misc. | Co-Op Advertising | 604500 | 32-3220 | Approved By | Date |
|-----------------|-------------------|-----------------|------------------|-------------|------|
| Budget Category | Major Acct. Name | Major Acct. No. | Div./Cost Center | | |

Ledger Description

