

ADVERTISING GUIDELINES

Things to Know

ADVERTISING REVIEW POLICY

All consumer advertising material mentioning Merchants Bonding Company (Mutual) or any affiliate companies ("the Company") or referencing any of our products, services and/or rates are considered advertising and must be submitted for advertising review and approval prior to use. This includes surety products referenced by name, description, rate or features.

NOTE: If you use multiple surety markets for an advertised product line, Merchants' name should not specifically be included and review may not be required.

APPROVAL PERIOD

Due to the changing nature of regulations governing advertisements and sales materials, approval is valid for up to 12 months.



12 months

DISCLAIMERS

If rates are included, the following disclaimer should be added:

***Rates subject to change without notice.**



BUSINESS TYPE

Agencies should refer to themselves as "Producer" or "Agency." The surety is the "Bonding Company" or "Insurer."

ADVERTISING SUBMISSION

Please submit your requests for advertising review via email to Marketing at adapproval@merchantsbonding.com. Include a copy of the ad or link to the material along with the Advertising Request Form located on the back side of this flier.

Submit to adapproval@merchantsbonding.com



USE OF COMPANY NAME

If the advertisement includes the Company name(s) it must clearly identify the true, correct, and complete name of the actual insuring company and the company home office address.

Merchants Bonding Company (Mutual), Merchants National Bonding, Inc. and affiliated companies located at 6700 Westown Parkway, West Des Moines, Iowa 50266



ADVERTISING REQUEST FORM

Please complete the following request form and email to adapproval@merchantsbonding.com along with applicable materials for review.

Contact Name _____

Agency Name _____

Agency ID _____ **Address** _____

Phone _____ **Email Address** _____

Website _____

Type of Advertisement **Print Ad** **Website Ad** **Social Media**

Form Number or Website URL _____

Total Distribution (Audience) _____

Advertisement is for the following **Commercial Surety** **Contract Surety** **Notary E&O** **Fidelity**

Bond Specific – Please include bond description _____

Duration of ad _____

I agree that I have read the Merchants Bonding Company Agency Advertising Guidelines, and that the advertisement will not be used in any capacity that violates those guidelines.

Signed _____ **Date** _____

Internal Use Only

Marketing Review by: _____ **Date:** _____

Compliance Review by: _____ **Date:** _____