



COMMUNICATIONS LIABILITY ADVERTISING AGENCY SUPPLEMENTAL

**PLEASE ANSWER ALL QUESTIONS
IF THEY DO NOT APPLY, INDICATE "N/A" - IF SPACE IS INSUFFICIENT PLEASE USE SEPARATE SHEETS**

1. Name of Applicant:

2. a. Gross Billings: \$ _____
 Fees: \$ _____
 Total: \$ _____

b. Percentage of gross billings in the following media:

| | | |
|-----------------|------------------------|--------------------|
| Radio _____ % | Magazines _____ % | Television _____ % |
| Outdoor _____ % | Newspapers _____ % | |
| Other _____ % | Please describe: _____ | |

c. Percentage of gross billings in the following media:

| | | |
|---------------------------------|--------------------------------------------------|---------------------|
| Broadcasting _____ % | Production of film, TV or radio programs _____ % | |
| Mail Order / Catalogues _____ % | Public Relations _____ % | |
| Package Design _____ % | Publishing _____ % | Photography _____ % |
| Other _____ % | Please describe: _____ | |

3. Does the applicant specialize in certain kinds of advertising or marketing services? Yes No
 If Yes, describe specialization:

4. Does the applicant engage in advertising activities outside of Canada? Yes No
 If Yes, list:

| <u>Country</u> | <u>Gross Billings</u> | <u>Fees</u> |
|----------------|-----------------------|-------------|
| _____ | \$ _____ | \$ _____ |
| _____ | \$ _____ | \$ _____ |
| _____ | \$ _____ | \$ _____ |

5. Does the applicant obtain written releases with respect to creative material or talent from:
- a. Employees Yes No
 - b. Models Yes No
 - c. Freelancers, photographers, writers, composers, artists, illustrators or musicians Yes No
 - d. Non-professional persons appearing in commercials or advertisements Yes No
6. Does the applicant engage in comparative advertising campaigns? Yes No
If Yes, provide the name of the client and a description of the campaign:
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7. Name the advertising associations or trade groups to which the applicant belongs:

8. Has the applicant ever been cited by any government agency for violations arising out of their advertising activities? Yes No
If Yes, provide complete details:
-

Optional Coverages

9. a. Does the applicant desire coverage for trademark, trade name, service mark or service name? Yes No
If Yes, describe clearance procedures:
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- b. Does the applicant desire coverage for errors and omissions for claims arising from the content of matter in advertising? Yes No

10. TO COMPLETE THE APPLICATION, PLEASE ATTACH:

- a. promotional materials / brochures describing the applicants services
- b. specimen client contract
- c. specimen creative release forms
- d. list of major clients and description of their products or services
- e. current financial statement
- f. resumes for management

THE UNDERSIGNED HEREBY ACKNOWLEDGES THE TRUTH OF THE STATEMENTS CONTAINED HEREIN.

I AUTHORIZE YOU TO COLLECT, USE AND DISCLOSE PERSONAL INFORMATION AS PERMITTED BY LAW, IN CONNECTION WITH YOUR COMMERCIAL INSURANCE POLICY OR A RENEWAL, EXTENSION OR VARIATION THEREOF, FOR THE PURPOSES NECESSARY TO ASSESS THE RISK, INVESTIGATE AND SETTLE CLAIMS, AND DETECT AND PREVENT FRAUD, SUCH AS CREDIT INFORMATION, AND CLAIMS HISTORY.

For purposes of the Insurance Companies Act (Canada), this document was issued in the course of Lloyd's Underwriters' insurance business in Canada.

Signature of Applicant (authorized representative)

Date

SUBMITTED BY:

EMAIL:

For contact information visit:
www.markelinternational.ca