



COMMUNICATIONS LIABILITY ADVERTISERS 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. Total Advertising Expenditures:

	<u>Expenditures</u>	<u>Product or Service</u>
a) Parent Company		
	\$ _____	
b) Name of Subsidiary, division, etc.		
	\$ _____	
	\$ _____	
	\$ _____	
TOTAL	\$ _____	

3. The target audience for the clients advertising is:

- International
 National
 Regional
 Provincial
 Community

4. Does the applicant engage in advertising activities outside of Canada? Yes No

If Yes, what is the amount of foreign advertising expenditures:

Which countries: _____

5. Percent of advertising in the following media:

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

6. Does the applicant engage in comparative advertising campaigns? Yes No
If Yes, provide a description of the campaign:

7. Does the applicant create, develop, prepare or place their own advertising? Yes No
If Yes:

a. What is the amount of advertising expenditure \$ _____

b. Describe the procedures to ensure originality and accuracy of advertising matter:

c. Does the applicant obtain written creative releases? Yes No

8. Does the applicant create, develop, prepare or place advertising for third parties? Yes No
If Yes, what are the gross billings and fees: \$ _____

9. a. Provide the names of the top three advertising agencies used:

b. Does the applicant require advertising agencies to maintain similar insurance for which the applicant is applying? Yes No

c. Does the applicant require a hold harmless agreement from advertising agencies? Yes No

d. Does the applicant require evidence of insurance from advertising agencies? Yes No

10. Provide the name of the advertising associations or trade groups to which the applicant belongs:

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

Optional Coverages

12. a. Does the applicant desire coverage for trademark, trade name, service mark or service name? Yes No
If Yes, describe clearance procedures:

b. Does the applicant desire coverage for errors and omissions for claims arising from the content of matter in advertising? Yes No

13. TO COMPLETE THE APPLICATION, PLEASE ATTACH:

- a. promotional materials / brochures describing the applicants products or services
- b. sample advertisements (include comparative advertisements)
- c. copy of contract with principal advertising agency
- d. current financial statement
- e. 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**