



Advertising Request Guidelines

We are pleased to provide pre-approved advertising for several of our core products. The pieces include Compliance-approved language and a design that is consistent with our marketing material brand. Utilizing these templates and/or the language provided will decrease the time required for Home Office approval. In most cases, the piece can be reviewed and approved in fewer than 3 business days once all necessary information is received by the Home Office.

This service is free for contracted Americo Agents. We will provide you with a Press-ready PDF that you can take to any local print shop to have printed. We do not provide printing or mailing.

To use pre-approved advertising in its existing format with none or minor text modifications, please follow these guidelines:

1. Locate the form number in the bottom left-hand corner of the piece.
2. Email Marketing.Support@americo.com or fax (816.391.2387) a request to use the ad with the following required information:
 - Form number of the piece being requested
 - Contact person and phone number (person requesting the use of the ad)
 - Americo Agent ID number
 - State(s) the piece will be used in
 - Email
 - Mailing/Return Address (if applicable)
 - If using a Business Reply mailer, please provide the artwork for your business reply permit. If you do not have one, you can obtain one from your local post office. Otherwise, please provide a return address for the postcard.
 - Website (if applicable)
 - How the piece(s) will be used
 - Quantity printed/mailed
 - Special requests
 - Logo artwork – must be sent electronically in a high resolution .jpg or .eps format
 - New headline or changes to existing headline
 - Any **minor** deletions or additions to copy. Please note that any new text may delay review/approval time.
3. If the ad is being faxed, please email Marketing.Support@americo.com or call 800.366.6565, ext. 2778 to let us know a fax is coming.
4. We will assign a new form number for tracking purposes, modify the piece based on the information submitted, and obtain approvals. We will send you an Advertising Approval notice by email with the ready to use PDF attached.

To create your own advertising piece utilizing the pre-approved language from a piece, please follow these guidelines:

1. Locate the form number in the bottom left-hand corner of the piece.
2. Email Marketing.Support@americo.com or fax (816.391.2387) a request to use the ad with the following required information:
 - Form number of the piece the pre-approved language was taken from
 - Contact person and phone number (person requesting the use of the ad)
 - Americo Agent ID number
 - Contact email address – for Compliance/Approval correspondence
 - State(s) the piece will be used in
 - Website (if applicable)
 - How the piece(s) will be used
 - Quantity printed/mailed
 - Include a PDF attachment if emailing or hard copy if faxing, of the piece that needs to be reviewed by Compliance
 - Please note that new advertisements, although they may utilize pre-approved language, may delay review/approval time slightly depending on the extent of the variation from the original piece. To expedite the review process, please be sure to include all relevant disclosures as provided

in the pre-approved piece. Americo reserves the right to refuse the use of any advertisement or any specific content of an advertisement for any reason.

3. We will assign a new form number for tracking purposes.
4. If the ad is being faxed, please email Marketing.Support@americo.com or call 800.366.6565, ext. 2778 to let us know a fax is coming.
5. We will send you an Advertising Approval notice by email.
 - a. If any changes/modifications are required by Compliance prior to use, please modify the piece appropriately and submit a final version to us at marketing.support@americo.com or fax to 816.391.2387

To use a piece that you have created, Americo Marketing will coordinate the Compliance Review and Approval process for you. Please follow these guidelines:

1. Email Marketing.Support@americo.com or fax (816.391.2387) the piece to be reviewed with the following required information:
 - Contact person and phone number (person requesting the use of the ad)
 - Americo Agent ID number
 - State(s) the piece will be used in
 - Email
 - How the piece(s) will be used
 - Quantity printed/mailed
 - Include a PDF attachment if emailing or hard copy if faxing, of the piece that needs to be reviewed by Compliance
 - Please note that new advertisements, although they may utilize pre-approved language, may delay review/approval time slightly depending on the extent of the variation from the original piece. To expedite the review process, please be sure to include all relevant disclosures as provided in the pre-approved piece. Americo reserves the right to refuse the use of any advertisement or any specific content of an advertisement for any reason.
2. We will assign a new form number for tracking purposes.
3. If the ad is being faxed, please email Marketing.Support@americo.com or call 800.366.6565, ext. 2778 to let us know a fax is coming.
4. We will send you an Advertising Approval notice by email.
 - If any changes/modifications are required by Compliance prior to use, please modify the piece appropriately and submit a final version to us at marketing.support@americo.com or fax to 816.391.2387

Advertising Reminder

Americo Home Office approval is required for all advertising materials. This includes advertisements that may not specifically reference Americo or our products by name, but will be used for solicitation of our products.

As per your Americo Agent Application and Agreement, you must obtain written approval for any advertisement before use. State insurance regulations require us to monitor all advertising. In addition, you must keep copies of all materials, including any items that support the statements in your advertising. Due to the changing nature of regulations governing insurance advertising, Home Office approval is valid for up to 12 months. This time period will be shorter if there are any product or rate changes. After 12 months, or after a product change is made, you must re-submit your advertisement for approval if you intend to continue using the material. For more information on advertising guidelines see the Americo Doing the Right Thing Booklet (08-225-3 (01/12)).

If you have any questions or need assistance, please contact Americo Sales Support at 800.231.0801.