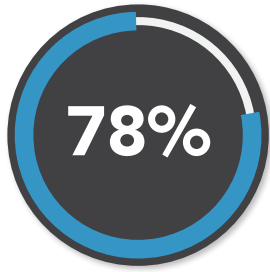


EXPAND YOUR BRAND AWARENESS BY COST-EFFECTIVELY REACHING POTENTIAL CUSTOMERS WITH DIGITAL BANNER ADS.



of the US population regularly use the internet

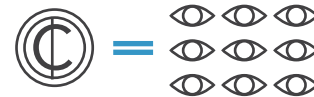
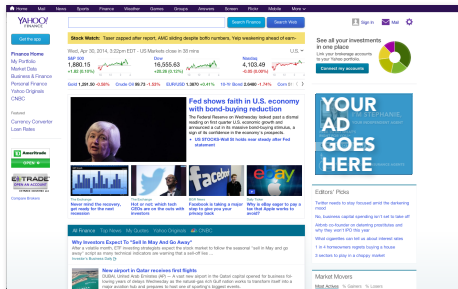


of adults 25-54 have searched online in the last 6 months for information on home, auto and/or life insurance

What Is a Display Banner Ad?



Display ads are banners that show adjacent to content on eligible web pages. Each time an ad is shown, that is one impression.



You will purchase display ads on CPM impressions. CPM means Cost Per Thousand, so, for example, \$3.75 CPM means it costs \$3.75 for every 1,000 impressions shown.

Your ads could be featured on sites such as these:



RECEIVE MONTHLY AND POST-CAMPAIGN REPORTING INCLUDING IMPRESSIONS, CLICKS, CLICK-THROUGH RATE, COST PER THOUSAND IMPRESSIONS AND COST PER CLICK.

- \$3,000 investment (\$2,250 paid by agent, \$750 funded by MRP)***
- Target customers within a 3 to 5 zip code area**
- 3 month flight****
- 800,000 estimated impressions**
- 400 estimated clicks**
- Increase awareness of your brand and drive qualified traffic to your website**
- Banner ads will be tagged with your agency information**
- Additional \$3,000 increments can be purchased at full price to increase reach and/or add additional zip codes**

*\$750 discount can only be applied 1x per calendar year. **Estimated reach and frequency will vary by market

To access the campaign materials, visit TrustedChoice.com/Agent

For more information, contact Kiescha Cherry at (800)221-7917 x5443 or kiescha.cherry@iiaba.net

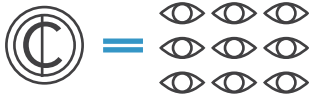
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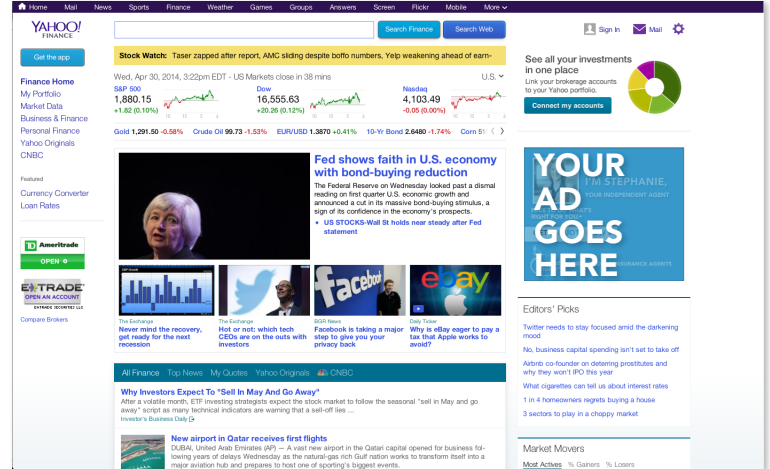
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