



INSTRUCTIONS FOR COMPLETING APPLICATION:

1. Please answer all the questions. This information is required to make an underwriting and pricing evaluation. Your answers hereunder are considered legally material to that evaluation.
2. If a question is not applicable, state "N/A". If more space is required to answer a question, please attach exhibit with the question number.
3. Application must be signed and dated by authorized person.

APPLICANT: _____

1. Estimated Gross Annual Billings and Fees for Current Fiscal Period:

Billings

<u>Radio</u>	<u>Television</u>	<u>Newspaper</u>	<u>Magazines</u>	<u>Outdoor</u>	<u>Other (specify)</u>	<u>Total Billings</u>
_____	_____	_____	_____	_____	_____	_____

Fees

<u>Public Relations</u>	<u>Mail Order / Catalog Sales</u>	<u>Products of Film, Radio or TV Programs</u>	<u>Package Design</u>	<u>Other (specify)</u>	<u>Total Fees</u>
_____	_____	_____	_____	_____	_____

2. Estimated annual income from all advertising activities: \$ _____

3. Indicate the approximate percentage of revenues from the following activities:

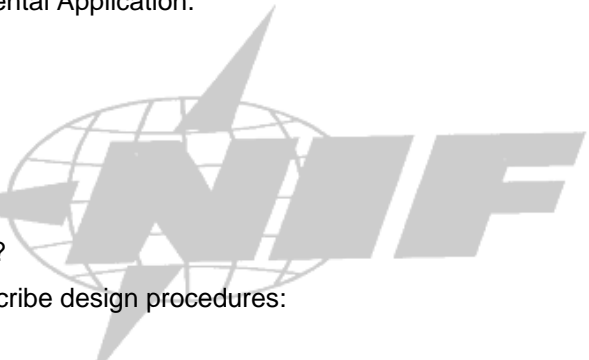
- Public Relations Consulting _____ %
- Mail Order or Catalogue Sales Firm _____ %
- Publishing _____ %
- Broadcasting _____ %
- Production of films, radio, or television _____ %
- Photo services _____ %
- Package design / logos/ trademark / other corporate identities _____ %
- Music Services _____ %
- Other (specify) _____ %

4. Is applicant a "full service" advertising agency? Yes No

5. Is applicant engaged in any business other than as an advertising agency or public relations firm? If so, please provide details: Yes No

6. What is applicant's procedure for reviewing material for copyright/trademark infringement, personal injury and regulatory compliance?

7. Does applicant obtain written releases with respect to creative material or talent from the following:
- Employees? Yes No
- Models? Yes No
- Free lance photographers, writers, composers, artists, musicians? Yes No
- Non-professional persons appearing in commercials or advertisements? Yes No
8. Do you require clients to review your work and provide you with legal sign-off on any material to be used in advertisements? Yes No
9. Does applicant:
- a. Perform market research? Yes No
- b. Engage in product testing? Yes No
- c. Develop new products? Yes No
- d. Provide printing services or assume liability for printing? Yes No
- e. Develop promotions, sweepstakes, contests, or games for clients? Yes No
- If yes to "e" above, and is more than 20% of your business, please complete the "Promoters and Printers of Lotteries" Supplemental Application.
10. Does applicant:
- a. Develop product names? Yes No
- b. Develop package design? Yes No
- c. Develop display design? Yes No
- d. Perform trademark design? Yes No
- If yes to any of the above, describe design procedures:
-
11. Does applicant engage in comparative advertising? Yes No
- If yes, indicate the percentage of advertising that is comparative: _____ %
12. Does applicant engage in advertising in countries other than the United States? Yes No
- If so, indicate percentage of gross billings:
- | | | |
|--|-----------------|---------|
| | U.S. | _____ % |
| | Canada | _____ % |
| | Other (specify) | _____ % |



If additional space is needed, please provide details on a separate attachment.

I understand the information submitted herein becomes a part of my Professional Liability Insurance Application and is subject to the same warranty and conditions.

Any person who knowingly and with intent to defraud any insurance company or other person files an application for insurance containing any false information, or conceals for the purpose of misleading, information concerning any fact material thereto, commits a fraudulent insurance act.

Signature of Owner, Officer or Partner

Print or Type Name and Title

Date (month-day-year)