**THIS SUPPLEMENTAL APPLICATION IS ATTACHED TO AND FORMS A PART OF THE CAPMEDIA AND ENTERTAINMENT APPLICATION. IT IS SUBJECT TO THE SAME TERMS AND PROVISIONS INCLUDED IN THAT APPLICATION, INCLUDING THOSE CONCERNING REPRESENTATIONS MADE AND STATED FRAUD WARNINGS.**

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| Applicant Name: |
| **(Proposed Named Insured)** |

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| Advertisers |

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| A.1 | Describe product(s) and services you advertise: | |
| A.2 | Is there any particular product or service organization that generates more than twenty-five percent (25%) of your annual advertising revenue? | Yes  No |
|  | If Yes, please provide details: | |
| A.3 | Total Advertising Expenditures: |  |
| A.4 | Advertising Expenditure percentages in the following media: |  |

|  |  |
| --- | --- |
| **Type** | **Percent** |
| Coupons / Sweepstakes: | % |
| Internet: | % |
| Newspapers / Magazines: | % |
| Podcasts: | % |
| Radio / TV: | % |
| Other, please describe: | % |
| Total: | 100% |

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| --- | --- |
| A.5 | List Advertising Agencies or other 3rd parties utilized (if not enough room, attach separate page): |

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| --- | --- | --- |
| A.6 | Do you utilize written hold harmless or indemnity agreements? If yes: | Yes  No |
|  | 1. Are the agreements required to be in your favor? | Yes  No |
|  | 1. Are Advertising Agencies or other third parties required to provide evidence of professional liability or errors and omissions insurance (for liability arising out of services they provide) and business owners insurance (for liability arising out of bodily injury or property damage because of their business operations)? | Yes  No |
| A.7 | Is Applicant engaged in comparative advertising? If yes: | Yes  No |
|  | 1. Please describe types of comparative advertisements produced (and specify products or services and types of comparisons): | |
|  | 1. Do third parties conduct product testing? | Yes  No |
| A.8 | Do independent contractors or other third parties provide matter or services to the Applicant in connection with advertising? (Graphics, graphic design, product testing, web design or music composition) If Yes: | Yes  No |
|  | 1. Are hold harmless, indemnification or limitations of liability clauses utilized in written contracts with these parties? | Yes  No |
|  | 1. Is evidence of professional liability or errors and omissions insurance required? | Yes  No |

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| advertising agenCIEs |

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| B.1 | Is Applicant a full service Advertising Agency? | Yes  No |
|  | If No, state areas of specialization: | |
| B.2 | Please indicate total billings from advertising: |  |
| B.3 | Does the client review and “sign-off” on advertising prior to use? | Yes  No |
| B.4 | Does Applicant obtain written releases in advance with respect to creative material or talent from employees or their children, models, free-lance photographers, writers, composers, artists, musicians, actors or non-professionals, who are providing material or content for or appearing in commercials or advertisements? | Yes  No |
|  | If no, please explain: | |
| B.5 | Does the Applicant have procedures in place to document, protect and preserve any discussions, meetings, records and materials with respect to advertising and marketing ideas, methods and advertising campaigns in order to establish proof of ownership / creation? | Yes  No |
| B.6 | Do Applicant’s clients design, test, produce or manufacture any of the following? (Select all that apply): | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Alcohol |  | Firearms |  | Pharma |  | Tobacco |

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| B.7 | Provide percentage of work performed in the following activities: |

| **Activities** | **Percent** | **Activities** | **Percent** | **Activities** | **Percent** |
| --- | --- | --- | --- | --- | --- |
| Billboards | % | Medical / Pharmaceutical | % | Research | % |
| Branding | % | Merchandising | % | Search Engines | % |
| Crisis Management | % | Political | % | Special Events | % |
| Direct Mail / Catalog | % | Product / Package Display/Design/Testing | % | Trademark Design \* | % |
| Internet Advertising | % | Video / Film Commercials/Production | % |
| Lobbying | % | Promotions / Contests / Sweepstakes Design | % |
| Market Research | % | Website Hosting | % |
| Media Buying / Placement | % | Public Relations | % | Website Design / Development | % |
| Other, please describe: | | | % | Wireless / Mobile | % |

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| --- | --- |
| Total: | 100% |

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| B.8 | Does Applicant copyright, trademark or protect marketing ideas, methods and advertising campaigns? | Yes  No |
| B.9 | Does Applicant have a social media policy to assure that advertising, marketing ideas or other intellectual property rights are protected? | Yes  No |

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| **PLEASE ATTACH A COPY OF CLIENT CONTRACT.** |

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| Public relations / marketing |

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| C.1 | Provide a percentage of each type of activity you perform in the following list: |

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| --- | --- | --- | --- |
| **Activities** | **Percent** | **Activities** | **Percent** |
| Advertising Agency Services | % | Mailing List Brokering | % |
| Catalog Design / Publishing / Distribution | % | Mailing List Creation / Maintenance | % |
| Commercial Printing | % | Marketing Consulting | % |
| Data Warehousing / Data Processing | % | Package / Custom Software Development | % |
| Desktop Publishing Design / Layout | % | Promotion / Sweepstakes / Contests / Coupon: |  |
| Direct Mail Design / Distribution | % | Design | % |
| Fulfillment Services | % | Administration | % |
| Graphic Design | % | Public Relations Consulting | % |
| Internet Advertising / Adware / Digital | % | Telemarketing | % |
| Investor Relations | % |  |  |
| Other, please describe: | | | % |

|  |  |
| --- | --- |
| Total: | 100% |

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| C.2 | Provide the following information regarding Applicant’s five (5) largest clients: |

|  | **Client Name** | **Dollar Value of Contract** | **Length of Contract** | **Type of Products/Services** |
| --- | --- | --- | --- | --- |
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| C.3 | Does the Applicant use subcontractors or independent contractors? If yes: | Yes  No |
|  | 1. Please explain type of services performed by subcontractors or independent contractors: | |
|  | 1. Approximate percentage of time subcontractors are utilized | % |
|  | 1. Does the Applicant require that the subcontractors or independent contractors maintain professional liability or errors and omissions insurance and provide evidence of the same? | Yes  No |
|  | 1. Does the Applicant utilize a written contract with each subcontractor or independent contractor? | Yes  No |
|  | 1. Does the contract include provisions whereby the subcontractor or independent contractor agrees to indemnify and hold the Applicant harmless? | Yes  No |
| C.4 | Is the Applicant involved in the development or design of copyrighted materials, trademarks, logos, packaging or display design? | Yes  No |
| C.5 | Total number of trademarks the Applicant develops each year: |  |
| C.6 | Provide a description of the Applicants legal review or other procedures for clearing trademarks, copyrighted material or other intellectual property (or attach a copy of written procedures): | |
| C.7 | Do the Applicant’s activities involve development and/or management of promotional games, contests, lotteries, sweepstakes or other games of chance? | Yes  No |
|  | If Yes, please provide details, including specific contracts: | |
| C.8 | Does the Applicant utilize outside legal counsel for review and/or consultation on personal injury and intellectual property matters? | Yes  No |
| C.9 | Does the Applicants contracts always require the Applicants client to review and approve all press releases, advertising or promotional materials prior to dissemination? | Yes  No |

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| **Signature of authorized representative of Applicant** |  | **Title** |
|  |  |  |
| **Type / Print name of authorized representative** |  | **Date** |