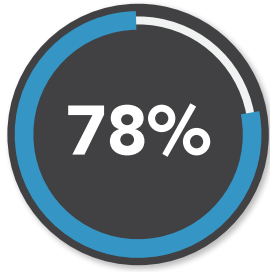


Digital Advertising: A New Way To Reach Clients



of the US population regularly use the internet

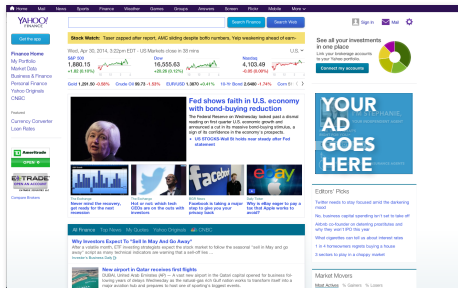


of adults 25-54 have searched online in the last 6 months for information on home, auto and/or life insurance

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.



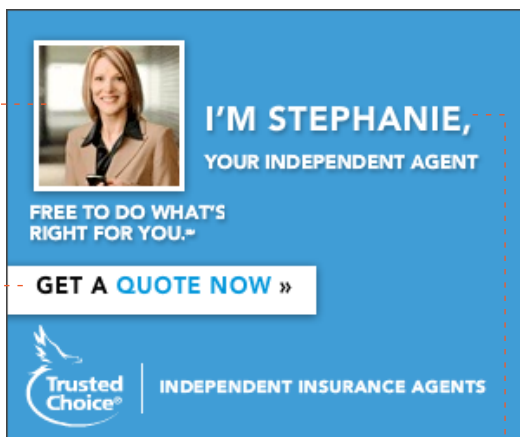
You will purchase display ads on CPM impressions. CPM means Cost Per Thousand, so, for example, \$3.75 CPM means it costs \$3.75 for every 1,000 impressions shown.

Your ads could be featured on sites such as these:



Here's What You Get

Agent Picture / Agency Logo



Agent / Agency Name
Hyper Link To Website

3 Customized Banner Ad Sizes



300x250 Flash (animated) and Static Banner



160x600 Flash (animated) and Static Banner



728x90 Flash (animated) and Static Banner

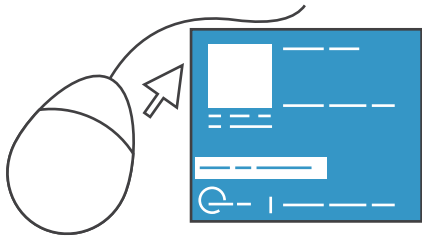
To access the campaign materials, visit TrustedChoice.com/Agent

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

OVER 23.3 MILLION IMPRESSIONS AND COUNTING



Trusted Choice® digital ad campaign delivers impressive numbers for independent agencies



The first month of flight 1 (April 2014), the campaign delivered a total of **11,230,431** impressions and **5,571** banner ad clicks.

The second month of flight 1 (May 2014), the campaign delivered a total of **12,089,268** impressions and **6,971** banner ad clicks. Banner ad clicks increased by 1,400.

The Total for April And May is **23.3 Million Impressions** And **12,542 Clicks**

800,000 Consumers Are Within Your Reach

\$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 banner ad 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



Flight 2 of Digital Ad Campaign to Start By September 2014

Purchase your advertising package for flight 2 now with **Kiescha Cherry** before the **August 1st** deadline.

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

TURN YOUR BANNER AD CLICKS INTO CLIENT LEADS



When a client views your first page it is a second step to the process. Make it easier for a client to get a quote.

Website Landing Pages And How They Work For You

BUSY LANDING PAGE

Busy Design. Very Wordy Text

Too Many Icons and Images



Too Many Links

Quote Button Not Easy To Identify

CLEAN LANDING PAGE

Easy To Navigate / Clean Design



Structured Text With Easy Insurance Language

Prominent Quote Button

Is Your Landing Page Working For You?

If you think your landing page may not increase leads, we have options for you.



We can help you choose the best option from your website.



Link your banner ads to your advantage profile on TrustedChoice.com.



Project CAP can create an optimized, clean website for your agency.