

# The Easiest Way to Save 50% on Agency Advertising



## Wellmark's Co-op Advertising Program

We are allocating our co-op dollars to our agents on a first-come, first-serve basis. Submit your request as soon as you can to guarantee reimbursement. Don't wait until the end of the year!

### Helpful Tips

- > Only **Wellmark-approved ads** are eligible for reimbursement.
- > Before running an advertisement, make sure it is the current version of the ad. **Wellmark will not reimburse you if you use outdated ads.**
- > Send all reimbursement requests to Shane Seeman by **December 1, 2011**. You may not be reimbursed if your request is received after that date.
- > Wellmark will **not reimburse** TV ads, movie theater ads, phone book ads, web ads, etc. Check Wellmark's website for more guidelines.



### Co-op Program Three-Step Process

#### 1) Choose Your Ad

- > Visit [www.wellmark.com](http://www.wellmark.com) and log in. Click on **Sales Toolkit**; then click on **Brand Advertising & Guideline Information**.
- > Download the PDF or radio script of the ad you would like to customize and use.
- > Send the PDF or script to the newspaper or radio. They can make your desired changes to the PDF.

#### 2) Submit Your Reimbursement Request

- > After receiving your paid invoice, complete and sign the Agent Reimbursement Form.
- > Include the Agent Reimbursement Form, paid invoice, and the newspaper page with your ad OR the radio affidavit of performance.

> Mail to:  
**Group Benefits, Ltd.**  
**Attn: Shane Seeman**  
**12006 Ridgmont Dr.**  
**Urbandale, IA 50323**

#### 3) Get Paid

- > Reimbursement is usually paid six to eight weeks after a request is submitted.
- > You will receive a check from GBL for the approved amount.

### Questions?

Contact Shane Seeman at (515) 453-8207 x420