

FARMERS Ad-VANTAGE Training Presentation

How to Submit a Request for Reimbursement



Tools

Advertising



2) Click on "Advertising and Ad Aid" banner

3) Click on Farmers Ad-Vantage banner

2009 Advertising Program

We're excited to bring you the latest technology with our brand new Ad-Aid and Ad-Builder portal called Ad-Vantage. Training materials, 2009 eligibility, budgets, reports, and guidelines are all available on the new Ad-Vantage site. Check out some of the FAQs on the site, and if you have further questions, contact Ad-Vantage.

Please contact Ad-Vantage concerning any 2009 Ad Aid information, and **NOT** Campbell-Ewald.

If you have creative material that requires pre-approval, please contact:



Ad-Vantage
Phone: (800) 218-7894
Hours: 7:30AM - 5:00PM PST
Email: FarmersAd-Vantage@co-optimum.com

Step 1: Getting to Farmers Ad-Vantage

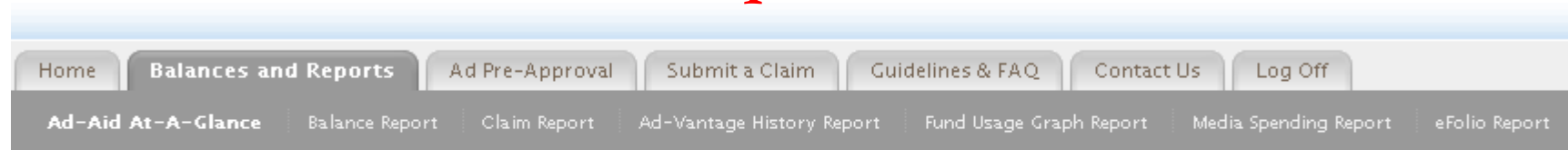
- Enter the new Ad-Vantage website by 'clicking' (mouse icon) the Ad-Vantage logo on the Farmers Agency Dashboard. You will be automatically logged into the Ad-Vantage site.

Step 2: Click on "My Ad-Aid"



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Ad-Aid At-A-Glance Dashboard

The default page of “My Ad-Aid” will be the new Ad-Aid At-A-Glance Dashboard. Before submitting a request for reimbursement, please check out the following tabs:

- Balances and Reports – Under “Balance Report”, check if you have enough funds to reimburse your Ad-Aid eligible activity
- Ad Pre-Approval – Does your marketing activity require pre-approval? If so, you can submit for pre-approval on-line before running your ad. Otherwise, the claim will be denied if pre-approval is required.
- Submit a Claim – Submit your claim on-line or print out a request for reimbursement form that you can submit by mail or fax.
- Guidelines & FAQ – Find out what’s Ad-Aid eligible and what you need to submit with your claim to get approval for reimbursements. Click on “Complete Program Information” and download the necessary files.
- Contact Us – Contact the Ad-Vantage team with any questions or concerns.

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If the marketing activity requires pre-approval before placement, you can submit an on-line pre-approval by following these steps:

- 1) Click on the “Ad Pre-Approval” tab
- 2) Click on “Submit Pre-Approval”
- 3) Fill out the form and provide attachments as requested.

- The new Ad-Vantage website allows Agents and DMs to easily submit Pre-Approval requests online. Replies to Agents/DMs will be made via email.

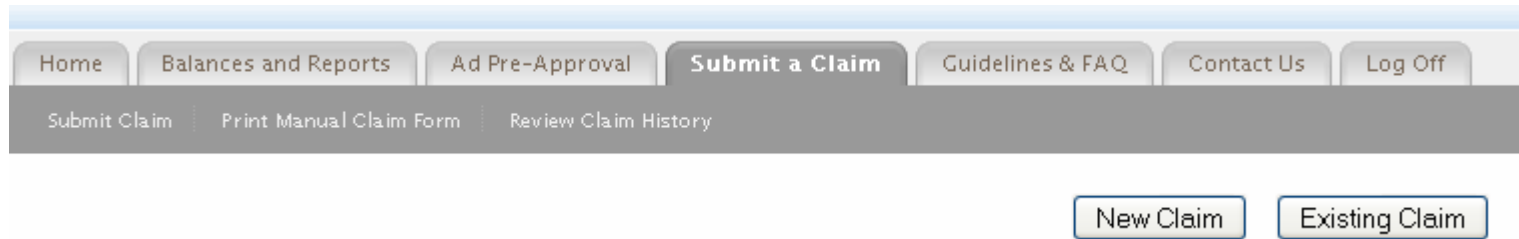
- For additional information on how to submit pre-approvals, check out the Pre-Approval Training Presentation, available on the “Guidelines & FAQ” tab of the Ad-Vantage site

The screenshot displays the Farmers Ad-Vantage website interface. At the top, the logo reads 'FARMERS Ad-VANTAGE'. Below the logo is a navigation bar with tabs: Home, Balances and Reports, Ad Pre-Approval (selected), Submit a Claim, Guidelines & FAQ, Contact Us, and Log Off. A secondary bar contains 'Approval History' and 'Submit Prior Approval'. The main content area is titled 'Request for Prior Approval' with a green checkmark icon. The form fields are as follows:

- Agent: 500393
- Agent Name and Identification: 500393 TERRA DILLARD
- Ad Begin Date: 1/22/2009
- Ad End Date: 1/22/2009
- Please check if you are advertising these Farmer products:
 - DM Recruitment
 - Emerging Markets (Foreign Language)
 - Farmers Financial Services (FFS)
 - Farmers New World Life (FNWL)
 - Health
- Media Element: Print
- Media Name: [Empty text box]
- Estimated Cost: \$0.00
- Activity Description: [Empty text area]
- Comment: [Empty text area]

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When you're ready to submit a claim, please follow these steps:

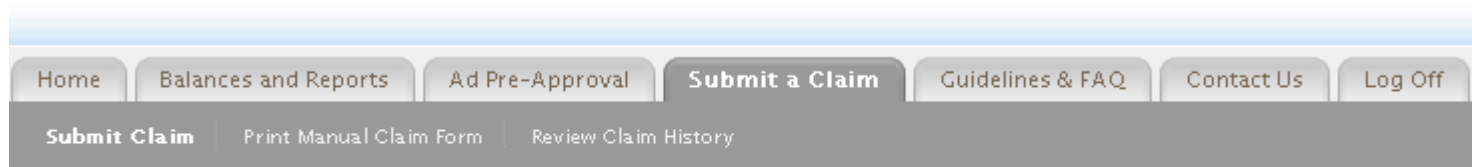
- 1) Click on the "Submit a Claim" tab
- 2) Choose "New Claim" or "Existing Claim"
 - New Claim – Submit a New Claim
 - Existing Claim – Provide additional documentation for a claim already submitted
- 3) Fill out the form and provide attachments as needed.

- The new Ad-Vantage website allows Agents and DMs to easily submit Requests For Reimbursement (Claims) and upload supporting documentation.

- Ad-Vantage will advise Agents/ DMs if additional documentation is required in order to process the request.

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How to Submit a Request for Reimbursement



Submit Claim

GENERAL INFORMATION:

Agent #:	:	<input type="text"/>
Agent Name:	:	<input type="text"/>

When submitting a claim, be sure the “Agent #” field is correctly filled. By default, this field should pre-populated with the authorized user information.

DMs can submit a claim on an agent’s behalf by selecting the agent number.

- DMs can submit a claim on an agent’s behalf by selecting the agent number from the drop down menu.

- Ad-Aid reimbursement will be calculated using the funds available for the agent listed under “Agent #”. If a DM is listed under “Agent #”, reimbursements may affect the DMAA Fund (pending available funds) and NOT the agent AA fund.

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How to Submit a Request for Reimbursement

Documentation Required for Claims to be Processed and Approved

Did you know that most requests for reimbursement are incomplete because supporting documentation was not provided? Here are some tips that will help you submit a request successfully and what supporting documents are required for Ad-Aid reimbursement:

- 1) When you have questions or concerns about submitting your requests for reimbursement, please give Ad-Vantage a call at 800-218-7894 (7:30AM – 5:00PM PST) for assistance.
- 2) Check out the “Guidelines & FAQ” tab on the Ad-Vantage site by clicking on the “Complete Program Information” tab and download the “2009 Ad-Vantage Program Recap Grid”

Note – For many activity dates, the documentation *MUST* be provided for *EACH* advertising date. For example, most vendors can provide multiple tear sheets (whether paper or electronic copy) for each newspaper’s run date.

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How to Submit a Request for Reimbursement

2009 Ad-Aid Recap Grid

Media	Actions Required BEFORE publication or production	Documents required for Request for Reimbursement
Print Media	<ul style="list-style-type: none"> •Prominent display of current Farmers Logo with adherence to "Voice" requirement. Color, size, clear space and trademark requirements apply. •When advertising "Health" products, required healthcare provider logo(s) may not be larger than the Farmers logo. •The agency name that is advertised must comply with the terms of Farmers' Agency Agreements, and must clearly identify the advertiser as an agent and not as Farmers Insurance, or as a Farmers employee. •The agency name may not be larger than the word "FARMERS" •Pre-approval of artwork is required unless you are using pre-produced, pre-authorized materials. 	<ul style="list-style-type: none"> •Original tear sheets of each day the ad was placed (showing name of publication and date) •Original itemized invoice with the brand clearly marked •Pre-approval confirmation #
Radio	<ul style="list-style-type: none"> •Prominent mention of the Farmers brand name with adherence to "Voice" requirements. •Farmers must be mentioned 2x in a :30 spot and the agency must be mentioned at least once. •Farmers must be mentioned 3x in a :60 spot and the agency must be mentioned at least twice. •Advertisements running statewide require the use of the 1-800-FARMERS tag. •Pre-approval of script is required unless you are using pre-produced, pre-authorized material. 	<ul style="list-style-type: none"> •Station paid invoice itemizing spot run and number of times run. •Script including Affidavit of Performance matching invoice is required. •Pre-approval confirmation #

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2009 Ad-Aid Recap Grid (Continued)

<u>Media</u>	Actions Required BEFORE publication or production	Documents required for Request for Reimbursement
TV/Cable	<ul style="list-style-type: none"> •Prominent mention of the Farmers brand name with adherence to "Voice" requirements. •Farmers logo must appear for a minimum of 3 consecutive seconds. •Farmers must be mentioned 2x in a :30 spot and the agency must be mentioned at least once. •Farmers must be mentioned 3x in a :60 spot and the agency must be mentioned at least twice. •Advertisements running statewide require the use of the 1-800-FARMERS tag. •Pre-approval of script is required unless you are using pre-produced, pre-authorized material. 	<ul style="list-style-type: none"> •Station paid invoice itemizing spot run and number of times run. •Original invoice (showing posting dates, location, ad ID#) •Pre-approval confirmation #
Billboard	<ul style="list-style-type: none"> •Follow Print Media Guidelines (see above) •"My AdBuilder" billboard templates are required. •Agent or Agency photo must appear unless the template does not include option 	<ul style="list-style-type: none"> •Billboard contract must be provided. •Original invoice (showing posting dates, location, ad ID#) •Color photograph of each billboard in each location is required.
Internet	<ul style="list-style-type: none"> •Only Internet banner ads through approved vendors are eligible. •Agents cannot reference or link to any web address other than Farmers.com or the agent's Farmers approved website. 	<ul style="list-style-type: none"> •Original design and media invoices, as appropriate. •Color print-out of banner advertisement. •URL of website is required.
Farmers Marketing	<ul style="list-style-type: none"> •See Ad-Aid Eligible Advertising and Marketing items (see above). 	<ul style="list-style-type: none"> •eFolio statement or detailed invoice from approved vendor is required.
Signage	<ul style="list-style-type: none"> •Follow Print Media Guidelines (see above) •Pre-Approval of artwork is required unless using pre-produced, pre-authorized materials. 	<ul style="list-style-type: none"> •Sign Contract, original paid invoice, color photograph of installed sign must be provided.