



Sample Postcard

Make your **MESSAGE STAND OUT** above your competitors and lead the way to increased production.

What is Build-an-Ad?

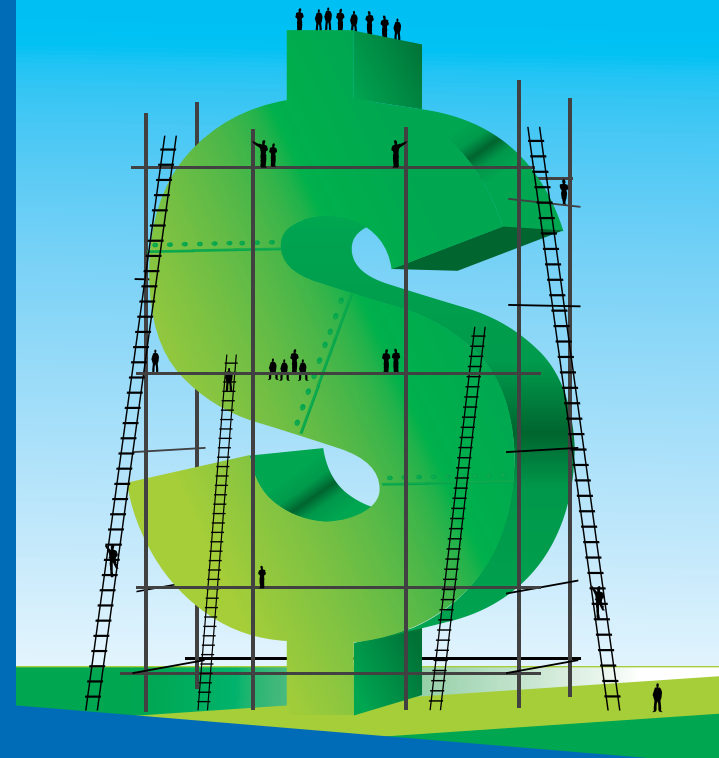
The American Community Build-an-Ad website is an online advertisement and print generation program that is designed to help **promote and sell** both AC products and the agent's services. The Build-an-Ad website is another tool that AC offers to assist in marketing your agency to help **increase sales**. These AC-approved ads and marketing materials can be created in your home or office without the intervention of a graphic designer, which will **save you time and money**.

American Community.

Committed to helping you grow your business.

For more information, call 1-877-843-9222, fax (734) 853-3286 or send an e-mail to BuildanAd@american-community.com.

AMERICAN  COMMUNITY
MUTUAL INSURANCE COMPANY®
39201 Seven Mile Road, Livonia, Michigan 48152-1094
www.american-community.com



A tool to help you grow your business.

A guide to
American Community's
Build-an-Ad™ website

AMERICAN  COMMUNITY
MUTUAL INSURANCE COMPANY®

What kind of advertisements and marketing materials are available?

Print Advertisements

These ad templates are available in multiple sizes for various products, features and benefits and can be customized with your company logo and contact information. An electronic file of your approved ad will be sent to you via e-mail to be forwarded to the publication of choice. There is no charge for generating AC-approved print advertisements.

Sample Ad



MORE choices. MORE family health insurance. LESS cost.

Individual and family health insurance. With more coverage and benefit choices. Designed to save you premium cost. That's our specialty at American Community. As one of the nation's oldest health insurance providers, we're there for you. Call for cost savings:



ABC
ABC Insurance Agency

Personalized and professional Health insurance service.

ABC Insurance Agency
1234 Healthy Lane
Columbus, Ohio 12345
Phone 123.123.1234
Mobile 123.123.1234
Fax 123.123.1234
www.abcinsurance.com

Authorized Agent:
Bill Benefits
bbenefits@abcinsurance.com
Mobile 123.123.1234
Fax 123.123.1234

Marketing Materials

AC-approved marketing materials have numerous applications to help you generate leads. These marketing pieces can be customized with your company logo and contact information. Through the Build-an-Ad website, you can create your marketing piece; place an order to print through our approved vendor; and have the desired quantity mailed right to your office. It's that easy.

The following marketing pieces are available:

- Direct mail postcards
- Direct mail with business reply card
- Fliers

Sample radio spots are also available upon request to help get you started with creating your ideal message. Contact us at BuildanAd@american-community.com for more information.

Mailing Lists

Mailing lists are available for purchase through the Build-an-Ad site. These mailing lists can be customized to help you reach a specific target audience, industry or location.

Co-op Advertising

Agents who qualify for the AC Co-op Advertising Program are eligible for up to 50% reimbursement of the cost of marketing materials ordered through the Build-an-Ad website, excluding mailing lists. The AC co-op advertising program is based on a 12-month calendar year and any available funds cannot be rolled over to the following year. For more information on the AC co-op program, download the current version of the Co-op Advertising Brochure from the Agent section of our website at www.american-community.com.

How do I access the Website?

To access the Build-an-Ad website, visit the Agent's section of www.american-community.com. After logging in, select "Advertising,"



then click the Build-an-Ad logo and the Build-an-Ad website will open.



From there, select the desired "Ad Templates" or "Marketing" to review your options. Be sure to download the User Guide to learn more about the Build-an-Ad website.

