



The New Standard in Agency Engagement

## P&C Markets Catalog & Media Kit 2017

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# What is P&C Markets?

## Overview

P&C Markets offers a unique technology program that links carriers, vendors, surplus lines brokers and general agents directly to the agent community through an online vendor-driven content and advertising portal.

## Addressing Communication Challenges

P&C Markets improves communication by giving agents a single location to go for carrier and vendor information. P&C Markets eliminates email overload.

## Network Perspective

We reduce time in organizing and delivering information to their agent community. They get the benefit of valuable carrier and vendor training, industry expertise, and having carrier and vendor content updated continuously. They increase their value to their agent community and enhance opportunities for revenue.

## Carrier & Vendor Perspective

P&C Markets keeps carriers, vendors, surplus lines brokers and general agents in control of product information, appetite, incentives, marketing material and training. It offers unique opportunities for advertising and promotion.

## Why P&C Markets?

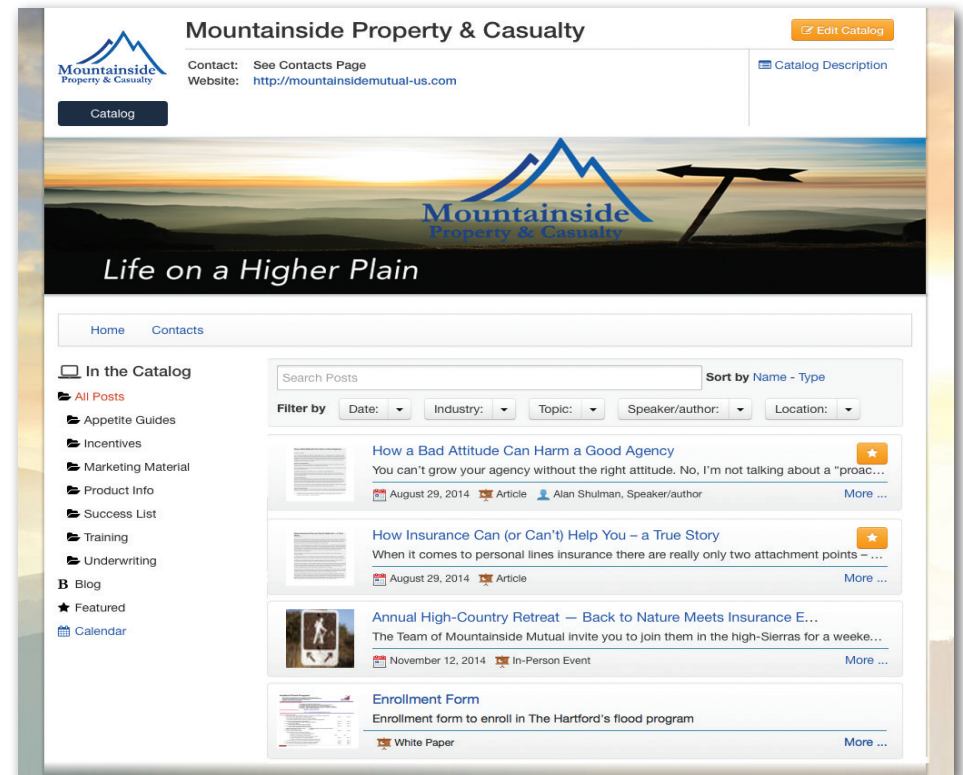
- ✓ The P&C Markets audience is agents and agencies that sell services.
- ✓ P&C Markets catalogs are designed for vendor and carrier promotion.
- ✓ Carriers, vendors, surplus lines brokers and general agents measure ROI by tracking agent engagement.
- ✓ Carriers, vendors, surplus lines brokers and general agents control their catalogs, upload and manage content.
- ✓ Catalogs are managed in one location with information duplicated on additional insurance sites
- ✓ Pricing is flexible with opportunities for additional promotion and exposure.

The screenshot displays the P&C Markets website. The header features the P&C Markets logo and a navigation menu with links: P&C Home, About P&C Markets, Sponsorship Levels, Supported Vendors, In The News, Contact Us, and Education & Training. The main banner area includes a cartoon character and the text "Join P&C Markets Property & Casualty - Informed". Below the banner, there are sections for "Upcoming Events" (listing events like "BAP and CGL - Recognizing and..." and "Hartford School of Insurance - Training"), "Sponsored" content (featuring "Mountainside Mutual" and "Business Continuity Plan"), and a "Popular" section with a grid of content tiles (e.g., "Are Comparative Raters Good for the", "Hartford School of Insurance - Training", "KEEPING YOUR CLIENTS INFORMED"). At the bottom, there is a search bar and pagination controls.

P&C Markets is a carrier and vendor-driven agent promotion and engagement platform hosting incentives, content, training, and events.

P&C Markets is the only online technology program that directly connects to and engages independent insurance agents with their carriers, vendors, surplus lines brokers and general agents partners.

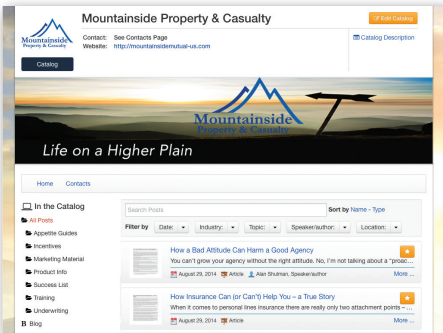
- ❑ Carriers, vendors, surplus lines brokers and general agents have promotional opportunities inside their catalog, on the home page and through weekly emails to the members of each site.
- ❑ Members login to view vendor and carrier information generating detailed analytics.
- ❑ Members of the site receive indexed emails with links back to the site to drive traffic.
- ❑ Analytics are available to each carrier and vendor to track member activity within the catalog.





# Why P&C Markets?

## Catalogs Loaded with Features



- ❑ Your branding, banners and catalog pages
- ❑ Contact forms for leads, training and CE
- ❑ Content with uploaded files or videos
- ❑ Events Calendar

## Targeted Advertising



- ❑ Advertising placements are available on the home page and in indexed emails.
- ❑ Convenient scheduling, purchasing and ad management

## Convenient Catalog Management



- ❑ Centralized site for content and catalog management
- ❑ Manage a single catalog



P&C Markets is the only engagement and communication program that offers direct access to insurance agents and continuous promotion, and convenient content delivery for carriers, vendors, surplus lines brokers and general agents.

# Your Catalog Page on P&C Markets

## Custom Header

Logo, contact information

## Rotating Banners

200 X 970 pixels. Library of banners that can be scheduled

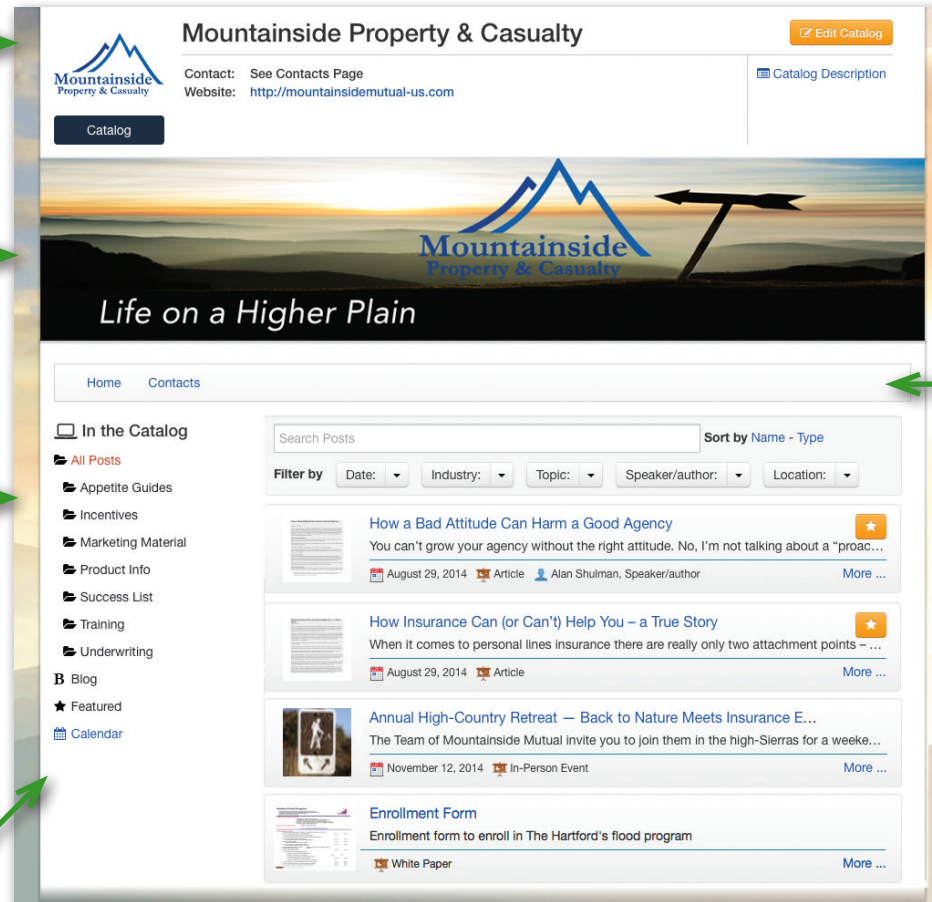
## Folders

Group content into folders.

- Appetite Guides
- Forms & Supplemental Apps
- Incentives
- Marketing Material
- Product Info
- Programs
- Success List
- Training
- Underwriting Guidelines

## Event Calendar

Full event calendar for webinars or live events



## Catalog Pages

Informational, add videos or graphics, insert links to quoting or other tools, create contact forms.

## Featured

Add posts to center section as featured selections. All posts are searchable and can be viewed online, downloaded, or available to members only.

# Targeted Home Page Advertising Opportunities

## Banners

200 X 970 pixel graphic with hyperlinks

The screenshot shows the P&C Markets homepage. At the top is a navigation bar with links: P&C Home, About P&C Markets, Sponsorship Levels, Supported Vendors, In The News, Contact Us, and Education & Training. Below this is a large banner area with the text "Join P&C Markets Property & Casualty - Informed" and a small robot character on the left. To the right of the banner is a "Featured Box" with a video player and a "Learn More" button. Below the banner is a "Sponsored" section with three ads: "Soar Higher — Mountainside Mutual", "Business Continuity Plan", and "Data Breach Protection". To the right of the sponsored ads is a "Popular" section with a grid of 12 thumbnails, each with a title and a "view more" link. At the bottom is a search bar and a "More" section with pagination links 1, 2, 3.

## Sponsored Ads

150 X 150 pixel with headline, image, 100 characters of text and hyperlink.

## Featured Box

Offers a custom title, video or graphic and hyperlink to a catalog or post.

## Featured Post or Catalog

Presence on the home page with a catalog or post thumbnail.

# Indexed Email Promotions

Every week, P&C Markets sends out an indexed email to every agent in the network. Emails are designed to reduce mass mailings from individual carriers and reduce the communications overload on the agent community.

Advertising and promotional opportunities are available on each weekly email.

## Sponsored Advertising

150 X 150 pixel with headline, image, 100 characters of text and hyperlink.

## Upcoming Events

Upcoming events from either P&C Markets or a Carrier/Vendor partner will appear here.



## Featured Vendor

Each email will feature one of P&C Market's carriers, vendors, surplus lines brokers and general agents.

## Featured Post

Individual content postings are featured. This prime position is available for purchase.

# Catalog Pricing

## Sign Up Now & Save!

P&C Markets offers 3 levels of catalog participation for carriers and vendor partners. Each level provides access to a basic catalog along with a wealth of options for promotion and agent education. .

### Promotion

Sign up for P&C Market for one year and receive 3 additional months **FREE!**

Subscription Levels	Silver Catalog \$300	Gold Catalog \$600	Platinum Catalog \$900
Inside The Catalog			
Branded Catalog	X	X	X
Catalog Managed by Catalog Owner	X	X	X
Contact Information	X	X	X
Custom Header	X	X	X
Rotating Banners	X	X	X
Event Calendar	X	X	X
Description Area	X	X	X
Folders to File Posts	X	X	X
Featured Posts	X	X	X
Posts & Videos: Downloaded and/or Viewable Online	X	X	X
Searchable Posts and Catalog	X	X	X
Informational Pages	X	X	X
Home Page			
Subscription Level Identification on Directory Page	X	X	X
Sponsor Ad 1 time a month		X	X
Posts Featured on Homepage		X	X
Banners 1 time a month			X
Indexed E-Mails			X



# Advertising Options

Catalog ownership on the P&C Markets site is for carrier, vendor, surplus lines brokers and general agents. Catalog owners may purchase additional advertising placements. If you are interested in additional advertising, please contact P&C Markets directly.



## Advertising

Home Page Featured Box Ad	\$100 per Week
Home Page Banner Ad	\$70 Per Week \$250 Per Month
Home Page Sponsored Ad	\$50 per Week \$180 Per Month
Index Email Ad	\$50 Per Week \$180 per Month

## Advertising Contacts

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## Program Contact

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