



# NATIONAL FLOOD INSURANCE PROGRAM

## Bureau and Statistical Agent

W-02066

**MEMORANDUM TO:** Write Your Own (WYO) Principal Coordinators and  
NFIP Servicing Agent

**FROM:** WYO Clearinghouse

**DATE:** September 25, 2002

**SUBJECT:** **Update**--NFIP Co-op Advertising Program Guidelines

**RE:** W-02038, June 14, 2002; W-02041, June 26, 2002

Attached are the latest guidelines for participation in the NFIP 2002 Co-op Advertising Program, which runs through November. These guidelines update information provided in the two earlier Clearinghouse bulletins referenced above.

Please distribute this information within your organization as appropriate. If you have any questions, call the Co-op Advertising Manager at 1-800-564-8236.

Attachments

cc: Vendors, IBHS, WYO Standards, FIPNC, WYO Marketing Committee,  
Government Technical Representative

Suggested Routing: Marketing, Underwriting

# **NFIP CO-OP ADVERTISING PROGRAM**

## **Program Year June - November 2002**

We are happy to announce that funds are still available in the NFIP Co-op Advertising Program. Now is your chance to take advantage of this opportunity to get assistance in your efforts to advertise that you sell flood insurance. Let's team up with the NFIP to help America BE FLOOD ALERT. The program's guidelines are listed below.

### **NFIP Co-op Advertising Program Guidelines**

**1. Co-op participants can receive up to \$5,000 in reimbursement for their pre-approved ads. Also, state funding caps have been lifted.**

This will help spread available funds across the country, so that more of you have an opportunity to participate in the program. The Co-op program's application is available online at [www.fema.gov/nfip/coopapp00.pdf](http://www.fema.gov/nfip/coopapp00.pdf) or call the Co-op Advertising Manager at 1-800-564-8236 to request one.

**2. Co-op participants' National Flood Insurance ads that have been approved prior to running will be reimbursed 50% of the print insertion/media cost.**

**Because the NFIP pays for 50% of the approved flood insurance advertising costs, ads run through the NFIP Co-op Advertising Program should focus on National Flood Insurance and how your potential new clients can reach you.**

**3. Newspaper, magazine and radio spots are eligible for reimbursement. Yellow Pages display advertising is no longer available for reimbursement.**

An ad in your community newspaper or spot on your local radio station is more effective in helping you reach more potential customers as well as bring them to your door.

**4. Co-op participants may use FREE advertising materials developed through the NFIP Co-op Advertising Program.**

The free, customizable materials provide space for you to advertise your name, contact information and logo, while reinforcing the national campaign locally. The NFIP-produced materials include over 25 print advertising ad slicks that may be used in newspapers and magazines, as well as four live-read radio scripts. To obtain these free NFIP-produced materials, please visit one of the following weblinks:

[www.fema.gov/nfip/adslick.htm](http://www.fema.gov/nfip/adslick.htm) [print] [www.fema.gov/nfip/radioscript.htm](http://www.fema.gov/nfip/radioscript.htm) [radio]. You can also receive these materials by calling the NFIP Co-op Advertising Manager toll free at 1-800-564-8236.

**5. Co-op participants' company logos, which may be included in print ads, should be equal in size to the NFIP logo.**

**6. Submit your ads for approval prior to running or airing to ensure eligibility for reimbursement.**

This ensures that funds are committed for your reimbursement.

**7. After your pre-approved ad has run, pay all print insertion/media invoices and submit copies of paid invoices and tearsheets to the NFIP Co-op Advertising Manager.**

When the invoices and tearsheets are submitted, the NFIP Co-op Advertising Manager will then process your paperwork so that you may receive your reimbursement.

***Note: Participation in previous program years does not guarantee approval in the 2002 program year.***

**If you have any questions about the program,  
please contact the NFIP Co-op Advertising Manager at  
1-800-564-8236, or by fax at 1-212-727-5719.**