

Introducing The Online How's Your Image?



Does your advertising say the right things about you and United American?

Are you projecting an image that presents you as a knowledgeable professional who is offering the best insurance products on the market today? Are you taking advantage of the print ads we have available to enhance that image?

You've been asking for it, and we're ready to deliver! A new print advertising website is now available to Branch Managers as part of UAOnline. The site offers a catalog of all our pre-approved print ads available for use in the field. Branch Managers may browse through the catalog, find the ad or ads that are just right, and drop them into their shopping cart. We're putting your ad campaign literally at your fingertips, so that achieving that "just right" image is easier than ever.

Note: *The Ad Catalog is a tool for Branch Manager use. Agents may not order print advertising via the ad catalog.*

UA AdCatalog

We make it simple.



The UA Ad Catalog clearly illustrates each ad and provides essential information regarding modification of the ad prior to use. Listed next to each ad illustration is the state(s) in which the ad is **not approved** and **can not** be used. Branch Managers may select ads based upon needs and state approval; place them in the shopping cart; check out. Literally, easy as 1,2,3!

Once you finish browsing, the contents of your shopping cart are sent via e-mail to Agency Services in the Home Office for license verification and fulfillment. You receive your order either by postal mail or by e-mail; just indicate which shipping method prior to check out.

If you prefer to write, design or illustrate your own ad, the UA Ad Catalog conveniently includes complete and recently updated information in our Advertising Guidelines. If you don't find a pre-approved ad that exactly projects the concept, image or idea you want, create your own ad and have it approved by following our "8 Simple Steps." The steps are carefully outlined so

there is no confusion about the process or timeframe involved in obtaining ad approval. If you've been hesitant to sell certain types of coverages, the UA Ad Catalog can help! For instance, if you've never sold Hospital/Surgical insurance, simply place a pre-approved Hospital/Surgical ad (AG479R) in your local newspaper. You may generate an entirely new customer base to explore and develop, and, in the process, become more knowledgeable about UA's product lines.

If you've never used an online catalog, don't worry. UA's Ad Catalog is easy to access and simple to navigate. It takes the guesswork out of promoting yourself and United American. Once the site has been up and running for a while, we'd like your feedback. If you have an idea about how to improve the catalog, let us know. If there is something else you would like to see, tell us about it. This new website addition is for you - to make your advertising and selling campaigns easier and more consistent. If we're all on the same page, it promotes a better image of you and United American!