



**Co-op Advertising Program
(Effective January 1, 2023)**

Mutual of Wausau Insurance Corporation (hereinafter, Corporation) will pay a calendar year Co-op Advertising reimbursement based upon the following conditions.

1. DEFINITIONS

- a. **PREMIUM** means Written Premium from January 1st through December 31st each year from all policies issued by the Corporation for the Agency.

2. ELIGIBILITY

- a. The Agency shall be eligible for the Co-op Advertising Program in each calendar year in which:
 - 1. The preceding calendar year premium total of \$30,000.00 or more is achieved.

3. COMPUTATION

- a. Available Dollars = .0025 X Written Premium, if \$30,000 or more.

4. PAYMENT PROVISION PROCESS

- a. Prior approve co-op advertising with Corporation, including ad proof(s).
- b. Purchase approved advertising and submit paid invoice to Corporation.
- c. The corporation will reimburse 50% of dollars spent by the Agency up to the calculated amount available.

5. GENERAL PROVISIONS

- a. In the event of a mid-year merger, the Corporation will determine how the merger will impact the current year calculation.
- b. This Program may be amended or terminated by the Corporation giving the Agency 30 days' notice prior to the effective date of the amendment or termination.
- c. Co-op advertising dollars shall be determined solely on figures produced by the Corporation.
- d. The co-op advertising payment, if any, is payable to the Agency only if the Agency has complied with all the terms of this Program and their Agency Contract with the Corporation during the applicable contingent year.
- e. The failure of the Corporation to enforce or apply, at any time, any of the provisions of this Program or the Agency Contract shall in no way be construed to be a waiver of such provisions, nor shall it in any way affect the right of the Corporation thereafter to enforce or to apply each and every such provision.
- f. This Program supersedes and cancels all previous co-op advertising agreements between the Agency and the Corporation.
- g. Any awarded co-op advertising will be paid within 60 days.
- h. Promotional and marketing ads/items approval are at the full discretion of the Corporation.