

# Roush Insurance Services, Inc.

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- Deerfield Insurance Company
- Evanston Insurance Company
- Essex Insurance Company
- Markel American Insurance Company
- Markel Insurance Company
- Associated International Insurance Company

## SUPPLEMENT FOR MEDIA SERVICES

All questions MUST be completed in full.

If space is insufficient to answer any question fully, attach a separate sheet.

1. Full name of Applicant: \_\_\_\_\_
2. Is the Applicant a(n):
  - (a) Advertising/Public Relations Agency? ..... Yes [ ] No [ ]
  - (b) Author/Musician/Artist? ..... Yes [ ] No [ ]
  - (c) Broadcaster - Television/Radio? ..... Yes [ ] No [ ]
  - (d) Cable Operator? ..... Yes [ ] No [ ]
  - (e) Producer - Film/Video/Music, including game production? ..... Yes [ ] No [ ]
  - (f) Publisher - Book? ..... Yes [ ] No [ ]
  - (g) Publisher - Newspaper/Magazine? ..... Yes [ ] No [ ]
  - (h) Publisher - Other (describe) \_\_\_\_\_? ..... Yes [ ] No [ ]
  - (i) Webcaster? ..... Yes [ ] No [ ]
  - (j) Other (describe) \_\_\_\_\_? ..... Yes [ ] No [ ]
3. Does the Applicant:
  - (a) Have in-house legal counsel with experience in media and intellectual property laws? ..... Yes [ ] No [ ]
  - (b) Utilize outside legal counsel for media and intellectual property matters? ..... Yes [ ] No [ ]
    - (i) If Yes, provide the following:  
Name of outside legal counsel: \_\_\_\_\_  
Name of firm: \_\_\_\_\_  
Address: \_\_\_\_\_
  - (c) If no in-house or outside legal counsel is utilized describe the Applicant's procedures for evaluating media and intellectual property matters. \_\_\_\_\_
  - (d) Follow written clearance procedures for all materials prior to release? ..... Yes [ ] No [ ]
  - (e) Require third party providers of content to assign or license to the Applicant the right to use the content? ..... Yes [ ] No [ ]
    - (i) If Yes, do such rights extend to all methods of use (print, video, internet, etc.)? ..... Yes [ ] No [ ]
4. Describe the Applicant's procedure for responding to:
  - (a) Requests for retractions or corrections: \_\_\_\_\_
  - (b) Complaints relating to the Applicant's content: \_\_\_\_\_
5. If the Applicant provides advertising services:
  - (a) Provide the percent of annual revenue from the following:  
Ad Campaign Planning/Strategy \_\_\_\_\_ %  
Database Mining \_\_\_\_\_ %  
Design – Package/Product/Display \_\_\_\_\_ %

- Design – Logo/Trademark\* \_\_\_\_\_%
- Design – Website \_\_\_\_\_%
- Market Research \_\_\_\_\_%
- Media Buying \_\_\_\_\_%
- Printing \_\_\_\_\_%
- Product Branding \_\_\_\_\_%
- Production of Commercials \_\_\_\_\_%
- Public Relations \_\_\_\_\_%
- Special Event Promotion \_\_\_\_\_%

\* provide the number of logos/trademarks designed annually \_\_\_\_\_

- (b) Annual gross billings:
  - (i) estimated for the coming year: \$ \_\_\_\_\_
  - (ii) last twelve months: \$ \_\_\_\_\_
- (c) Annual capitalized billings (pass through production costs):
  - (i) estimated for the coming year: \$ \_\_\_\_\_
  - (ii) last twelve months: \$ \_\_\_\_\_
- (d) Does the Applicant obtain written releases for use of materials from the following:
  - (i) Employees? ..... Yes [ ] No [ ]
  - (ii) Free-lance writers, photographers, artist, musicians? ..... Yes [ ] No [ ]
  - (iii) Models? ..... Yes [ ] No [ ]
  - (iv) Other individuals appearing in advertising? ..... Yes [ ] No [ ]
- (e) Does the Applicant:
  - (i) Obtain written approval for all materials from clients? ..... Yes [ ] No [ ]
  - (ii) Create comparative advertisements? ..... Yes [ ] No [ ]
  - If Yes, list accounts, type and description of advertisements. \_\_\_\_\_
  - (iii) Perform trademark searches? ..... Yes [ ] No [ ]
  - If Yes, describe search process. \_\_\_\_\_
  - (iv) Develop, organize, implement or monitor games of chance, sweepstakes or other contests? .... Yes [ ] No [ ]
  - If Yes, provide details. \_\_\_\_\_

6. If the Applicant provides publishing services answer the following:

- (a) For both print and digital distribution, provide the following for all materials published by the Applicant, including books, journals, newsletters, magazines, newspapers or other written content.

<u>Name of Publication</u>	<u>Frequency</u>	<u>Circulation</u>	<u>Subject</u>	<u>Print/Digital/ Both?</u>

- (b) Provide the percentage of the following:
  - Original content created by the Applicant \_\_\_\_\_%
  - Previously released content republished by the Applicant \_\_\_\_\_%
  - Solicited original content created by free lance contributors \_\_\_\_\_%
  - Unsolicited original content created by third party contributors \_\_\_\_\_%
- (c) Is all content reviewed prior to release:
  - (i) By editorial staff? ..... Yes [ ] No [ ]
  - (ii) By legal counsel? ..... Yes [ ] No [ ]
- (d) Does the Applicant have a process for returning unsolicited material? ..... Yes [ ] No [ ]

7. If the Applicant provides broadcasting and/or webcasting services answer the following:

- (a) Provide the percentage of revenue from the following:
  - Cable \_\_\_\_\_%
  - Internet \_\_\_\_\_%
  - Radio \_\_\_\_\_%
  - Television \_\_\_\_\_%
  - Other (describe) \_\_\_\_\_%
  - \_\_\_\_\_ \_\_\_\_\_%

(b) For each broadcasting station or cable system provide the following:

<u>Call Letters</u>	<u>Cable System</u>	<u>Location</u>	<u>No. of Listeners/Viewers/ Subscribers</u>	<u>Market Classification</u>
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(c) Provide the URL for all of the Applicant's websites. \_\_\_\_\_

(d) Does the Applicant create original programming? ..... Yes [ ] No [ ]  
If Yes, describe. \_\_\_\_\_

(e) Provide the percentage of the following:

Original content created by the Applicant	_____%
Previously released content rebroadcast by the Applicant	_____%
Solicited original content created by free lance contributors	_____%
Unsolicited original content created by third party contributors	_____%

(e) Is all content reviewed prior to release:

(i) By editorial staff? ..... Yes [ ] No [ ]

(ii) By legal counsel? ..... Yes [ ] No [ ]

8. Has the Applicant ever been the subject of any:

(a) Disciplinary action or been investigated, reprimanded or fined by the Federal Trade Commission or other regulatory agency? ..... [ ] Yes [ ] No

(i) If Yes, attach a separate sheet detailing the action(s), the result(s) and steps taken to mitigate future disciplinary actions.

(b) Licensing dispute? ..... [ ] Yes [ ] No

(c) Any libel/slander/defamation/plagiarism allegations? ..... [ ] Yes [ ] No

(d) Any intellectual property allegations? ..... [ ] Yes [ ] No

If the answer to (b), (c) or (d) is Yes, provide details for each Yes answer. \_\_\_\_\_

Signing this Supplement does not bind the Company to provide or the Applicant to purchase the insurance.

It is understood that information submitted herein becomes a part of the application for insurance and is subject to the same declarations, representations and conditions.

Must be signed by director, executive officer, partner or equivalent (within 60 days of the proposed effective date).

\_\_\_\_\_  
Name of Applicant

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date