

Cooperative Advertising Opportunity: Fire Safety and Prevention

As temperatures cool down, home appliances are starting to heat up — and that increases the risks of home fires. This week is National Fire Prevention Week and it's a great time to start having important conversations with your policyholders to protect their families and properties from all the fire hazards associated with fall and winter.

To help you bring awareness to important fire prevention tactics, a co-brandable brochure on fire safety has been developed to share with your policyholders. The brochure offers child-friendly information about how to stay safe from fires and is ideal to distribute through schools, clubs, and activities geared toward children and families, or share with your local fire department for field trips.

The brochure can be customized and printed through the Agency Marketing Platform. Did you know the first 50 fire prevention brochures are free? Additional copies are eligible for a 60% reimbursement using your agency's 2022 co-operative advertising funds.

If you have questions, please contact marketing@fmins.com.

Ready to get started? Follow the instructions below to customize and order the brochure.

Log in to our Agency Marketing Platform: From [iBIS Agency Services](#), select the Resources tab, then go to Marketing > Agency Marketing Platform (AMP).

Find the fire prevention brochure: On the AMP homepage, use the white search bar and type "fire prevention" or "fire safety."

Customize the brochure:

1. After you have clicked on the brochure, click the blue Build button from the product page.
2. You will be taken to a customization page where you can input your agency information and upload your logo file (there are three locations for your agency's logo).
3. After you have customized your material, you can choose to download a PDF directly to your desktop to print and fold from home or print and ship professional hard copies directly to your office.
 - The first 50 printed copies are FREE for your agency. If you want additional printed copies, you can utilize your co-op funds during the check-out process.