How to take advantage of our co-op advertising

Let’s have a frank conversation about advertising. Today, the average consumer is exposed to countless communication channels, and they’re seeing ads on all of them. In fact, most people see hundreds of ads every single day. In doing so, they’re becoming more and more familiar with those brands. They’re learning about the products and services they offer. They’re growing intrigued, and then they’re taking action.

As partners in insurance protection, we want to help your business grow. That’s why at Frankenmuth Insurance, we offer co-op advertising dollars to all of our independent insurance agencies. And new this year, we’ve increased the amounts available for everyone.

Agency Classification: Annual Amount for Co-op Advertising

- Preferred Plus: $5,000
- Preferred: $3,000
- Partner: $2,000
- New (less than 3 years with FI): $1,000

Note: You will be reimbursed for 60% of your media costs if you use a Frankenmuth Insurance brand design. You will be reimbursed for 50% of your media costs if you use your own design.

Ready to get started? It’s easy, and it’s worth it. Just follow these simple steps:

1. Find an advertising opportunity in your area. Choose from a print ad, radio spot, billboard or digital ad. Then, present it to the Frankenmuth Insurance team at marketing@fmins.com for approval. (On a limited basis, we will also work with agencies to support community-facing events with sponsorships and giveaway items.)

2. Once the advertising opportunity is approved, we’ll work with you to develop the ad — usually within 10 business days.

3. After the agency and the Frankenmuth Insurance team have approved the ad, place it to run accordingly. Need a little assistance? Our advertising partners can help.

4. Send us an invoice as a reimbursement request. Typically, it will be mailed within 10 days of receiving it.

Questions about co-op advertising? Contact our team at any time. Send an email to marketing@fmins.com or call (800) 234-1133, extension 2330.