

March Begins a New Year of Co-Op Advertising

Frankenmuth Insurance is committed to partnership with our appointed agencies and helping to grow your businesses. A proven way to help you accomplish this is co-operative advertising, which allows you to generate the exposure you need, at a lower cost.

Our co-op program encompasses a variety of advertising mediums including print, radio, television, digital, billboard and event sponsorship. Our program is also very flexible to accommodate additional requests that support your agency's advertising efforts. After all, you know your audience best! If you have an idea, we would love to hear more about it.

The new co-op year begins March 1 and continues through Feb. 28, 2022. Ready to get started? All you need to do is:

1. Email your project to the Frankenmuth Insurance team at marketing@fmins.com.
2. Once your request has been approved, we'll work with you to develop your ad copy or you can create your own.
3. After your agency and the Frankenmuth Insurance team have both approved the ad, you can place it.
4. Send us the invoice and we will reimburse you for our portion of the cost.

If you'd like more information about Frankenmuth Insurance's co-op advertising program, [view our digital flier](#) or contact Marketing via email at marketing@fmins.com.