



Advertising Services & Guidelines EquiTrust Insurance Marketing Services™

EquiTrust is pleased to offer a variety of pre-approved print ads, flyers and mailers on this Web site. These materials are intended for use with the general public, to generate leads, and to solicit consumer interest in EquiTrust products.

These ads are approved in their current form as they appear on the site. No other copy revisions (other than inserting your contact information and company logo) can be made without prior approval from EquiTrust. The ads are available in a PDF format, which can be downloaded and emailed to your local newspaper/publication or printer.

EquiTrust does not provide printing services for mailers, or customization of print ads. Your local printer or publication can insert your contact information (and logo if applicable) in the designated area – typically at no additional charge.

Agents are responsible for 100% of the media insertion and printing costs for these materials. EquiTrust does not reimburse for any part of these costs when these advertising materials are used.

For purposes of tracking ad and mailer usage, please send a copy of the final ad or mailer (that includes your contact information) to EquiTrust. In addition to our regulatory obligation to track ad usage, this information also allows us to more effectively monitor popularity and trends with regard to these resources, so we can continue developing advertising materials to help you achieve results.

Please send a final copy of the ad to:
EquiTrust
Attn: Bob Baehr
7100 Westown Pkwy Suite 200
West Des Moines, IA 50266-2521

If you have any questions, please contact
Bob Baehr
Assistant Vice President of Communications
Email: bob.baehr@equitrust.com
Phone: 515-226-5118
Toll free: 866-598-3694, ext 5118

For additional tips, rules and regulations regarding advertising practices with EquiTrust, please refer to “Business Guidelines” at the “Best Practices” link.