

Medicareful[®] BRANDING GUIDE

As the owner of the Medicareful registered trademark, it's imperative that Ritter Insurance Marketing assures agent partners are good stewards of the Medicareful brand.

Please refer to these guidelines for approved Medicareful promotion.

APPROVED MATERIALS

Our Medicareful Agent Request Forms (MARFs) allow Medicareful agents to purchase unique web banners and/or print materials with their contact information. When purchasing these materials, our agents agree not to modify them in any way. Any alterations to these materials could put their compliance with the Medicare Marketing Guidelines (MMG) into jeopardy.

Under **no circumstances** should an agent co-opt the Medicareful logo for use in their own marketing materials without prior approval from Ritter Insurance Marketing. Any use of our logo without express permission is grounds for termination from the Medicareful program. Please submit all requests for logo use to support@medicareful.com.

PLACEMENT OF PROMOTIONAL MATERIALS

We encourage Medicareful agents to proudly promote themselves as a local, licensed sales agent. The best way to do so is through approved promotional materials and advertisements direct to the consumer.

However, there are restrictions on where it's appropriate to place these materials.

Internet Display Ads

We expect agents to use their best judgment on appropriate websites to place display ads. Since these materials promote both the agent and the Medicareful brand, we expect agents to be conscious of the type of content they want associated with their name.

Additionally, any content surrounding an agent's ad must be in compliance with the MMG and cannot use superlatives, i.e. *"Find the Best Medicare Plans"* or *"For the best Medicare plan, click here."*

Print Ads

Similar to an internet display ad, agents should use their best judgment when purchasing print ad space. The publications in which an agent advertises should serve to promote their brand in a positive way.

Posters/Bulletin Boards

We request that agents receive permission from a property owner or store manager before placing or posting any approved Medicareful marketing materials (Table Tent, Slim Jim, Poster) in a private space.

NOTE: Agents **must use** a printer of Medicareful's choosing and **may not** print approved Medicareful materials themselves.

APPROVAL TO USE THE BRAND

All uses of the licensed Medicareful trademark or service mark are subject to the review of Ritter Insurance Marketing. Failure to remove non-compliant uses of the Medicareful trademark or service mark could lead to termination from the Medicareful program and/or termination of sales contracts with Ritter Insurance Marketing.