



**MANCHESTER**  
UNDERWRITING MANAGEMENT

## **Media, Marketing & Advertisement Professions Proposal Form**

**IMPORTANT:**

**In this application:**

“**You / Your**” refers to all firms to be insured under this arrangement, including any predecessor or previous business for which cover is required.

“**Firm**” means any business, whether a sole trader, partnership or company, limited in liability or otherwise.

“**Principal**” means any Director, Partner, Member or Sole Trader.

Answers should relate to all work for which cover is required - past, present and future.

**You MUST** complete all sections of this Application Form. The Application Form must be signed and dated once completed.

This Application Form is for a contract of insurance and **You**, the proposer, must disclose all material facts relevant to this application for Professional Indemnity Insurance and other covers.

All material facts must be disclosed truthfully, to the best of **Your** knowledge and belief at the time of disclosure. **You** must also disclose any changes to the facts disclosed that occur prior to commencement of insurance. The information provided in this Application Form, together with any other information given, will be used by underwriters in their assessment of this application.

Failure to disclose all relevant material facts whilst making this application may lead to the invalidation of any insurance effected, and ultimately result in avoidance of the insurance or non-payment of any claim made.

Full details for coverage provided can be found in our Policy Wordings and Summaries, which are available on request.

**1) Please provide full trading names of all **Firms** to be insured under this arrangement (**You/Your**):**

| Name(s) | Date Established |
|---------|------------------|
|         |                  |
|         |                  |
|         |                  |
|         |                  |

**2) Please provide **Your** website address:**

**3) Please provide all addresses:**

|  |
|--|
|  |
|  |
|  |

**4) If cover is required for **Your** previous business (predecessor practices), please provide full details below:**

| Name(s) | Start Date | End Date | Reason for winding up/leaving |
|---------|------------|----------|-------------------------------|
|         |            |          |                               |
|         |            |          |                               |

**5) If any of the **Principals** require cover for any previous professional business activity not covered elsewhere, please provide details below:**

|  |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|
| Name of <b>Principal</b> to be covered |       |       |       |       |       |       |
| Name of previous <b>Firm</b>           |       |       |       |       |       |       |
| Period at previous <b>Firm</b>         | From: |       | From: |       | From: |       |
|  | To:   |       | To:   |       | To:   |       |
| Fees for last 3 years of trading       | Year  | Total | Year  | Total | Year  | Total |
|  |       |       |       |       |       |       |
|  |       |       |       |       |       |       |
|  |       |       |       |       |       |       |
| Position held at previous <b>Firm</b>  |       |       |       |       |       |       |
| Reason for leaving                     |       |       |       |       |       |       |

**6) Do **You** have any association with or financial interest in any other **Firm**?  Yes  No**

If YES, please provide full details below of the nature of the association and the name and business of the third party:

7) Please supply details of all **Principals**:

| Name | Age | Qualifications | Date Qualified | Date of Engagement |
|------|-----|----------------|----------------|--------------------|
|      |     |                |                |                    |
|      |     |                |                |                    |
|      |     |                |                |                    |

8) Please supply details of total numbers of staff:


| Principals | Qualified Staff | Unqualified Staff | Others |
|------------|-----------------|-------------------|--------|
|            |                 |                   |        |

9) Has any **Principal** ever been convicted of a criminal offence or are any charges/prosecutions pending (excluding minor motoring offences), or been investigated/reprimanded/disqualified by their professional body?  Yes  No

If YES, please provide full details below:

10) Please provide full details if any **Principal** has been made personally bankrupt or has been associated with any business which has ceased trading, either voluntarily or compulsorily:

11) Please provide details of **Your** current Professional Indemnity insurance arrangements below:

|  |  |
|--|--|
| Current Insurer  |  |
| Current Broker   |  |
| Policy Renewal Date  |  |
| Limit of Indemnity   |  |
| Excess   |  |
| Premium  |  |
| If <b>You</b> currently have Professional Indemnity coverage in force, please advise the retroactive date, if any:  |  |
| Date   |  |

12) Please provide a breakdown of turnover/fees generated:

Year End Date (month applicable)

| Year End           |  |  |  |  |  | N/Y Estimate |
|--------------------|--|--|--|--|--|--------------|
| Work in UK         |  |  |  |  |  |              |
| Work in EU         |  |  |  |  |  |              |
| Work in USA/Canada |  |  |  |  |  |              |
| Work elsewhere     |  |  |  |  |  |              |
| Total              |  |  |  |  |  |              |

**13) Please provide a breakdown of **Your** activities and percentage of income generated for each discipline:**

|  |   |
|--|---|
| Production of advertisements (for commercial TV)         | % |
| Media spend (for commercial TV)                          | % |
| Productions of advertisements (other media)              | % |
| Media spend (other media)                                | % |
| Direct marketing - mailshots                             | % |
| Direct marketing - postage costs                         | % |
| Direct marketing - telemarketing                         | % |
| Direct marketing - database management list broking      | % |
| Sales promotion  | % |
| Marketing (including market research) - fees             | % |
| Marketing (including market research) - production costs | % |
| Public relations - fees                                  | % |
| Public relations - production costs                      | % |
| Graphic design - fees                                    | % |
| Graphic design - production costs                        | % |
| Other - please provide full details below:               | % |
|  |   |
| <b>Total:</b>  | % |

**14) Please provide details of **Your** 5 largest contracts that have been completed in the past 6 years:**

| Client | Start Date | Description of Work | Total Contract Value | Your Contract Fee | Estimated Completion Date |
|--------|------------|---------------------|----------------------|-------------------|---------------------------|
|        |            |                     |                      |                   |                           |
|        |            |                     |                      |                   |                           |
|        |            |                     |                      |                   |                           |
|        |            |                     |                      |                   |                           |
|        |            |                     |                      |                   |                           |

**15) Please provide details of **Your** 5 largest contracts currently in hand:**

| Client | Start Date | Description of Work | Total Contract Value | Your Contract Fee | Estimated Completion Date |
|--------|------------|---------------------|----------------------|-------------------|---------------------------|
|        |            |                     |                      |                   |                           |
|        |            |                     |                      |                   |                           |
|        |            |                     |                      |                   |                           |
|        |            |                     |                      |                   |                           |
|        |            |                     |                      |                   |                           |

16) Are **You** a member of any professional organisation or trade association? If YES, please provide full details below:  Yes  No

|  |
|--|
|  |
|--|

17) Do **You** provide direct mailing services? If NO proceed to question 18  Yes  No

What is **Your** largest mailing (by number of pieces mailed)?

What is **Your** average mailing (by number of pieces mailed)?

Do **You** provide 100% mailings (mailing contracts where 100% of the client database must receive the mailing)?  Yes  No

18) Please provide details of the procedures **You** have in place to ensure any media content used does not breach any third party rights:

|  |
|--|
|  |
|--|

19) Do **You** carry out any print only contracts?  Yes  No

If YES, what percentage of **Your** income does this amount to?  %

Do **You** always have a written specification for each job which includes campaign details, volume, timings and sign off procedures?  Yes  No

20) Do **You** always obtain final client sign off before the production of any marketing material? If NO, please provide details of when this is not obtained:  Yes  No

|  |
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|  |
|--|

21) Do **You** engage the services of sub-contractors?  Yes  No

If YES, please provide answers to the following, otherwise skip to the next question.

What percentage of fees/turnover was paid to sub-contractors during the last financial year?  %

Do **You** always require **Your** sub-contractors to hold their own Professional Indemnity coverage and verify that it is in force?  Yes  No

If YES, please confirm the minimum limit **You** require them to maintain:

22) Do you undertake projects where the work is outside the United Kingdom? If YES, please give full details below:  Yes  No

| Country | Client | Start Date | Description of Work | Total Contract Value | Your Contract Fee | Est. Completion Date |
|---------|--------|------------|---------------------|----------------------|-------------------|----------------------|
|         |        |            |                     |                      |                   |                      |
|         |        |            |                     |                      |                   |                      |
|         |        |            |                     |                      |                   |                      |

23) Have **You** at any time entered into a contract that is subject to the laws of countries outside the United Kingdom? If **YES**, please provide details of 3 largest contracts below:  Yes  No

| Country | Client | Start Date | Description of Work | Total Contract Value | Your Contract/Fee | Est. Completion Date |
|---------|--------|------------|---------------------|----------------------|-------------------|----------------------|
|         |        |            |                     |                      |                   |                      |
|         |        |            |                     |                      |                   |                      |
|         |        |            |                     |                      |                   |                      |

24) Have **You** at all times used written agreements for each contract undertaken which clearly outline the services to be provided and have all changes always been confirmed in writing?  Yes  No

25) Other than by sub-contracting have **You** ever entered into contracts where **You** may incur liability for the services provided by others (such as a consortium involving joint and several liability)? If **YES** please provide full details below:  Yes  No

26) Have **You** ever entered into contracts on behalf of clients?  Yes  No  
 If **YES** is written sign off for the contract terms always obtained from **Your** client prior to doing so?  Yes  No

27) Please select the Limit of Liability **You** require quotations for:

|                          |                          |  |                          |
|--------------------------|--------------------------|--|--------------------------|
|                          | <input type="checkbox"/> |  | <input type="checkbox"/> |
| £500,000                 | <input type="checkbox"/> |  | <input type="checkbox"/> |
|                          | <input type="checkbox"/> |  | <input type="checkbox"/> |
| Other Limit of Liability |                          |  |                          |

28) What Level of Excess do **You** require?

29) Has any claim been made or loss suffered by **You**, whether insured or not, in respect of any of the risks to which this proposal for insurance relates? If **YES**, please provide details below:  Yes  No

| Date of Claim/loss | Details of claim/loss | Amount Paid | Date Settled | Outstanding Reserve |
|--------------------|-----------------------|-------------|--------------|---------------------|
|                    |                       |             |              |                     |
|                    |                       |             |              |                     |
|                    |                       |             |              |                     |
|                    |                       |             |              |                     |
|                    |                       |             |              |                     |

**30) Are **You** aware of any of the following?**

Any circumstances which might lead to a claim against **You**, whether insured or not, in respect of any of the risks to which this proposal for insurance relates?  Yes  No

Any matter which might otherwise affect the consideration of this proposal?  Yes  No

Has any application for similar insurance made on **Your** behalf or on behalf of any past or present **Principal** ever been declined, refused renewal, cancelled or accepted only on special terms?  Yes  No

If YES to any of the above, please provide full details here:

**DECLARATION**

I/we declare that, after full enquiry, the contents of this application are true and that I/we have not misstated, omitted or suppressed any material fact or information. I/we agree that this application together with any other information supplied by me/us shall form the basis of any contract of insurance which may be effected.

If there is any material alteration to the facts and information which I/we have provided or any new material matter arises before the completion of the contract of insurance, I/we undertake to inform Underwriters.

I/we hereby consent to any information I/we have provided being processed by you for the purposes of providing insurance and claims handling, which may necessitate sharing such information with third parties. Manchester Underwriting Management Ltd. may use this information for marketing (by post, telephone, e-mail or fax) subject to the conditions of the Data Protection Act.

If you do not wish these details to be used for marketing please inform Manchester Underwriting Management Ltd. in writing. Under the Data Protection Act 1998 you have the right to access or amend the information we hold about you. If you would like to exercise either of these rights please contact Manchester Underwriting Management Ltd.

Name of Principal Signing this form:

Signature of Principal:

Date: