

# Request for Advertising or Social Media Approval

## Legal & General America

### SUBMITTED BY BROKERAGE GENERAL AGENT

BGA Agency Name \_\_\_\_\_ BGA Number \_\_\_\_\_  
BGA Contact Person \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Does this advertisement have your approval?  Yes  No Date \_\_\_\_\_

1. What is the official name of the agent/agency advertising? \_\_\_\_\_
2. Is this the name on the Banner/William Penn license/contract?  Yes  No If no, what is? \_\_\_\_\_  
Banner contract name \_\_\_\_\_ Banner code # \_\_\_\_\_  
William Penn contract name \_\_\_\_\_ Penn code # \_\_\_\_\_
3. What company is being advertised?  Banner  William Penn
4. What material(s) are you requesting advertising approval for:  Magazine ad  Newspaper ad  Internet ad  
 Brochure/Flyer  Social Media  Postcard  Letter  Other \_\_\_\_\_
5. What product(s) or service(s) is being advertised? \_\_\_\_\_
6. In what states will the material(s) be distributed? \_\_\_\_\_
7. What is the approximate publication or distribution date? \_\_\_\_\_
8. What is the name of the publication, social media, or search engine where your ad or profile will appear?  
\_\_\_\_\_
9. Who is the intended audience? Check all that apply.  
 Prospects  Clients  Agents/Brokers  Other \_\_\_\_\_
10. What is the approximate audience size? (Publication circulation or # mailed, etc.) \_\_\_\_\_
11. How will the material(s) be distributed? Check all that apply.  Mailed  Blast email  Social media  
 Distributed by publisher  Distributed at meeting/seminar  Used during sales presentation  
 Other \_\_\_\_\_
12. Does the site include Banner, Penn, and/or Legal & General America logos?  Yes  No  
Note: Banner and Penn logos should be replaced with Legal & General America logos. Logos can be found on the Partner Dashboard at [partner.lgamerica.com/marketing/BrandResource](http://partner.lgamerica.com/marketing/BrandResource).
13. Will additional materials be used for the presentation or follow up (ex. scripted sales presentation) for this product or service?  
\_\_\_\_\_  
 Yes  No If yes, please attach copies.
14. Is an incentive to respond being offered?  Yes  No If yes, what? \_\_\_\_\_

This form must be submitted to the Legal & General America Compliance Department and must be accompanied by the proposed copy. The advertisement may not be used until requested changes are made, final copy is sent to the Compliance Department and acknowledgement of the final is received from the Compliance Department.

Compliance questions should be directed to the Compliance Department by email at [mdcompliance@lgamerica.com](mailto:mdcompliance@lgamerica.com).

Read the Legal & General America [Website Compliance Guidelines](#) or contact your Internal Wholesaler for further guidance.

Submit this form to [mdcompliance@lgamerica.com](mailto:mdcompliance@lgamerica.com).

