

Commercial TV Production of advertisements Media spend	£
Other Media Production of advertisements Media spend	£
Printed Literature/Documents	£
Direct Marketing	£
Mailshots (If income declared, please answer question below)	£
Postage costs	£
Telemarketing	£
Database management	£
List broking	£
Sales Promotion	£
Marketing (including all market research) Fees	£
Production costs	£
Public Relations Fees	£
Production costs	£
Human Resources Fees	£
Production costs	£
Specialist Design (Graphic Design) Fees	£
Production costs	£
Specialist Design (Corporate Identity) Fees	£
Production costs	£
Event Organisation	£
Other work (details please)	£

TOTAL TURNOVER INCLUDING FEE INCOME

Do you always have a written specification with your clients for each job which includes campaign details, volume, quality, timings and sign off procedures

Yes No

MAILSHOTS

What is your largest mailing (by number of pieces mailed)? _____

Yes* No

What is your average size mailing? _____ Do you do 100% mailings

*If Yes, please give details _____

Please list the firm's three largest contracts undertaken in the last three years:

Location and Type of Service Provided	Contract Value	Your Fee	Date Commenced	Approximate Completion Date

Give details of your fees/income derived from clients based in:

	Actual for Last Financial Year	Estimate for Current Financial Year	Estimate for Next Financial Year
UK	£	£	£
North America	£	£	£
Elsewhere	£	£	£

Please list the activities undertaken and provide the approximate percentage breakdown of your last financial years income/fees for each:

Sport/Leisure	%	Telecommunications	%
Charity	%	Information Technology	%
Retail	%	Financial	%
Property	%	Others (please specify)	%
Healthcare/Medical	%	Total	100%

Details of Principals/Partners/Directors:

Name	Age	Qualifications	No. of Years Experience

Please attach CVs for all of the above if the business is less than five years old.

Does the firm currently hold Professional Indemnity Insurance?

Renewal Date:

What Limit of Indemnity do you require?

Excess

Name of current insurers:

Premium

I/We declare that the statements and particulars in this proposal are true and that I/we have not misstated or suppressed any material facts. I/We agree that this proposal, together with any other information supplied by me/us, shall form the basis of any contract of insurance effected thereon. I/We undertake to inform Insurers of any material alteration to these facts whether occurring before or after completion of the contract of insurance. Signing this proposal form does not bind the proposer to complete this insurance.

Signature of Principal/Partner/Director

Dated

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