

For media buying agencies and agencies of record placing linear, programmatic, social, and out-of-home media for clients. Complete with ACORD 125. Attach a description of services, a sample client contract or engagement letter, resumes or credentials of key professionals, and five years of loss runs.

1 APPLICANT / BUSINESS INFORMATION

LEGAL BUSINESS NAME	DBA	FEIN	YEARS IN BUSINESS
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
BUSINESS ADDRESS	CITY / STATE / ZIP	WEBSITE	
<input type="text"/>	<input type="text"/>	<input type="text"/>	

Entity type:
☐ Sole proprietor ☐ Partnership ☐ LLC ☐ Corporation ☐ Nonprofit

PRIMARY CONTACT / TITLE	PHONE	EMAIL
<input type="text"/>	<input type="text"/>	<input type="text"/>

LICENSES / CERTIFICATIONS HELD	PROFESSIONAL STAFF / TOTAL EMPLOYEES
<input type="text"/>	<input type="text"/>

2 OPERATIONS

Services provided (check all that apply):
☐ Linear TV / radio ☐ Programmatic display / video ☐ Paid social ☐ Search ☐ Out-of-home ☐ Print ☐ Connected TV
☐ Retail media ☐ Media auditing

ANNUAL GROSS BILLINGS (\$)	BILLINGS PREPAID BY CLIENTS (%)	MOST CLIENT FUNDS HELD AT ONCE (\$)
<input type="text"/>	<input type="text"/>	<input type="text"/>
LARGEST CLIENT (% OF REVENUE)	WORK OUTSIDE YOUR HOME STATE (%)	WORK SUBCONTRACTED (%)
<input type="text"/>	<input type="text"/>	<input type="text"/>

2-1 Do you buy media as principal and resell it to clients? ☐ Yes ☐ No
 IF YES, EXPLAIN

2-2 Is every engagement under a signed written contract or engagement letter? ☐ Yes ☐ No
 IF NO, EXPLAIN

2-3 Do contracts limit your liability (e.g., to fees paid)? ☐ Yes ☐ No
 IF NO, EXPLAIN

3 EXPOSURE & RISK QUESTIONS — PAYMENT LIABILITY & CLIENT FUNDS

77% of ad executives say media sellers treat the buying agency as the liable party at least occasionally, so sequential-liability wording often doesn't protect you in practice.

3-1 Do all client contracts include sequential-liability terms? ☐ Yes ☐ No
 IF NO, EXPLAIN

3-2 Do insertion orders state you act as agent for a disclosed client? ☐ Yes ☐ No
 IF NO, EXPLAIN

3-3 Do clients prepay before media is placed? ☐ Yes ☐ No
 IF NO, EXPLAIN

3-4 Are client media funds held in a separate trust or escrow account? ☐ Yes ☐ No
 IF NO, EXPLAIN

3-5 Are credit checks run on new clients before extending media credit? ☐ Yes ☐ No
 IF NO, EXPLAIN

3-6 Do you carry trade-credit insurance on client receivables? ☐ Yes ☐ No
 IF NO, EXPLAIN

3-7 Is dual approval required for media payments above a set amount? ☐ Yes ☐ No
IF NO, EXPLAIN

3-8 Are vendor bank-detail changes verified by phone to a known number? ☐ Yes ☐ No
IF NO, EXPLAIN

4 EXPOSURE & RISK QUESTIONS — PROGRAMMATIC, AD FRAUD & BRAND SAFETY

The ANA estimated up to \$20B (23%) of \$88B in open-web programmatic spend was wasted, which drives client claims over misdirected spend.

4-1 Is third-party invalid-traffic verification used on all programmatic buys? ☐ Yes ☐ No
IF NO, EXPLAIN

4-2 Do inclusion lists exclude made-for-advertising sites? ☐ Yes ☐ No
IF NO, EXPLAIN

4-3 Do you get log-level data from DSPs for client reconciliation? ☐ Yes ☐ No
IF NO, EXPLAIN

4-4 Is principal-based buying disclosed to clients in writing? ☐ Yes ☐ No
IF NO, EXPLAIN

4-5 Do contracts define make-goods for under-delivery? ☐ Yes ☐ No
IF NO, EXPLAIN

4-6 Are brand-safety tools used to block unsafe placements? ☐ Yes ☐ No
IF NO, EXPLAIN

4-7 Are delivered impressions reconciled to invoices before billing? ☐ Yes ☐ No
IF NO, EXPLAIN

4-8 Has a client disputed media billing or delivery? ☐ Yes ☐ No
IF YES, EXPLAIN

5 PAYROLL, SALES & REVENUE

ANNUAL REVENUE (\$)	LARGEST SINGLE CONTRACT (\$)	SUBCONTRACTOR COSTS (\$)	TOTAL ANNUAL PAYROLL (\$)

6 PRIOR INSURANCE & LOSS HISTORY

CURRENT MEDIA E&O CARRIER / LIMITS	DEDUCTIBLE / RETROACTIVE DATE	EXPIRATION DATE

DATE OF CLAIM	DESCRIPTION	TOTAL INCURRED (\$)	OPEN / CLOSED

6-1 Has a media seller pursued you for a client's unpaid buy? ☐ Yes ☐ No
IF YES, EXPLAIN

6-2 Has a client refused to pay or sued over fees in the past 5 years? ☐ Yes ☐ No
IF YES, EXPLAIN

6-3 Has any license, certification, or registration been suspended, disciplined, or investigated? ☐ Yes ☐ No
IF YES, EXPLAIN

6-4 Has any coverage been declined, cancelled, or non-renewed? ☐ Yes ☐ No
IF YES, EXPLAIN

6-5 Is the applicant aware of any incident or circumstance that could give rise to a claim?

☐ Yes ☐ No

IF YES, EXPLAIN

7 RISK MANAGEMENT & SAFETY

7-1 Are client files and work papers retained for a set period under a written policy?

☐ Yes ☐ No

IF NO, EXPLAIN

7-2 Is multifactor authentication required for email and client data?

☐ Yes ☐ No

IF NO, EXPLAIN

7-3 Is MFA required on DSP and ad-platform accounts?

☐ Yes ☐ No

IF NO, EXPLAIN

7-4 Is the largest client's credit reviewed each year?

☐ Yes ☐ No

IF NO, EXPLAIN

8 SIGNATURE & FRAUD WARNING

The undersigned declares that the statements and answers given in this supplemental are true, complete and correct to the best of their knowledge, and that no material fact has been withheld or misstated. The applicant agrees that this supplemental, together with all ACORD applications and attachments, forms the basis of any submission to insurers and may be relied upon by them. Signing this supplemental does not bind coverage. This supplemental is an intake document prepared by Cory Washington & Co. LLC to support carrier submission; it does not itself provide coverage.

FRAUD NOTICE: Any person who knowingly and with intent to defraud any insurance company or other person files an application for insurance containing any materially false information, or conceals for the purpose of misleading information concerning any fact material thereto, may be committing a fraudulent insurance act, which is a crime and may subject such person to criminal and civil penalties. State-specific fraud warnings appear on the insurer's application.

APPLICANT / AUTHORIZED SIGNATURE (TYPE FULL NAME)	TITLE	DATE
<div></div>	<div></div>	<div></div>
PRODUCER — CORY WASHINGTON & CO. LLC	PRODUCER SIGNATURE (TYPE FULL NAME)	DATE
<div></div>	<div></div>	<div></div>