

# 2021 Trusted Choice® Marketing Reimbursement Program (MRP)



## Guidelines - Option 3 (Advantage Subscription)

### Option 3: TrustedChoice.com Advantage Subscription Available to NEW Advantage subscribers only

- Reimbursement of \$125 when purchasing any annual subscription. Visit [trustedchoice.com/advantage](https://trustedchoice.com/advantage) for more information.
- "New" is defined as not having been an Advantage subscriber within the previous 24 months.
- Submit for reimbursement after being billed by [trustedchoice.com](https://trustedchoice.com)

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#### Guiding principles of the Marketing Reimbursement Plan:

- Allows for any eligible activity involving the Trusted Choice logo in external messaging with consumer impact for members; and for an updated digital presence for all members.
- The application must provide reasonable documentation that an expense was incurred and paid.
- The nature of the expense is reasonably correlated to the external messaging and promotes the Trusted Choice brand to consumers.
- **The MRP will not reimburse ongoing expenses like directory listings, subscriptions to marketing services, expenses for yellow pages ads, website hosting/maintenance outside of preferred vendors or other phone book type advertising.**

#### Application Information:

To apply for reimbursement, a Trusted Choice Agency must submit to Trusted Choice:

- Completed reimbursement application form. Applications can be submitted on the Trusted Choice member website or emailed to [Trusted.Choice@iaba.net](mailto:Trusted.Choice@iaba.net).
- Option 1 - The approved design proof/sample/picture of each of the materials to be reimbursed (in color if possible).

All invoices must be dated in 2021. Applications are considered in the order they are received. Allow a minimum of 8 to 10 weeks for processing, but be aware that it may take longer depending on volume of applications received at any given time. **Trusted Choice reserves the right to deny any request for reimbursement that uses the Trusted Choice logo in a manner that is not consistent with the Trusted Choice Brand Style Guide or the guidelines of the MRP. Only the Trusted Choice logo is eligible for reimbursement from the MRP.**

If you are unsure about an item or use of the logo, want to get pre-approval of an item or proof prior to printing, or need to check if your agency or branch locations are eligible for any reimbursement, email us at [Trusted.Choice@iaba.net](mailto:Trusted.Choice@iaba.net) or call 800.221.7917.