

Effectively marketing your business is crucial to sustaining your growth and success. Your invaluable partnership with Rockingham Insurance provides you with exclusive access to our comprehensive Marketing Toolkit.

Our Marketing Toolkit includes:

- **Agency Locator:** Directs traffic to your website, saving you time and money by reducing the need for costly SEO efforts.
- **[Marketing Storefront](#):** An extensive selection of marketing materials to promote your agency's brand while leveraging the strength of the Rockingham Insurance brand.
 - **Social Media Content Library:** Access to a robust collection of ready-to-use social media posts to enhance your online presence.
 - **Educational Resources:** Articles and our blog [Quotable](#) designed to help educate you and your customers.
- **Custom Marketing Request:** Our marketing team is here to support your special co-branded marketing requests for those opportunities that need a custom touch.

We understand how busy you are, so we've made marketing simple and efficient. Our goal is to support your success by providing the tools you need to grow your agency, cultivate virtual relationships, generate online leads, and strengthen your online presence.

Rockingham Insurance is [here](#) as your valued partner, committed to bolstering your success.

Rockingham Insurance Co-op Procedures and Best Practices

Rockingham Insurance is excited to support our valued agency partners in promoting their businesses in the communities where we live and work. Our Co-Op Program fosters collaboration by sharing marketing costs and resources, ensuring consistent brand messaging, and extending the reach of our marketing efforts.

Through this program, agents can receive reimbursement for a portion of advertising expenses, helping them expand their business while maintaining a strong and unified brand presence.

Some of the Key benefits of our Marketing Co-Op Program include:

- **Collaboration and Cost Sharing:** Partnering with Rockingham Insurance allows agents to share marketing costs and resources, amplifying the impact of their promotional and advertising activities.
- **Consistent Brand Messaging:** Ensuring a unified and powerful brand presence across all marketing channels.
- **Support for Local Promotion:** Encouraging agents to promote their businesses deeply rooted in their local communities.

Our program is dedicated to enhancing brand presence, implementing effective communication strategies, and upholding our mission to serve policyholders with excellence and integrity.

Rockingham Insurance Company is committed to your success. Join us in leveraging this opportunity to build a stronger, more recognizable brand and achieving greater success in your business endeavors.

Marketing Co-Op Program Enrollment & Allocation

If your agency’s written premium reached at least \$250,000 by the end of the previous year, and your agency’s three-year loss ratio is 52% or less, you are eligible to participate in Rockingham Insurance Marketing Co-Op Program.

Fund Distribution

While we support policy retention and community brand recognition through traditional advertising, our Co-Op funds are specifically allocated to drive **new business growth** for your agency.

Co-Op funds are allocated based on your agency’s contribution, impact, and portfolio size. To qualify, your agency must demonstrate consistent net new policy growth each quarter. If eligible, Rockingham Insurance will cover 50% of your advertising expenses, up to the specified aggregate limit within the calendar year.

**Note:* Eligibility for Co-Op funding is assessed quarterly, so your agency may qualify in one quarter but not in the next, depending on sales activity.

| | Written Premium as of 12/31 | Maximum Annual Limit – Distributed Quarterly |
|---------|-----------------------------|--|
| Level 1 | \$250,000-\$500,000 | .1% of total book size |
| Level 2 | \$500,001-\$1,000,000 | .2% of total book size |
| Level 3 | \$1,000,001-\$2,999,999 | \$2,500 |
| Level 4 | \$3,000,000-\$5,000,000 | \$3,500 |
| Level 5 | \$5,000,001-\$6,999,999 | \$7,000 |
| Level 6 | \$7,000,000 or more | \$10,000 |

**Note:* New agencies appointed within the last 12 months are eligible for a \$500 advertising allowance. Agencies appointed within the past 3 years must maintain an average weighted loss ratio of less than 52%.

Reimbursement Guidelines

All reimbursement requests must be submitted electronically via the online reimbursement form on the [Brand page](#) by the 21st of the month, along with supporting documentation, to receive reimbursement in the following month. Requests must be submitted within 90 days of the invoice date; any requests submitted after this period will not be eligible for reimbursement and will not be processed.

All advertising submitted for reimbursement must include the Rockingham Insurance logo and/or name and adhere to brand guidelines. Reimbursements will not be processed if an incorrect or outdated logo is used. Additionally, certain types of advertising require preapproval. Please refer to the submission request form [here](#). Be sure to review the guidelines in the following pages for specific details.

To ensure reimbursement, submit the completed [submission request form](#) along with all required documentation, ensuring full compliance with Rockingham Insurance Company's brand guidelines, including logo, color palette, font, and other specifications. No other insurance company may be listed, shown, or advertised.

Preapproved Rockingham Insurance Company ad templates can be downloaded from the [Rockingham Insurance Marketing Storefront](#) or accessed through our [Brand website](#).

**Note:* All invoices from December of the current calendar year must be submitted no later than January 23rd.

**Note:* Co-op account balances will reset annually on January 1st. Funds will not roll from year to year.

Definitions of Co-Op Categories

On the reimbursement form, please specify the type of advertising used and include any appropriate supporting documents. Review each category to understand the specific requirements for that type of submission.

Print/Digital Advertising

Print advertising includes designed ads for newspapers, magazines, programs, and other publications. Digital advertising covers digital graphics for various media, including billboards.

We offer multiple print media templates for your use, including options for multi-lining, upselling additional coverages and endorsements, and "Protecting What Matters Most." If you wish to use print media other than the provided templates, please submit for preapproval.

To qualify for co-op reimbursement, all print and digital advertising must include the Rockingham Insurance logo. [Visit the Marketing Storefront to browse ideas and templates.](#)

**Note:* Print Yellow Pages ads, Calendars/Pocket Calendars, including trademark listings, Digital Marketing services (i.e., consulting or website fees) are ineligible for reimbursement.

Please work with our Marketing Team on more innovative marketing opportunities.

1. Take a photo of the ad and scan for attachment, or upload the digital ad file
2. Scan copy of invoice
3. Scan copy of your canceled check or credit card transaction
4. Fill out the Online Reimbursement Form and upload applicable documents

Direct Mail

Direct mail includes any print materials distributed through the mail, including co-branded direct mail campaigns and postcards. To qualify for co-op reimbursement, the Rockingham Insurance logo must be included. [Visit the Marketing Storefront to browse ideas and templates.](#)

1. Take a photo of the direct mail piece and scan for attachment
2. Scan copy of invoice
3. Scan copy of your canceled check or credit card transaction
4. Fill out the Online Reimbursement Form and upload applicable documents

Signage - with Logo

Logos on banners, yard signs, and other displays must be accurate and display the Rockingham Insurance logo to qualify for co-op reimbursement. All supporting documentation must be included with your reimbursement submission. [Visit the Marketing Storefront to browse ideas and templates.](#) To submit for reimbursement, please follow the steps below:

1. Take a photo of the item showing the imprint or embroidery clearly and scan for attachment
2. Scan copy of invoice
3. Scan copy of your canceled check or credit card transaction
4. Fill out the Online Reimbursement Form and upload applicable documents

Preformatted signs for downloading and printing are available on our Marketing Storefront. For custom sign design, please submit a custom request form.

Radio & TV/Video

[Visit the Rockingham Insurance Marketing Storefront for samples of pre-approved radio scripts, produced radio spots, and a variety of customizable videos.](#) For a more tailored script or additional assistance with a radio or video ad, please contact our Marketing Team.

All supporting documentation must be included with your reimbursement submission. To submit for reimbursement, please follow these steps:

1. Scan the "Affidavit of Performance."
2. Scan a copy of your canceled check or credit card transaction.
3. If you used a script other than the approved one provided by RIMT, please include a copy of the script.
4. Fill out the Online Reimbursement Form and upload the applicable documents.

**Note:* Television ads, digital ads and other multimedia sponsorships offered through the broadcast station (such as sponsoring a Friday Night football program) are eligible. Billing from a cable company who only carries one broadcast station as part of its service does not qualify.

Promotional Items

The Promotional Items category includes branded giveaways such as pens, t-shirts, and cups. Please note the following important details to ensure your items qualify for reimbursement:

- Promotional items must be pre-approved prior to ordering, unless purchased through our [Rockingham Insurance Marketing Storefront](#).
- Items must adhere to our required compliance, copyrights, logos, and Branding Guidelines. Items purchased with incorrect logos or outside of the Branding Guidelines will not be reimbursed.
- Items purchased for giveaway bags or baskets must display the correct logo to qualify for reimbursement. There is no reimbursement for gift cards.
- If you plan to order promotional items from an outside vendor, contact RIMT for logo usage approval.

Reimbursement Submission Steps: All supporting documentation must be included with your reimbursement submission. To submit for reimbursement, please follow these steps:

1. Take a clear photo of the item showing the imprint or embroidery and scan it for attachment.
2. Scan a copy of the invoice.
3. Scan a copy of your canceled check or credit card transaction.
4. Fill out the Online Reimbursement Form and upload the applicable documents.

***Note:** Everything available in our [Rockingham Insurance Marketing Storefront](#) is pre-approved for co-op use and can be ordered by the agency without prior submission.

Sponsorships

Rockingham Insurance Company is committed to investing in and supporting local communities. Understanding policy retention and community brand recognition through traditional advertising is important, our Co-Op funds are specifically designated to **promote new business growth** for your agency.

The Sponsorship category is specifically for sponsorships where the Rockingham Insurance logo will be featured on another organization's item (e.g., a t-shirt, sign, etc.). This category is not intended for advertising where the Rockingham Insurance logo does not appear or is not cobranded with your agency logo.

To ensure your sponsorship qualifies for reimbursement, please adhere to the following guidelines and submission steps:

- The logo must be correct and follow brand guidelines.
- Include an invoice, sponsorship solicitation/flyer, or some form of communication from the organization detailing the sponsorship.
- Sponsored promotional items (e.g., t-shirts) are not subject to Rockingham Insurance's Branding Guidelines regarding colors and fonts, as they are part of another organization's creative work.
 1. Scan a copy of the sponsorship details (e.g., a flyer or communication from the organization outlining the sponsorship).
 2. Scan a copy of the invoice.
 3. Scan a copy of your canceled check or credit card transaction.
 4. Take a photo of the item featuring the Rockingham Insurance logo (e.g., t-shirt, sign, etc.).
 5. Fill out the Online Reimbursement Form and upload all applicable documents.

***Note:** The purchase of food cannot be submitted for co-op reimbursement. Any promotional items must have the correct logo to be reimbursed.

***Note:** Rockingham Insurance Marketing Team reserves the right to approve and/or deny any submission for Co-Op regardless of it meeting brand guidelines.

Marketing Co-Op Advertising & Brand Guidelines

Social media: All Rockingham Insurance Agent social media channels should adhere to our brand standards. This ensures that our Agency Partner accounts represent Rockingham Insurance on third-party social platforms appropriately and draws your audience's connection between you and the company.

Editorial Rules

Our Company Name

Our company's official name is Rockingham Insurance.

When Rockingham Insurance is followed by a business name, Rockingham Insurance may or may not take the possessive form. For example, Rockingham Insurance's Call Center.

Text marks

Our brand tagline is "Wherever you are, we're here." When standing alone or ending a sentence, it takes a period. When occurring at the beginning or in the middle of a sentence, it does not.

When the brand tagline is referenced on marketing materials, the word here should be:

- Italicized
- Gold on dark backgrounds, gold or blue on light backgrounds
- Typeset in Meta Serif Pro Book Italic (preferred) or Merriweather Italic

Product lines

Our main product lines are home, auto, farm insurance and more. When used as a footer element on advertisements, the product lines should be:

- Listed in the following order: HOME, AUTO, FARM, AND MORE
- All capitalized
- Each product line should be divided by the "|" character, with double spacing
- Typeset in Aktiv Grotesk XBold (preferred) or Heebo Extrabold
- The "|" character should be typeset in Aktiv Grotesk Medium or Heebo Medium
- The featured product line should be emphasized in dark blue

Example:

HOME | AUTO | FARM | AND MORE

Abbreviations and acronyms

An acronym is a word formed from the first letter or letters of a series of words: scuba (self-contained underwater breathing apparatus). An abbreviation is not an acronym.

Do not follow a word or phrase with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it.

Addresses

Street addresses should be spelled out in return addresses, web signatures and in "Contact us" sections. States should be abbreviated. In running copy, write out street type, directions, units, suites, etc.

633 East Market Street, Harrisonburg, VA 22801

Capitalization

Do not use all caps on a company name unless the individual letters are pronounced. If the company's name or product begins with a lowercase letter (like iPhone or eBay), try to reorder the sentence so that you can capitalize the name as the company usually does. If reordering is impossible, capitalize the first letter and any other letter the company usually capitalizes.

Company names

Abbreviate company (Co.), corporation (Corp.), incorporated (Inc.) and limited (Ltd.) when part of the name but do not use a comma before these abbreviations.

Headlines

Where possible, use sentence-structured, active headlines. Example: Rockingham Insurance now covers new insurance products

Capitalize only the first word and proper nouns. The one exception is that the first word after a colon is always uppercase in headlines. Always use single quotation marks.

Times

Use figures except for noon and midnight. Use a colon to separate hours from minutes.

The letters "AM" and "PM" should be two points smaller than the hour and minutes.

Example: 11 AM, 1 PM, 3:30 PM, 9-11 AM, 9 AM to 5 PM.

Avoid redundancies such as 10 PM this morning, 10 PM tonight or 10 PM Monday night.

Instead, use 10 PM or 10 PM Monday, etc.

Telephone and fax numbers

Use figures and surround area codes with parentheses. Example: (800) 123-1234

URLs

As a best practice, the cleanest, shortest working URL should be used in print pieces, websites and on stationery. Most sites, including [HTTPS://rockingham.insure](https://rockingham.insure) addresses no longer require the www (even if they appear on the landing page).

As long as the URL works without www.http:// and https:// they can be removed. However, because some sites do still require these prefixes, the URL should be tested in multiple browsers (IE, Firefox and Chrome) before removing any part of the address.

For print publications when the URL does not fit entirely on one line, break it into two or more lines without adding a hyphen or other punctuation mark, and carry any punctuation in the URL to the second line.

The URL should always be the last item in a sentence.

Example: To get a free quote, contact your local agent or visit [Rockingham.insure](https://rockingham.insure)

CO-OP ADVERTISING FAQs

WHY SHOULD ROCKINGHAM INSURANCE ELEMENTS FOLLOW BRAND STANDARDS? The deliberate use of color and consistent font is crucial for creating cohesive brand materials. By maintaining a uniform color palette and font, we strengthen and energize both Rockingham Insurance Company’s visual identity and that of your agency. This consistency helps portray Rockingham Insurance as a strong brand while positioning your agency as a trusted local expert, ready to help policyholders find the best solutions for their unique needs. Our goal is to ensure that our materials reflect a unified and professional image, benefiting both the Rockingham Insurance brand and your agency.

HOW SHOULD THE COLORS BE USED IN MY AD? Rockingham Insurance’s primary colors should be the dominant colors in all ads, followed by our secondary colors. These primary colors are essential in representing our brand.

For digital projects, use the specified RGB and HEX codes. For printing, use the Pantone or CMYK colors to ensure consistency and accuracy in color representation.

**Note:* Brand colors are outlined in the Brand Standard Guidelines available on our [Brand](#) page.

| | HEX | RGB | CYMK | Pantone (PMS) |
|------------------|--------|--------------|----------------|---------------|
| DARK BLUE | 005A8B | 0, 90, 139 | 100, 45, 6, 27 | 7462C / 301U |
| GOLD | FDC82F | 253, 200, 47 | 0, 21, 88, 0 | 123C / 115U |
| TEAL | 4295B5 | 66, 152, 181 | 76, 6, 8, 15 | 7459C / 632U |
| SKY BLUE | 59CBE8 | 89, 203, 232 | 54, 0, 6, 0 | 305C / 305U |
| ORANGE | CF4520 | 207, 69, 32 | 0, 82, 94, 2 | 173C / 166U |
| GREEN | 008755 | 0, 135, 85 | 97, 0, 86, 15 | 7725C / 355U |

CAN I USE THE LOCAL HIGH SCHOOL COLORS IN OUR AD? Depending on the location of the ad or sign, this can be an exception to the rule. If the sign is placed at a high school field, in a gymnasium, or in a sports program where school colors are a requirement, then the school colors can be used. Otherwise, as stated above, our brand colors reinforce Rockingham Insurance Company’s identity. *Please send your artwork to marketing@rockingham.insure for approval prior to placing the ad to ensure it will be eligible for reimbursement.*

WHERE CAN I FIND AD TEMPLATES? You can find all ad templates on our [Marketing Storefront](#) and at Rockingham.insure/brand. Available templates include ads for auto, home, mobile home, rental, and farm insurance.

ADDITIONAL INQUIRES: If you have further questions about the Co-op Advertising Brand Guidelines or the proper usage of the Rockingham Insurance logo, please contact our Marketing Team at marketing@rockingham.insure.