



Co-branded Advertisements

Templates and Guidelines

AIG Partners Group is committed to supporting our MGAs through every step of your business – from client prospecting to policy processing – we are here for you.

To assist you with client prospecting, we have put together a sample package of co-branded advertising templates. Keep in mind these are templates and can be modified as needed to suit your specific needs.

GETTING STARTED

Choose and download the templates below. Design working files are provided so you can work with your graphic designer of choice to customize the ad (e.g., add agents and contact info, add MGA logo/info, resize the ad, use different images, etc.).

IMPORTANT NOTE

The content in this template has been approved by AIG L&R Advertising Compliance Review Department. Additional approvals and review time may be required if wording is changed.

English Versions



Asian English Versions



Chinese Versions



- HELPFUL TIPS**
- When adding agent photos, minimum 300 dpi print resolution is preferred to ensure quality. JPG, TIFF or PSD are preferred photograph formats.

APPROVALS

- 1 Contact your Internal Wholesaler (IW) to initiate the AIG logo and trademark usage agreement.**
Your IW will collect necessary information and reach out to the AIG Brand and Intellectual Property teams on your behalf.
HELPFUL TIPS
 - Initiate the request early as this process may take 3-4 weeks to complete
- 2 Once the ad is completed, submit to your IW for final Compliance approval.**
HELPFUL TIPS
 - If any content is changed/added, please point them out to expedite the review.
 - If content is changed/added in Chinese, a certificate of translation from a certified translator is required for Compliance submission.
- 3 IW will notify you of final approval or if any updates are needed to the ad.**

ADDITIONAL RESOURCES [Co-branding Guidelines](#)

For questions, please contact your internal wholesaler (IW) or the sales desk for assistance: **1-800-358-5753**

AIG Partners Group includes financial professionals appointed with America General Life Insurance Company (AGL), Houston, TX. Policies and annuities are issued by AGL, which is responsible for financial obligation of insurance products and is a member of America International Group, Inc (AIG). Guarantees are backed by the claims-paying ability of the issuing insurance company. AGL does not solicit business in the state of New York. Products may not be available in all states and product features may vary by state. ©2020 AIG. All rights reserved. FOR FINANCIAL PROFESSIONAL USE ONLY – NOT FOR PUBLIC DISTRIBUTION