



June 14, 2007

Co-op Advertising Program Changes

We would like to take this opportunity to remind everyone about our co-op advertising program and update you with some recent changes. Our program provides up to \$750.00 in co-op funds reimbursement annually. This program is available to each agent until the total budgeted funds are depleted for the calendar year. Regence BlueShield of Idaho will pay 50% of the total cost for each approved ad, up to the \$750.00 maximum. The co-op dollars can be used for the following activities (*a complete list of program rules can be found on our website at <http://www.id.regence.com/agent/reference/>*):

- Print Advertisements
- Direct mail
- Radio
- Television
- On-line advertising (web advertisements only. Does not include on-line directories, yellow pages or search result placement).
- Out-of-home advertising (billboards, bus shelters, event signage, etc.,).
- Yellow page ads are **not** eligible for co-op advertising funds.

On our website under reference library, you will currently find six Regence NowSelect ads available for your use. These ads are pre-approved and will not require additional review by us before you run them. We will soon have several additional options for you to choose from and we will update you when they are available. We are working toward the availability of a complete portfolio of camera-ready ad slicks.

We have been working with the Idaho Department of Insurance (DOI) to ensure compliance on all of our advertising and are implementing some changes as a result. Effective immediately, any agent advertising that mentions or promotes Regence BlueShield of Idaho or our products must be submitted to us for review. This applies even if the advertisement was previously approved by us or is not going to be submitted to us for reimbursement through co-op. We will then forward the ad to the DOI for their approval.

Your submission to Regence should be coordinated through your local Individual Product Sales Executive as they are now your first point of contact for all advertising issues. Sonja Carter and our Communications Department are no longer involved in our co-op advertising program.

If you are currently running ads, we encourage you to contact your Individual Sales Executive as soon as possible as we will not reimburse any advertising that has not been through this process after July 1, 2007.