



OneBeacon Insurance Company

c/o First Media

4350 Shawnee Mission Pkwy #350 – Fairway, KS 66205

800-753-7545/913-384-4800 Fax: 913-384-4822 www.firstmediainc.com

Media Advantage Policy[®] Multimedia Supplement

1. Name of Applicant _____

2. Identify all subsidiaries, including trade names, and joint ventures to be insured by the policy _____

3. Total gross annual revenues from media activities \$ _____

4. **Scheduled Media** — Please identify all media entities to be insured:

A. Scheduled Television and Cable Stations:

For television, please provide highest hourly advertising rate and for cable, please identify the number of subscribers:

<u>Station and Geographic Market</u>	<u>Years in Operation</u>	<u>Highest Hourly Advertising Rate</u>	<u>Number of Subscribers</u>
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Network Affiliation (please identify) _____

Gross annual revenues from television and cable broadcasting \$ _____

B. Scheduled Radio Stations:

<u>Call Letters & Geographic Market</u>	<u>Years in Operation</u>	<u>Highest Rate-60 Second Spot</u>	<u>Percentage Simulcast</u>	<u>Hours Broadcast</u>	<u>Format</u>
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Gross annual revenues from radio broadcasting \$ _____

Do any of the radio stations share content? Yes No

If "yes," please advise the percentage the content shared or simulcast _____%

Do any of the radio stations web cast over the Internet? Yes No

If "yes," are appropriate statutory licenses procured? Yes No

Do any of the above publications share content?

Yes No

If "yes," please advise of the percentage of shared content _____%.

Gross annual revenues from newspaper publishing \$ _____

F. Magazine Publishing:

Please identify all periodicals to be insured by the Media Advantage Policy:

<u>Name and Location</u>	<u>Circulation Area</u>	<u>Circulation and Frequency</u>	<u>Yrs in Operation</u>	<u>Format</u>

Do any of the periodicals focus upon investigative reporting?

Yes No

If "yes," how does editorial staff ensure content accuracy _____

Please identify what percentage of periodical content focuses upon the following:

Alternative	_____%	Humor/Satire	_____%	News	_____%
Business/Finance	_____%	Home/Hobby	_____%	Pictorial	_____%
Consumer	_____%	Fiction/Non-Fiction	_____%	Political/Social	_____%
Educational	_____%	Historical	_____%	Religious	_____%
Entertainment	_____%	Instruction/How-to	_____%	Sports	_____%
Ethnic	_____%	Metropolitan	_____%	Technical	_____%
Other	_____%	_____			

Please identify any special publications, such as directories or newsletters, and describe content _____

Gross annual revenues from magazine publishing \$ _____

G. Book Publishing:

Please identify the type of books to be insured by the Media Advantage Policy and assign a percentage:

Autobiography	_____%	Fiction	_____%	Law & Justice	_____%
Celebrity	_____%	Health & Fitness	_____%	Medical	_____%
Children's	_____%	Historical Biography	_____%	Personal Betterment	_____%
Classics	_____%	How-to General	_____%	Political	_____%
Current Biography	_____%	How-to Technical	_____%	Reference	_____%
Economics & Finance	_____%	Hobbies	_____%	Social Commentary	_____%
Education Textbook	_____%	Investigative	_____%	Travel	_____%
Other	_____%				

Please describe _____

Are any of the books investigative works or unauthorized biographies?

Yes No

Are authors required to indemnify the publisher? Yes No

If "yes," please explain indemnification arrangement _____

Gross annual revenues from book publishing \$ _____

5. Systems, Operations and Loss Prevention for Scheduled Media:

- Do news reporters engage in investigative or undercover reporting? N/A Yes No
- Are hidden cameras or microphones used? N/A Yes No
- Are "Letters to the Editor" edited? N/A Yes No
- Is there a procedure for responding to complaints? N/A Yes No
- Are releases used in connection with the publication of photographs? N/A Yes No
- Is there a policy regarding the use of confidential sources? N/A Yes No
- Are delay devices utilized for live broadcasts? N/A Yes No

If scheduled media is published or broadcast in languages other than English, please identify:

Spanish	_____ %	Asian	_____ %
Middle Eastern	_____ %	French, German, Italian	_____ %
Other foreign language	_____ %		

What percentage of media content is provided by independent contractors, such as freelancers or stringers?
_____ %

Have procedures been implemented to verify content accuracy? Yes No

Are there procedures for responding to complaints and retraction requests? Yes No

6. Other Media — Please identify any other media, such as films, online activities or programs to be insured

Gross annual revenues from other media activities \$ _____

7. Attachments

Please submit the following information to complete the Application:

- a Current financial statement or corporate annual report;
- a Promotional materials regarding the services or operations of **Applicant**;
- a Copies of standard hold-harmless agreements and other contracts utilized with advertisers, licensors, licensees, distributors and independent contractors;
- a For newspapers and periodicals, please include three consecutive copies of publications to be insured;
- a For radio and television, include an advertising rate card(s) and program schedule;
- a For books, please include a current book list; and
- a If a new operation, resumes of principals.