

Marketing
NOW

Benefits Overview Booklet Quick Tips

The Benefits Overview Booklet is exactly as it sounds—a concise overview of a company’s benefit package. These booklets are ideal for communicating and educating an employee on the high points of their benefits package.

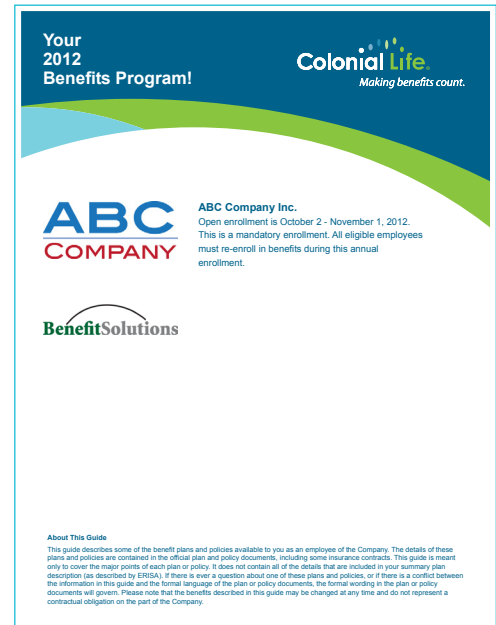
What does this booklet include?

Well, that’s really up to you. It’s highly customizable. It can accommodate:

- Underwriting company
- 4-Color or Black & White
- Account and/or broker logos on the front cover
- Customized enrollment content on the front cover
- Browse and upload custom welcome letter
- Medical plan with up to 23 benefits*
- Dental plan overview with up to 23 benefits*
- Up to 12 other core benefit offerings or customized content **
- Voluntary products page with descriptions
- Custom contact information

*This number can vary based on the length of the benefit descriptions.

**Notes pages are included if no core benefits are listed.



Is there any required content?

The only required content is medical information.

How much do they cost?

Benefit Overview Booklet Pricing

Color	
Qty	Price per each
5	\$ 4.30
10	\$ 3.30
20	\$ 2.80
50	\$ 2.50
100	\$ 2.40
250	\$ 2.34
500	\$ 2.32

B & W	
Qty	Price per each
5	\$ 2.40
10	\$ 1.48
20	\$ 0.98
50	\$ 0.68
100	\$ 0.58
250	\$ 0.52
500	\$ 0.50



How Do I Use It?

Log on: www.coloniallife.worksmartsuite.com > Select Enrollment Materials on the left navigation > Select Benefits Overview Booklet.

SITE DEMOS AND INSTRUCTIONS

The site includes a comprehensive User Guide on how to build a Benefit Booklet as well as a demo you can watch to help explain each step in the process.

CONTENT

Have all your content handy and easily organized before you begin. Cutting and pasting from other documents saves times and prevents errors.

LOGOS

Use 300 dpi jpgs when uploading images. This will ensure you have print quality resolution when your items are printed. If not, they'll appear fuzzy.

SAVING YOUR WORK

If you do not save your project to your shopping cart, all your work will be lost! To do this, at any point in the creation process you may click "Next Step" and it will take you through the whole process until you reach "Add to Cart" which saves it to your cart. When you're ready to return to finish your booklet, go straight to your shopping cart and click "Edit" to return to that piece.

RETRIEVING COMPLETED PROJECTS

All completed projects are housed for 18 months under the "Orders" tab. Select "Details" and from there you can easily retrieve those projects, edit them, update them or simply order direct reprints.

SAMPLES

You may order samples of this item from MarketingNow as well. Simply select "Samples" from the left navigation and choose your product then follow the normal ordering process.



Posters, Fliers and Tent Cards

Quick Tips

Posters, fliers and tent cards are your baseline collateral for communicating your up-coming enrollments.

What can I customize?

- Underwriting company
- Account and/or broker logos
- Account name
- Enrollment dates, times and places
- Select from 6 photos or no photo at all
- Choice of 4 headlines
- Choice of 2 calls to action on posters
- Posters are available in 8.5 x 11 or 11 x 17 flier options
- Core and Voluntary or Voluntary only
- Call center flier option
- Mandatory enrollment option



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RETRIEVING COMPLETED PROJECTS

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How much do they cost?

Digital Posters - 8 1/2 X 11
4/0 Digital Color Process, Bleeds
80# Digital Silk White Text
PDF Files - Trim & Wrap

Quantity:	Price:	Per/each:
5	23.00	4.60
10	32.00	3.20
25	44.00	1.76
50	66.00	1.32
100	85.00	0.85
150	105.00	0.70
200	129.00	0.65
350	190.00	0.54
500	307.00	0.61

Digital Poster	11 X 17	80# silk cover
5	27.00	5.40
10	32.00	3.20
25	52.00	2.08
50	81.00	1.62
100	124.00	1.24
150	163.00	1.09
200	206.00	1.03
350	325.00	0.93

Digital Flyer - 8 1/2 X 11
4/0 Digital Color Process, Bleeds
80# Digital Silk White Text
PDF Files - Trim & Wrap

Quantity:	Price:	Per/each:
5	23.00	4.60
10	31.00	3.10
25	43.00	1.72
50	65.00	1.30
100	84.00	0.85
150	103.00	0.70
200	125.00	0.65
350	190.00	0.54
500	249.00	0.50

Tent Cards
5 X 18 - folds to 5 x 7
80# cover 2" score top/bot

Quantities	Per each
10 to 14	11.30
15 to 24	5.85
25 to 34	4.00
35 to 49	3.08
50	2.25



The Broker Proposal in MarketingNow allows you to put your best foot forward when sending a prospective broker information about our company.

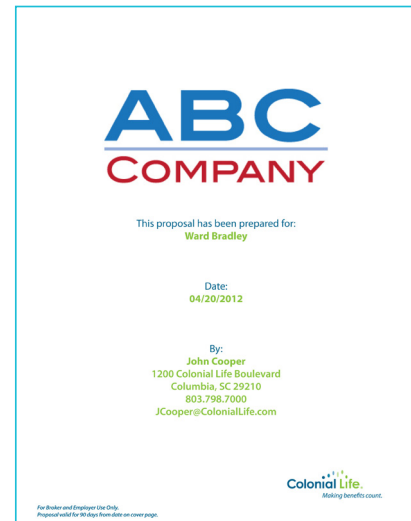
What can I customize?

- Broker logo
- Contact information
- Information on various subjects including Service, Enrollment and Financial Stability
- Choice of products from our portfolio by underwriting company

How Do I Use It?

Log on: www.coloniallife.worksmartsuite.com>

Select Broker Materials on the left>Select Broker Proposal



LOGOS

Use 300 dpi jpgs when uploading images. This will ensure you have print quality resolution when your items are printed. If not, they'll appear fuzzy.

PREVIEWING YOUR WORK

When building your proposal booklet, make sure you wait until it renders completely in the preview. If you move to the next step too quickly, some content may be lost. Always preview your work before completing your order.

SAVING YOUR WORK

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RETRIEVING COMPLETED PROJECTS

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SAMPLES

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How much do they cost?

Broker Proposal

# of Pages	8	12	16	20	24	28	32	36	40	64
Quantity										
1	12.40	13.50	14.60	15.70	16.80	17.90	19.00	20.10	21.20	27.80
5	4.40	5.50	6.60	7.70	8.80	9.90	11.00	12.10	13.20	19.80
5	3.40	4.50	5.60	6.70	7.80	8.90	10.00	11.10	12.20	18.80
10	3.40	4.50	5.60	6.70	7.80	8.90	10.00	11.10	12.20	18.80
20	2.90	4.00	5.10	6.20	7.30	8.40	9.50	10.60	11.70	18.30
30	2.80	3.90	5.00	6.10	7.20	8.30	9.40	10.50	11.60	18.20
50	2.60	3.70	5.00	5.90	7.00	8.10	9.20	10.30	11.40	18.00
100	2.50	3.60	4.80	5.80	6.90	8.00	9.10	10.20	11.30	17.90



Upload a PDF is just another tool MarketingNow offers to help as you as you prepare for your enrollment.

How does it work?

Simple. All you have to do is take any PDF you have, no matter how long or short, no matter what size and upload it to the site using this function. From there proceed with the order process adding it to your cart. A Customer Service Representative will call you once the order is received to discuss cost and delivery dates.

How Do I Use It?

Log on: www.coloniallife.worksmartsuite.com > Select Upload a PDF on the left navigation.

Retrieving Completed Projects

All completed projects are housed for 18 months under the "Orders" tab. Select Details and from there you can easily retrieve those projects and order direct reprints.

