



# Media Advantage Policy<sup>®</sup>

## Personal Appearance and Media Contributor Supplement

1. Name of Applicant \_\_\_\_\_

2. Describe the nature of the services or activities for which coverage is desired \_\_\_\_\_

Is merchandising planned in connection with the work?  Yes  No

If "Yes," describe \_\_\_\_\_

3. Public speaking engagements, panel discussions and guest appearances on television or radio programs:

a. Number of engagements or appearances per year \_\_\_\_\_

b. Gross annual revenues derived from these activities \$ \_\_\_\_\_

c. Describe program format and **Applicant's** participation \_\_\_\_\_

d. Describe content discussed or disseminated \_\_\_\_\_

4. Contributing editor, author, free-lance writer or advisor for third-party publications:

e. Number of articles published per year as:

\_\_\_\_\_ Contributing Editor

\_\_\_\_\_ Contributing Author

\_\_\_\_\_ Free-lance Writer

\_\_\_\_\_ Publications Advisor

f. List publications to which **Applicant** has contributed or acted as advisor:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

g. Describe the general subject matter of these articles: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

h. Gross annual revenues derived from these activities \$ \_\_\_\_\_

5. **Appearances as an actor, announcer or endorser in product or service advertisements for third parties.**

i. Number of appearances per year \_\_\_\_\_

j. List companies for which **Applicant** has made previous appearances \_\_\_\_\_  
\_\_\_\_\_

k. Gross annual revenues derived from these activities \$ \_\_\_\_\_

6. Does the **Applicant** provide one-on-one consulting or advice?

Yes  No

If "**yes**," please describe \_\_\_\_\_

7. **Attachments**

- ✓ Resume of **Applicant's** experience;
- ✓ Copy of the contract(s) for the activities to be covered; and
- ✓ Description or outline of the activity or services, including the nature of the content, to be covered.
- ✓ Sample copies of previous articles.