



Marketing Guidelines

North American Senior Benefits (NASB) requires producers to submit all pieces of advertising to the Company for review and approval prior to using such advertising.

Pre-approved templates and merchandise are available on www.nasbnation.com. These designs do not have to undergo the advertising review process listed below. NASB will not be distributing the logo effective January 1, 2016.

NASB will no longer provide business card printing effective July 22, 2020. It is important that agents do not misrepresent themselves as being an employee of North American Senior Benefits or Integrity Marketing Group.

The Advertising Review Process:

To submit an advertising piece for review, send your final ad in PDF format to marketing@nasbcorporpate.com with the following information: format, audience (clients or recruits), distribution (email, direct mail, website, etc), estimated quantity, and distribution dates. The piece will then go to the ad review team for a thorough review. We target a 3 business day turnaround time to provide revisions; though some pieces may take longer. Once revisions are made, resubmit the final, revised piece for formal approval. Once approved, you may use the piece for one year.

Remember to only submit final pieces with a specific area reserved for the NASB logo. We cannot accept handwritten or text only pieces. If the ad is approved, we will insert the logo. Failure to adhere to our guidelines and/or obtain the required approvals prior to use will result in a request to remove the NASB logo.