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| ExecutivePerils  T:310⋅444⋅9333 • F:310⋅444⋅9355 • Web: [www.eperils.com](http://www.eperils.com) • CA Lic# 0E36308  dba: Executive Perils Insurance Services |

APPLICATION FOR SPECIFIED PROFESSIONS PROFESSIONAL LIABILITY INSURANCE

**(Claims- Made Basis)**

1. Answer all questions. If the answer requires detail, please attach a separate sheet.

2. Application must be signed and dated by owner, partner or officer.

3. PLEASE READ CAREFULLY THE STATEMENTS AT THE END OF THIS APPLICATION.

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| **1. APPLICANT INFORMATION** | | | | | | | | | |
| a. Full name of Applicant: | | | | | | | | | |
| b. Principal Office Address: | | | | | | | | | |
| c. Addresses of Branch Offices: | | | | | | | | | |
| d. Number of Employees: Full time:  Part time:  Seasonal: Total : | | | | | | | | | |
| e. [  ] Corporation [  ] Partnership [  ] Individual [  ] Other Date established: | | | | | | | | | |
| f. Please list and describe affiliations with other firms: | | | | | | | | | |
| Yes No  g. (i) In the past five years has your name changed?  (ii) Has any other business been purchased?  (iii) Has any merger taken place?  If Yes, please provide or attach details - including any changes in operations and key employees;. | | | | | | | | | |
| h. (i) Limits of Liability requested: | $500,000 | | $1,000,000 | | | $2,000,000 | | Other | |
| (ii) Deductible (per claim) requested | $2,500 | $5,000 | | | $10,000 | | $25,000 | | Other |
| **2. PROFESSIONAL ACTIVITIES AND SPECIALTY** | | | |  | | | | | |
| a. Please describe the professional activities for which coverage is desired and indicate the percentage of gross receipts derived from each activity. | | | | | | | | | |

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| b. Fees and Receipts:    Estimate for Coming Year: $  Past 3 Years:  Last year: $  Previous Year $  Previous Year $ | | | | | |
| c. Are you engaged in any business or profession other than as described in Item 2(a)? Yes  No  If Yes, please explain: | | | | | |
| d. Have you established a quality control and/or continuing education program to limit professional liability exposure?  Yes  No If “Yes” Please explain: | | | | | |
| **3. CLAIMS/HISTORY** | | | | | |
| Please attach details for any “Yes” answers.  a. List any professional liability claims actually made against you in the past five years, including status of claim, amounts demanded or paid, date of claim, and action taken to prevent the same type of claim in the future. | | | | | |
| 1. Please list any known incidents, which might give rise to a professional liability claim. | | | | | |
| c. Has any insurer canceled or refused to renew any similar insurance during the past five years?  Yes  No | | | | | |
| d. Previous coverage: | | | | | |
| Policy  Period | Insurer | Indicate whether  claims made or  occurrence policy | Limits of Liability | Deductible | Retro  Date |
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| **4. ADDITIONAL INFORMATION** |
| a. Please attach copies of:  (i) Advertisements, brochures, descriptive literature;  (ii) Sample contract for services between you and your clients; and  (iii) Latest financial data (annual report or balance sheet and income statement). |
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| NOTICE TO APPLICANT: The coverage applied for is SOLELY AS STATED IN THE POLICY, which provides coverage on a "CLAIMS MADE" basis for ONLY THOSE CLAIMS THAT ARE FIRST MADE AGAINST THE INSURED DURING THE POLICY PERIOD unless the extended reporting period option is exercised in accordance with the terms of the policy.  WARRANTY: I/We warrant to the Insurer, that I understand and accept the notice stated above and that the information contained herein is true and that it shall be the basis of the policy of insurance and deemed incorporated therein, should the Insurer evidence its acceptance of this application by issuance of a policy. **I/We authorize the release of claim information from any prior insurer to any Company and/ or, Underwriting Manager**    Name of Applicant Title (Officer, partner, etc.)    Signature of Applicant Date  Signing this application does not bind the Applicant or the Insurer or the Underwriting Manager to complete the insurance, but one copy of this application will be attached to the policy, if issued. |

## **Please note; the following “supplemental application” is required**

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MULTIMEDIA SUPPLEMENT

1. Answer all questions. If the answer requires detail, please attach a separate sheet.

2. Application must be signed and dated by owner, partner or officer.

3. PLEASE READ CAREFULLY THE STATEMENTS AT THE END OF THIS APPLICATION.

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| **1. APPLICANT INFORMATION** | | | | | | | | | | |
| a. Applicant Name: | | | | | | | | | | |
| b. Gross Annual Sales:  Book Publishing $  Newspaper $  Magazine Publishing $  Broadcasting and Telecasting $  Cablecasting $  Film Production $  Advertising/Advertising Agency $  Total - United States and Canada $  Total - Foreign $  Total - All Operations $  - All Territories $ | | | | | | | | | | |
| c. Procedures:  (i) Please describe your standard procedure for checking accuracy of contents:      (ii) Name of in-house counsel:  Years of experience in media law:  (iii) Name of outside counsel:  Years of experience in media law: | | | | | | | | | | |
| d. Is E&O coverage as well as libel/slander coverage desired? Yes  No | | | | | | | | | | |
| **2. MEDIA** | | | | | | | | | | |
| a. Book Publishing  Book Type Percentage  %  %  % | | | | | | | | | | |
| b. Newspaper Publishing: | | | | | | | | | | |
| Newspaper Name | | | | Location | Frequency of  Circulation | | | | Average Circulation | |
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| c. Magazine Publishing: | | | | | | | | | | |
| Magazine Name | | | Location | | | | Frequency of  Circulation | | Average Circulation | |
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| d. Broadcasting and Telecasting: | | | | | | | | | | |
| Call Letters | Location | | | | | | | Highest Advertising | | |
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| e. Cablecasting: | | | | | | | | | | |
| Name of System | | Location | | | | No. of Locations | | | Market Classification | |
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| Originated Programming Type | | | | | | Number of Hours Per Week | | | | |
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|  | | | | | |  | | | | |
| Gross receipts derived from syndication of originated programming: | | | | | | $ | | | |  |
| f. Film Production:  (i) Type:  (ii) Number of films in previous year:  Production  Distribution  (iii) Number of films scheduled for current year:  (iv) List top five films in past year:  a)  b)  c)  d)  e) | | | | | | | | | | |
| g. Advertising/Advertising Agency:  (i) Do you create comparative advertisements:  Yes No  If yes, list accounts, types and descriptions of Advertising: | | | | | | | | | | |

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| (2) Gross Billings (Advertising Expenditures) - Latest completed Fiscal Year: $  Domestic Foreign  a) Excluding capitalized & service fees $ $  b) Capitalized & services fees $ $  c) Projected Gross Billings (Advertising Expenditures Current Fiscal Year $ $  (iii) Does agency produce any radio or television programs?  Yes No  If yes, list productions and details of each program presently on the air.      (iv) List principal advertising media with percentages.  TV % Magazine % Brochures % Radio % Billboards % Other %   1. List of 5 largest clients/products: |
| 1. Miscellaneous:   (i) Other Published Materials (i.e., charts, graphs, maps, audio-visual aids, greeting cards, posters, etc.)  Type Gross Sales  $  $  $  (ii) Printing for third parties: Gross Receipts  Type  $  $  $ |
| 1. **ADDITIONAL INFORMATION** |
| Please submit the following:  a. Brochure or list of current book titles, films, programming, etc.  b. Latest Annual Report  c. Copies of standard contracts with authors, distributors, advertisers, actors, employees, etc.  d. Sample of each publication (except books), if applicable.   1. Sample of advertising, if applicable. |
| I understand information submitted herein becomes a part of my General Application for Specified Professions and is subject to the same representation and conditions.    Name of Applicant\* Title    Signature of Applicant Date  One signed copy will be attached to the policy, cover note or certificate, if issued.  \*Signing this form does not bind the applicant or the Company or the Underwriting Manager to complete the insurance. |