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

Name of Applicant							
Identify all subsidiaries, including trade names, and joint ventures to be insured by the policy							
Total gross annual revenues from	om media activities	\$					
Scheduled Media — Please id	lentify all media ent	ities to be insured:					
A. Scheduled Television and Cable Stations:							
For television, please provide subscribers:	highest hourly adv	ertising rate and for	cable, please	identify the	number of		
Station and Geographic Market	Years in Operat	ion <u>Highest Ho</u> Advertising		Number of Subscribe			
Notwork Affiliation (places iden	+if.v)						
-	etwork Affiliation (please identify)						
Gross annual revenues from te	levision and cable b	proadcasting \$					
B. Scheduled Radio Stations	s:						
Call Letters & Geographic Market	Years in Operation	Highest Rate-60 Second Spot	Percentage Simulcast	Hours Broadcast	<u>Format</u>		
Gross annual revenues from ra	dio broadcasting \$_			_			
Do any of the radio stations sha If "yes," please advise the		tent shared or simulo	cast	□ Y %	'es 🗌 No		
Do any of the radio stations well if "yes," are appropriate sta				_	'es □ No 'es □ No		

D. Broadcast Format for Television, Cable and Radio: Educational Public Broadcasting Religious Content Controversial Sports Talk: Sports No Spanish No Sp				
Network Programming	• • • • • •	-		
Network Programming	,	ided _		
Purchased or Leased Programming	,	-		
Percent provided by a syndicate or feature service Percent provided by independent contractors		a -	0/	
Percent provided by independent contractors	_	=		
News Content Provided by a Wire Service % Do any of the stations produce programming for stations not owned or operated by the Applicant? If "yes," please explain the type of programming produced		-		
News Content Provided by a Wire Service % Do any of the stations produce programming for stations not owned or operated by the Applicant? If "yes," please explain the type of programming produced	Original Local News Programming		%	
Yes No No No No No No No N		_	%	
Educational	operated by the Applicant?			
Public Broadcasting	D. Broadcast Format for Televi	sion, Cable and Radio) :	
Religious Content	Educational		%	
	Public Broadcasting		%	
Sports	Religious Content		%	
Talk:	Controversial		%	
Foreign Language Broadcasting:	•		%	
Spanish%	Talk:		%	
(A) (B) (C) Name Location Date First Published Circulation/Frequency Circulation Area Circulation Area: international, national, regional, statewide, metropolitan, community, rural or campus. (A) (B) (C) % Content from Wire Service/Syndication % % % % % Content from Freelance Writers/Volunteers % % %	Spanish% Asian Other E. Newspaper Publishing Infor	% Middle Easte	%	
Name Location Date First Published Circulation/Frequency Circulation Area Circulation Area: international, national, regional, statewide, metropolitan, community, rural or campus. (A) (B) (C) % Content from Wire Service/Syndication	identify Scheduled Publications. A	·	·	
Location Date First Published Circulation/Frequency Circulation Area Circulation Area: international, national, regional, statewide, metropolitan, community, rural or campus. (A) (B) (C) % Content from Wire Service/ Syndication		(A)	(B)	(C)
Date First Published Circulation/Frequency Circulation Area Circulation Area: international, national, regional, statewide, metropolitan, community, rural or campus. (A) (B) (C) % Content from Wire Service/ Syndication	Name			
Circulation/Frequency Circulation Area Circulation Area: international, national, regional, statewide, metropolitan, community, rural or campus. (A) (B) (C) % Content from Wire Service/ Syndication % % % % Content from Freelance Writers/Volunteers % % % % Controversial or	Location			
Circulation Area Circulation Area: international, national, regional, statewide, metropolitan, community, rural or campus. (A) (B) (C) % Content from Wire Service/ Syndication % % Content from Freelance Writers/Volunteers % % % Controversial or	Date First Published			
Circulation Area: international, national, regional, statewide, metropolitan, community, rural or campus. (A) (B) (C) Content from Wire Service/ Syndication % Content from Freelance Writers/Volunteers % Controversial or	Circulation/Frequency			
(A) (B) (C) % Content from Wire Service/ Syndication	Circulation Area			_
% Content from Wire Service/ Syndication	Circulation Area: international,	, national, regional, stat	ewide, metropolitan, com	munity, rural or campus.
Syndication % % % % Content from Freelance Writers/Volunteers % % % % % Controversial or %		(A)	(B)	(C)
Writers/Volunteers % % % % Controversial or %		%	%	%
		%	%	%
	% Controversial or Investigative Content	%	%	%

C. Broadcast Programming for Television, Cable and Radio:

Do any of the above publi If "yes," please advis			red content _		%.	☐ Yes ☐ No
Gross annual revenues from	om newspa	aper publishing \$	<u> </u>			
F. Magazine Publishing	g:					
Please identify all periodic		nsured by the M	edia Advanta	ae Policv:		
		•		-	Ven in On a ratio	
Name and Location	Circu	ulation Area (dirculation an	<u>a Frequenc</u>	y Yrs in Operation	on <u>Format</u>
Do any of the periodicals	focus upor	n investigative re	porting?			☐ Yes ☐ No
If "yes," how does ed	ditorial staff	f ensure content	accuracy			
Please identify what perce	entage of p	eriodical conten	t focuses upo	n the follov	ving:	
Alternative _	%	Humor/Satire		%	News	%
Business/Finance _	%	Home/Hobby		%	Pictorial	%
Consumer	%	Fiction/Non-Fi	ction	%	Political/Social	%
Educational _	%	Historical		%	Religious	%
Entertainment _	%	Instruction/Ho	w-to	%	Sports	%
Ethnic _	%	Metropolitan		%	Technical	%
Other _	%	-				
Please identify any specia	al publication	ons, such as dire	ctories or ne	wsletters, a	nd describe conter	nt
Gross annual revenues from	om magazi	ine publishing \$_				
G. Book Publishing:						
Please identify the type of	f books to b	oe insured by the	e Media Adva	ntage Polic	cy and assign a pe	rcentage:
Autobiography	%	Fiction		%	Law & Justice	%
Celebrity _	%	Health & Fitne	ss	%	Medical	%
Children's	%	Historical Biog	graphy	%	Personal Better	ment%
Classics _	%	How-to Gener	al	<u></u> %	Political	%
Current Biography	%	How-to Techn	ical	%	Reference	%
- · · · -	<u></u> %	Hobbies		%	Social Commen	ntary%
Education Textbook _	%	Investigative		%	Travel	%
Other _	%					
Please describe						
Are any of the books inve	stigative w	orks or unauthor	ized biograph	nies?		☐ Yes ☐ No

	Are authors required to indemnify the publisher? If "yes," please explain indemnification arrangement	☐ Yes ☐ No						
	n yes , please explain indeminication 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? Are hidden cameras or microphones used? Are "Letters to the Editor" edited? Is there a procedure for responding to complaints? Are releases used in connection with the publication of photographs? Is there a policy regarding the use of confidential sources? Are delay devices utilized for live broadcasts?	N/A Yes No 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 $\underline{}$	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:							
	Current financial statement or corporate annual report; Promotional materials regarding the services or operations of Applicant ; Copies of standard hold-harmless agreements and other contracts utilized with advertisers, licensors, licensees, distributors and independent contractors; For newspapers and periodicals, please include three consecutive copies of publications to be insured; 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.