In January 2016, LegalShield Marketing Dollars became the currency to help producing associates replenish their marketing tools. Associates now generate Marketing Dollars. Marketing Dollars can be used to purchase specified marketing materials* available at LegalShield4Success, which becomes the “New Supply Store”.

- Associates will earn Marketing Dollars based on the type of membership sold. A Network membership will generate $.50 Marketing Dollars and a Group membership will generate 3 Marketing Dollars.
- Marketing Dollars will be allocated after a membership is processed and will expire, if unused, 12 months from the issue date.
- *Specified Marketing Materials available for purchase with Marketing Dollars (list below), and highlighted on LegalShield4Success with the green L$ coin image.

### Marketing Dollars

**Standard Plan**
- Canada Assoc Agreement
- LS Standard Bro
- LS Washington Tri Fold
- LS NY Basic Tri Fold
- LS Member Benefit Bro

**CDLP**
- LS CDLP Temp Mbr Kit Basic
- Super CDLP Temporary Member Kit
- LS CDLP Member Handbook
- LS CDLP Bro-Basic
- LS CDLP Member Envelope
- LS Super CDLP Bro
- LS CDLP How To Bro
- LS Super/Basic How To Bro

**Business Plans**
- LS Small Business App
- LS Canada Small Bus App
- LS Small Bus Sheet
- LS Small Bus White Paper Bro
- Small Business Sheet
- Small Business 50 Bro
- Small Business 10 Bro
- Small Business 100 Bro

**Spanish**
- NY Comprehensive Spanish Bro
- LS Spanish Uni App
- LS Spanish Associate App
- LS NY Spanish Bro
- LS Spanish Leave Behind
- LS Spanish Will Questionnaire
- LS Spanish Group App
- LS Spanish Standard Bro
- Spanish Expanded Plan Bro
- $19.95 Spanish Bro

**Canadian Materials**
- Canadian Temp Mbr Kit
- LS Canadian Mbr Apo
- Canada Assoc Agreement
- LS Canada Small Bus Abo
- LS Canada Tri Fold Bro
- LS Canadian IDT Bro
- Canada Small Biz 10 Bro
- Canada Small Biz 50 Bro
- Canada Small Biz 100 Bro
- Canada Small Biz Sheet

**Gift Items**
- LegalShield Bic Pen (Blue)
- LegalShield Plastic Bags
- LegalShield Mug

**Business Solutions**
- LS Group Report Sheet
- LS Group Benefit Handbook
- Canada Payroll Dedt Card
- LS Payroll Deduct App
- LS Authorization Cards
- LS HR Bro
- LS Standard Plan Sheet
- LS IDT Plan Sheet
- LS ITD For Minor Sheet
- LS Standard Group Bro
- LS NY Group Bro
- LS WA Group Bro
- LS Canada Group Bro
- LS $18.50 Canada Group Bro
- LS HR Broker Bro Canada
- LS Presentation Book
- LS IDT Premium Bro
- IDShield Flat Sheet For B2b
- IDShield Flat Sheet
- Canada Group Rpt Sheets

**Specialty Plans**
- LS LOLP Bro
- LS LOLP Expanded Bro
- LS LOLP Temp Member Card
- LS Teachers Plan Bro

**Marketing Tools**
- LS Temp Member Kit
- LS Universal App
- LS Associate Agreement
- LS Return Envelope
- LS Leave Behind Card
- LS Will Questionnaire
- LS Proc Folder
- LS Window Decal
- LS White Paper Bro
- Opportunity Bro
- IDShield Flat Sheet For B2b

**Legal Plan**
- LP IDT Premium Sheet
- LP IDT Bro
- LP $19.95 Sheet
- LP $19.95 Bro
- LP Sheet TD & HBS
- Broker At-A-Glance Portfolio
- At-A-Glance Portfolio
- IDShield Bro

**CD**
- Why You Why Now CD
Q: What does a Small Business and other types of memberships earn?
A: Small Business membership sold in a group would count for $3 Marketing Dollars. The same membership sold via Network (non-group) would count for $.50 Marketing Dollars. Additionally, a legal plan + IDShield plan counts as one membership and would generate the same amount of Marketing Dollars based on Network, B2B or Group. Add-ons do not generate Marketing Dollars.

Q: Where can I spend my Marketing Dollars?
A: From the Associates Only Back Office (AOBO) go to (Tools>New Supply Store) which will lead you to LegalShield4Success. You may also go directly to www.LegalShield4Success.com and Sign In using your AOBO login and password. Sales tax and shipping charges for purchases made with Marketing Dollars are the responsibility of the associate and need to be paid via credit card.

Q: What is the process for me to order materials using Marketing Dollars?
A: During the checkout process at LegalShield4Success you can apply your Marketing Dollars toward specified marketing material highlighted with the green L$ coin image.

Q: Can I use Marketing Dollars to order custom material or branded merchandise from LegalShield4Success?
A: Not at this time, only static pieces are available with Marketing Dollars.

Q: Where can I see my Marketing Dollars balance?
A: Marketing Dollars display in your cart on LegalShield4Success and can also be viewed by accessing the “My Statistics” report in the Associates Only Back Office under the “View Profile” option.

Q: At what rate can I earn Marketing Dollars?
A: Associates will earn Marketing Dollars based on the type of membership sold. A Network membership will generate $.50 Marketing Dollars and a Group membership will generate 3 Marketing Dollars.

Q: Do Marketing Dollars expire?
A: Marketing Dollars will be allocated after a membership is processed and will expire, if un-used, 12 months from the date the membership is processed.

Q: How often can I redeem Marketing Dollars?
A: As often as you like.

Q: Do I have to subscribe to LegalShield Advantage to receive Marketing Dollars?
A: No.

Q: Will I be issued a 1099 for the Marketing Dollars that I earned?
A: No. Only Marketing Dollars that are redeemed are included in the 1099.

Q: Can I get pdf’s of marketing materials?
A: Yes. Many popular items can be found at LegalShieldOnDemand.com.

Q: Who do I contact if I have questions about Marketing Dollars?
A: Associate Services at associateservices@legalshield.com.

LegalShield reserves the right to amend or change the Marketing Dollars program at any time in its sole discretion.