

Legionnaire Insurance Trust 2017 Media Kit Banner Ad Instruction Sheet

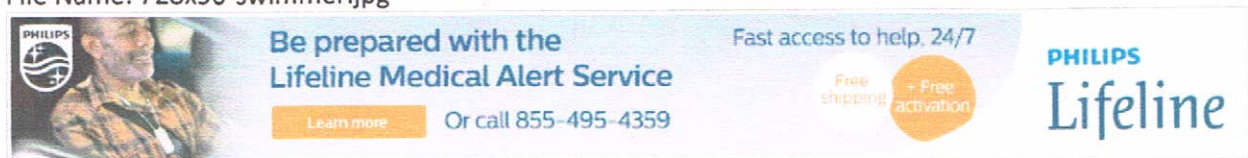
Below you will find the Banner Ads for the various products available. Please place the Lifeline/Emergency Assistance Plus and/or Cancer Care Banner Ads on your Department Website. The Banner Ads will link to the specified product links, listed below. The Banner Ads are as follows:

Lifeline Digital Ads:

All Lifeline Digital banners ads will link to: www.TheLIT.com/lifeline-medical-alert-services

Horizontal Banner - SIZE: 728x90

File Name: 728x90-swimmer.jpg



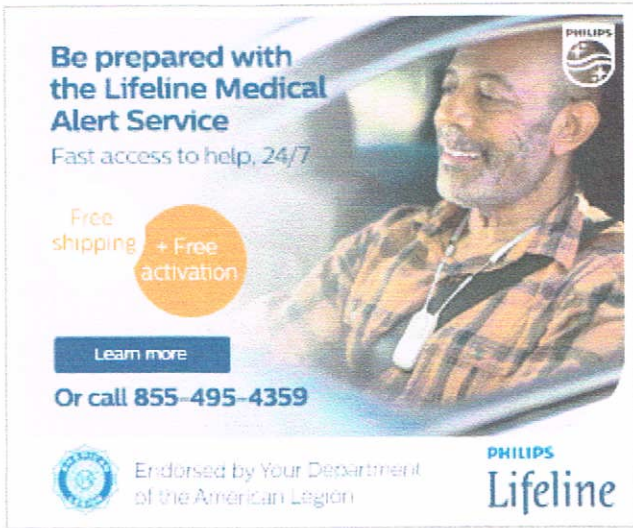
Vertical Banner - SIZE: 160x600

File name: 160x600-swimmer.jpg



Square Banner – SIZE: 300x250

File name: 300x250-swimmer.jpg



Be prepared with the Lifeline Medical Alert Service
Fast access to help, 24/7

Free shipping + Free activation

Learn more

Or call 855-495-4359

Endorsed by Your Department of the American Legion

PHILIPS Lifeline

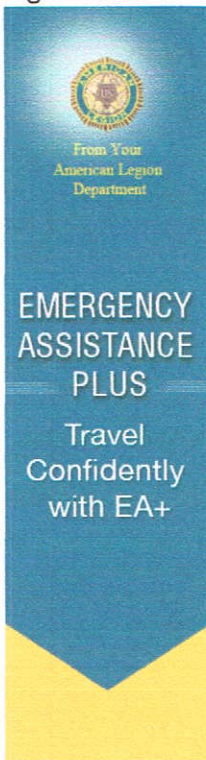
Emergency Assistance Plus:

All Emergency Assistance Plus banner ads will link to: www.thelit.com/emergency-Assistance-Plus

Vertical Banner - SIZE 160x600

Left has blinking "CHECK IT OUT" copy (doesn't show here): File Name: 37643_It19915_BnrBlink.gif

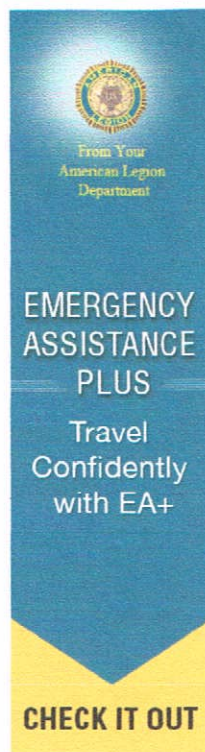
Right has static "CHECK IT OUT" copy: File Name: 37644_It19915_BnrNoBlink.jpg



From Your American Legion Department

EMERGENCY ASSISTANCE PLUS

Travel Confidently with EA+



From Your American Legion Department

EMERGENCY ASSISTANCE PLUS

Travel Confidently with EA+

CHECK IT OUT

Horizontal Banner – SIZE: 450x53

Top has blinking “CHECK IT OUT” copy (doesn’t show here): File Name: 37641_lt19915_BnrBlink.gif



Horizontal Banner – SIZE: 450x53

Bottom has static “CHECK IT OUT” copy: 37642_lt19915_BnrBlink.jpg



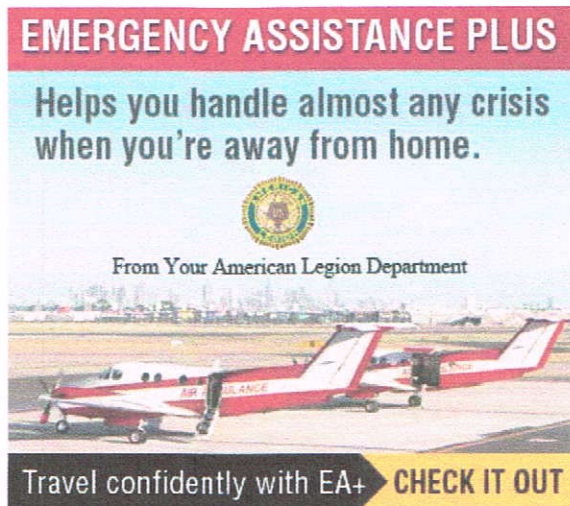
Square Banner – SIZE: 389 x 350

Top has blinking “CHECK IT OUT” copy (doesn’t show here): File Name: 37645_lt19915_BnrBlink.gif



Square Banner – SIZE: 389 x 350

Bottom has static “CHECK IT OUT” copy: File Name: 37646_lt19915_BnrNoBlink.jpg



Cancer Care Video Banners

We've provided two sizes and several styles for your consideration.

Please use just one of the below banners at a time.

Link to: <http://www.youtube.com/watch?v=q53uUsohGMw>

32131_LT17930_BnrAd_logo300x250.jpg **OR** 31922_LT17930_BnrAd_logo336x280.jpg



32132_LT17930_BnrAdPatriotic300x250.jpg **OR** 31923_LT17930_BnrAdPatriotic336x280



32134_LT17930_BnrAdWar300x250.jpg **OR** 31925_LT17930_BnrAdWar336x280.jpg

