

**Financial Matters® Newsletter (formerly called Let's Talk Money®)
Updates and Enhancements**

Q & A

Q1: What elements of the newsletter have changed?

A1: *Financial Matters* is exclusive to Allstate:

- Content is focused on the types of products and services offered by Allstate
- Articles are written in the Allstate "voice"
- Focus on key subject matters that resonate best with current and prospective Allstate customers

Like Let's Talk Money, *Financial Matters* is published by LTM Publishing.

Q2: Why has *Financial Matters* moved from Executive Advantage to Co-op?

A2: The move was based on several factors: consistent feedback from EAs and EFSs, more overall available dollars to spend in Co-op and the desire to streamline tactics offered through Executive Advantage.

Q3: When will this change take effect?

A3: The move to the Co-op program will be effective January 1, 2011. However, the March/April edition of *Financial Matters* will be the first issue eligible for Co-op reimbursement, which aligns with its introduction.

Q4: How does this change affect Financial Specialists in NY?

A4: Although Financial Specialists can purchase the *Financial Matters* newsletter, they are not eligible for the Allstate Co-op program.

Q5: Will I be able to use my Executive Advantage dollars to pay for *Financial Matters*?

A5: As of November 30, 2010 Executive Advantage funds will no longer be available for use towards the purchase of *Financial Matters*.

Q6: What will be the timing of reimbursement for each issue? When will EAs and EFSs be billed?

A6: All 2011 Co-op allowances will be loaded and available to agents by March 8, 2011. EAs and EFSs can submit reimbursement claims prior to this time for the March/April edition, although no reimbursements can be issued prior to the time allowances are loaded.

EAs, EFSs, and FSs can begin ordering the March/April issue of *Financial Matters* November 22, 2010. Depending on when the order is placed, EAs, EFSs, and FSs can expect to be billed between Jan.15 through Feb. 7, 2011. Once Co-op allowances have been allocated, EAs and EFSs will receive their 50% reimbursement for the March/April issue and any issues moving forward up to their available allowance.

Q7: EFS Only: Why has the cost share ended?

A7: The origin of the cost share offering was for the purposes of offsetting a decrease in available funds when the program first moved into Executive Advantage in 2008. With the move back to the Co-op program the decision was made to discontinue the cost share offering since in most cases there will be more available funds to use.

Q8: EFS Only: Will the January/February issue be reimbursed?

A8: The move to the Co-op program will be effective January 1, 2011. However, the March/April issue will be the first issue eligible for Co-op reimbursement, which aligns with the introduction of *Financial Matters*. Due to the timing of the move, the January/February issue will be funded via a 50% AF cost share to ease in the transition. EFSs can begin using their available Co-op dollars with the March/April 2011 issue.

Q9: How do you order *Financial Matters*?

A9: EAs, EFSs, and FSs can access the *Financial Matters* newsletter via the Let's Talk Money link hosted on the Marketing Hub.

Detailed directions are below:

- Log on to Gateway
- Click the “Resources” tab
- Click the “Marketing” link
- Click the “Marketing Hub” link
- Select “*Financial Matters* Newsletter” within the “Marketing Favorites” menu

EAs, EFSs, and FSs can also place an order via phone by calling LTM Publishing directly at (800) 234- 5334.

Q10: Will I have the ability to send *Financial Matters* electronically to my customers?

A10: Email capability is currently being explored, but is not currently available.

Q11: Can I partner with my EA/EFS/FS on the ordering of *Financial Matters*?

A11: Yes. An EA and EFS/FS can partner on the ordering of the *Financial Matters* newsletter and have both of their bios displayed on the sidebar of the cover. And EA and EFS can also share the cost of the subscription. For more information on how to do this, please visit: www.letstalkmoney.com/allstate or contact LTM Publishing at (800) 243 – 5334.

Q12: How do EAs and EFSs access the Co-op Resource Center to file for reimbursement?

A12: EAs and EFSs access the Co-op Resource Center via the Build-an-Ad site located on the Marketing Hub, which can be found on Gateway. The Build an Ad home page features a direct link to the Co-op Resource Center. From here, EAs and EFSs can file their claim for reimbursement all online.

Detailed directions are below:

- Log on to Gateway
- Click the “Resources” tab
- Click the “Marketing” link
- Click the “Marketing Hub” link
- Select “Co-op Build-an-Ad / Co-op Resource Center” within the “Marketing Favorites” menu
- Once on the Build-an-Ad homepage, select the blue “Co-op Resource Center” image from the main menu
- Once on the Co-op Resource Center, select “Submit New” within the Claims menu

Q13: Who can EAs and EFSs contact with questions regarding the Co-op program?

A13: EAs and EFSs can contact the Co-op Resource Center help desk at (866) 809-1931 with any questions or concerns relating to their allowance or submitting claims for reimbursement.

Contact information for the Co-op Resource Center:

TradeOne Marketing, Inc.
Attn: Allstate Co-op
11149 Research Blvd., Suite 400
Austin, TX 78759

Phone: 1-866-809-1931
Fax: 1-512-427-0466
Email: allstate@tradeonemktg.com

Contact Information for LTM Publishing:

Website URL: www.letstalkmoney.com/allstate
Address:
16 Corporate Circle
Albany, NY 12203
Phone Number: (800) 243-5334
e-mail: info@ltmpublishing.com

For questions specifically relating to the *Financial Matters* newsletter; including how to subscribe, agents can contact LTM Publishing at (800) 243-5334.