



ROBERT A. SCHNEIDER AGENCY, INC.

CLAIMS EXAMPLES

ADVERTISING AGENCY- ERRORS AND OMISSIONS

1. A national advertising agency was sued by its client, which manufactured hardware-related products and machines for use in the home, when the promotional spots during a major advertising campaign were for the wrong product. The client of the insured claimed that it had lost seasonal profits as a result. The case eventually settled for a large amount. Legal fees were approximately one fifth of the total amount.
2. An advertising agency in the Midwest was sued by its client because the advertisement scheduled to run on network television was run on local cable instead. The advertiser asserted that the mistake had come at a critical time in its advertising campaign and had resulted in a large discrepancy in value received. The case was settled by payment of a great deal of money. Legal fees were fairly modest since the case settled relatively quickly.

Loss scenarios are hypothetical in nature and for illustrative purposes only. Whether or not or to what extent a particular loss is covered depends on the facts and circumstances of the loss and the terms, conditions, and endorsements of the policy issued.