

Links to ProgressiveAgent.com available for use on agent Web sites

Progressive offers independent agents and vendors the opportunity to enrich agent Web sites with banner links to ProgressiveAgent.com. Easy to implement and maintenance-free, our links also reinforce the agent's relationship with the consumer:

- Links open a separate browser window, so users can easily return to the agency Web site from which they started.
- As long as the agent is a Progressive-appointed agent in the consumer's state, quoting banners ensure the referral goes to the source agent – and display the agency's name throughout the quoting process.

Attached you'll find a list of available Web links and the code your development team needs to implement them on agency Web sites.

If you're not sure which links to use, we offer suggestions based on our most popular Web links:

- Combination banners accommodate both new and existing customers – with a link to start a new quote, and one to service/quote on an existing policy, in one space-saving link.
- Auto quoting banners provide access to the high-tech quoting functionality that some agent Web sites lack – and are a great supplement to the agent site offering.

Progressive banner types and code

PLEASE NOTE that wherever “12345” is used in the code on the following pages, it must be replaced with the agency’s five digit Progressive agent code (Progressive agents are able provide this upon request). The inclusion of the agent code is essential to ensure that the banner agency receives the quote, and not any other agency.

If you encounter any problems please contact Progressive Agent Technical Support at 1-800-695-4050.

(Ctrl + click to jump)

[Combination Banner](#)

[Logo Banner](#)

[Auto Quoting Banner](#)

[California Auto Quoting Banner](#)

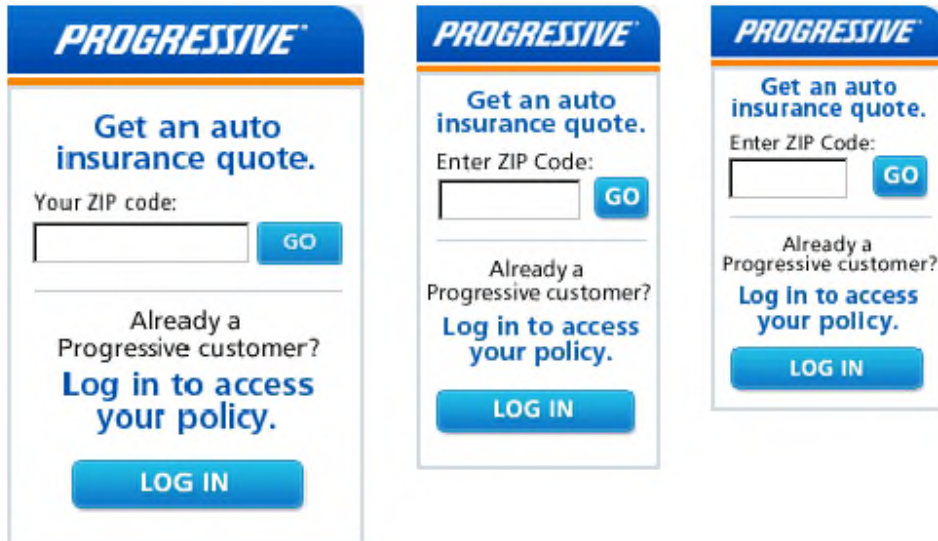
[Make a Payment Banner](#)

[Online Services Banner](#)

[Special Lines Quoting Banner*](#)

*Includes three types: Motorcycle; Boat; and a combination of Motorcycle, Boat and Auto

Combination Banner – provides two links in one banner ad, saving space on the agency’s site. One link helps new customers start a quote, while the other helps customers service an existing Progressive policy. Available in three sizes.



Code for Combination Banner

The following HTML statements provide functionality used by the banners and are required on any of the Web pages where you would like the Progressive Insurance banner to be displayed. We recommend including this code in the <HEAD> section of the page.

NOTE: This portion of the code is the same for all three sizes:

```
<script language="javascript" type="text/javascript">function getDriveCode() {return '12345'}</script>
<script language="javascript" type="text/javascript"
src="http://www.progressiveagent.com/include/p_drive_banner_util.js"></script>
```

Place the code below in the <BODY> of all Web pages on which you want the banner to appear. It should be placed at the exact location that you want the banner to appear on each page. This code is specific to the banner you've chosen.

Large banner code

```
<script language="javascript" type="text/javascript"
src="http://www.progressiveagent.com/include/p_drive_cmbo_banner_lg.js"></script>
```

Medium banner code

```
<script language="javascript" type="text/javascript"
src="http://www.progressiveagent.com/include/p_drive_cmbo_banner_md.js"></script>
```

Small banner code

```
<script language="javascript" type="text/javascript"
src="http://www.progressiveagent.com/include/p_drive_cmbo_banner_sm.js"></script>
```

Logo Banner – a Progressive logo links to progressiveagent.com. Available in two sizes.



Code for Logo Banner

Place the code below in the <BODY> of all Web pages on which you want the logo to appear. It should be placed at the exact location that you want the logo to appear on each page. This code is specific to the logo you've chosen.

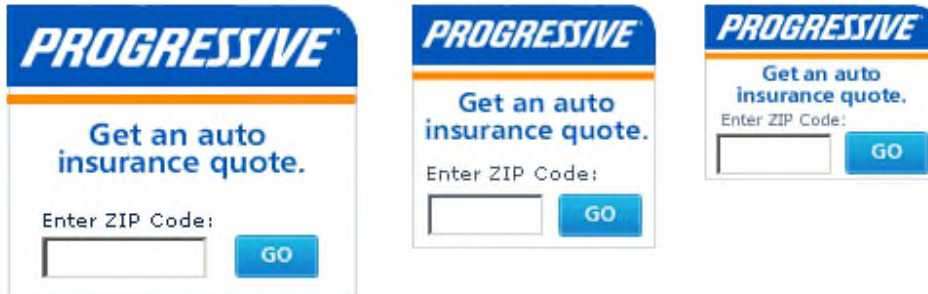
Large banner code

```
<a href="http://www.progressiveagent.com"></a>
```

Small banner code

```
<a href="http://www.progressiveagent.com"></a>
```

Auto Quoting Banner – starts an auto quote on progressiveagent.com with the agency pre-selected for the consumer, except in cases where the consumer’s ZIP code is for a state in which the agency is not a Progressive-appointed agent.



Code for Auto Quoting Banner

The following HTML statements provide functionality used by the banners and are required on any of the Web pages where you would like the Progressive Insurance banner to be displayed. We recommend including this code in the <HEAD> section of the page.

NOTE: This portion of the code is the same for all three sizes.

```
<script language="javascript" type="text/javascript">function getDriveCode() { return  
'12345'}</script>  
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_banner_util.js"></script>
```

Place the code below in the <BODY> of all Web pages on which you want the banner to appear. It should be placed at the exact location that you want the banner to appear on each page. This code is specific to the banner you've chosen.

Large banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_banner1.js"></script>
```

Medium banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_banner3.js"></script>
```

Small banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_banner2.js"></script>
```

California Auto Quoting Banner – For agents who primarily sell to consumers in California. Starts an auto quote on progressiveagent.com with the agency pre-selected for the consumer, except in cases where the consumer’s ZIP code is for a state in which the agency is not a Progressive-appointed agent. Available in three sizes.



Code for California Auto Quoting Banner

The following HTML statements provide functionality used by the banners and are required on any of the Web pages where you would like the Progressive Insurance banner to be displayed. We recommend including this code in the <HEAD> section of the page.

NOTE: This portion of the code is the same for all three sizes.

```
<script language="javascript" type="text/javascript">function getDriveCode() {return '12345'}</script>  
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_banner_util.js"></script>
```

Place the code below in the <BODY> of all Web pages on which you want the banner to appear. It should be placed at the exact location that you want the banner to appear on each page. This code is specific to the banner you've chosen.

Large banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_banner_ca1.js"></script>
```

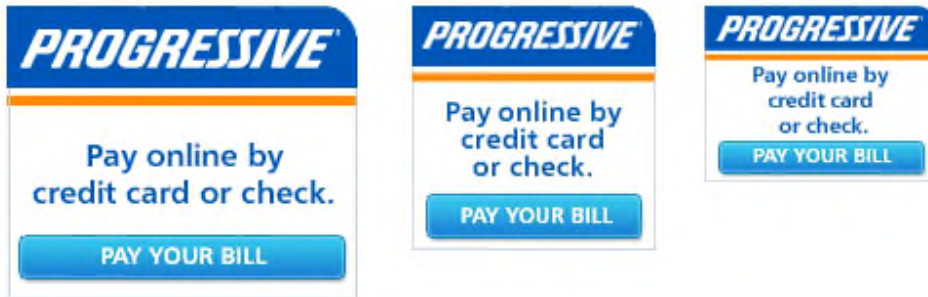
Medium banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_banner_ca2.js"></script>
```

Small banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_banner_ca3.js"></script>
```

Make a Payment Banner – provides a link to the Make a Payment application on progressiveagent.com.



Code for Make a Payment Banner

The following HTML statements provide functionality used by the banners and are required on any of the Web pages where you would like the Progressive Insurance banner to be displayed. We recommend including this code in the <HEAD> section of the page.

NOTE: This portion of the code is the same for all three sizes.

```
<script language="javascript" type="text/javascript">function getDriveCode() {return  
'12345'}</script>  
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_banner_util.js"></script>
```

Place the code below in the <BODY> of all Web pages on which you want the banner to appear. It should be placed at the exact location that you want the banner to appear on each page. This code is specific to the banner you've chosen.

Large banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_pymt_banner1.js"></script>
```

Medium banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_pymt_banner3.js"></script>
```

Small banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_pymt_banner2.js"></script>
```

Online Services Banner – provides a link to the policy login page on progressiveagent.com, where consumers can get quotes on /make changes to an existing Progressive policy. Available in three sizes.



Code for Online Services Banner

The following HTML statements provide functionality used by the banners and are required on any of the Web pages where you would like the Progressive Insurance banner to be displayed. We recommend including this code in the <HEAD> section of the page.

NOTE: This portion of the code is the same for all three sizes.

```
<script language="javascript" type="text/javascript">function getDriveCode() { return  
'12345'}</script>  
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_banner_util.js"></script>
```

Place the code below in the <BODY> of all Web pages on which you want the banner to appear. It should be placed at the exact location that you want the banner to appear on each page. This code is specific to the banner you've chosen.

Large banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_ols_banner1.js"></script>
```

Medium banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_ols_banner3.js"></script>
```

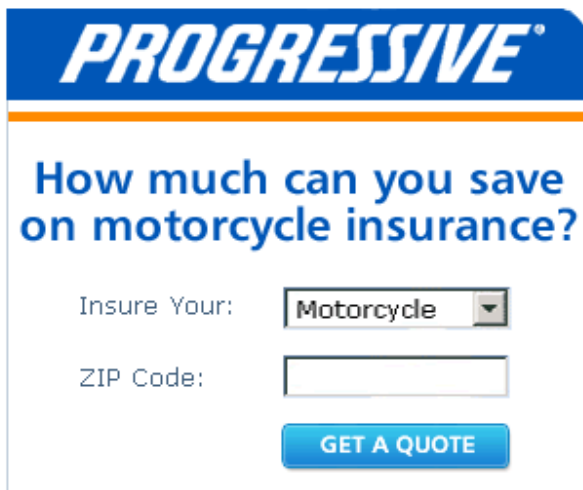
Small banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_ols_banner2.js"></script>
```


Special Lines Quoting Banner* – starts a quote on progressiveagent.com with the agency pre-selected for the consumer, except in cases where the consumer’s ZIP is for a state in which the agency is not a Progressive-appointed agent. Available in three sizes for each of three types: Motorcycle; Boat; and a combination ad for Motorcycle, Boat, and Auto.

***Please note:** Online quoting for special lines products is currently available only in the following states: AL, AZ, CO, FL, ID, IA, MI, MO, NE, NH, OH, TX, VT, and WI. If a consumer enters a ZIP code from a state where online quoting is not available, they will receive a message indicating an online quote cannot be done. Therefore, use in other states is not recommended.

Motorcycle:



PROGRESSIVE

How much can you save on motorcycle insurance?

Insure Your:

ZIP Code:

GET A QUOTE



PROGRESSIVE

#1 insurer of motorcycles

Insure Your:

ZIP Code:

QUOTE



PROGRESSIVE


#1 Motorcycle Insurer

Insure Your:

ZIP Code:

QUOTE

Boat:



How much can you save on boat insurance?

Enter ZIP Code:

GET A QUOTE



How much can you save on boat insurance?

ZIP Code:

QUOTE



How much can you save on boat insurance?

ZIP Code:

QUOTE

Motorcycle, Boat and Auto:

PROGRESSIVE

How much can you save on insurance?

Insure Your:

ZIP Code:

GET A QUOTE

PROGRESSIVE

How much can you save on insurance?

Insure Your:

ZIP Code:

QUOTE

PROGRESSIVE

Insure Your:

ZIP Code:

QUOTE

Code for Motorcycle Banner

The following HTML statements provide functionality used by the banners and are required on any of the Web pages where you would like the Progressive Insurance banner to be displayed. We recommend including this code in the <HEAD> section of the page.

NOTE: This portion of the code is the same for all three sizes of motorcycle banner ads.

```
<script language="javascript" type="text/javascript">function getDriveCode() {return  
'12345'}</script>  
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_banner_util.js"></script>
```

Place the code below in the <BODY> of all Web pages on which you want the banner to appear. It should be placed at the exact location that you want the banner to appear on each page. This code is specific to the banner you've chosen.

Large banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_mc_banner_lg.js"></script>
```

Medium banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_mc_banner_md.js"></script>
```

Small banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_mc_banner_sm.js"></script>
```

Code for Boat Banner

The following HTML statements provide functionality used by the banners and are required on any of the Web pages where you would like the Progressive Insurance banner to be displayed. We recommend including this code in the <HEAD> section of the page.

NOTE: This portion of the code is the same for all three sizes of boat banner ads.

```
<script language="javascript" type="text/javascript">function getDriveCode() {return  
'12345'}</script>  
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_banner_util.js"></script>
```

Place the code below in the <BODY> of all Web pages on which you want the banner to appear. It should be placed at the exact location that you want the banner to appear on each page. This code is specific to the banner you've chosen.

Large banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_bt_banner_lg.js"></script>
```

Medium banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_bt_banner_md.js"></script>
```

Small banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_bt_banner_sm.js"></script>
```

Code for Motorcycle, Boat and Auto Banner

The following HTML statements provide functionality used by the banners and are required on any of the Web pages where you would like the Progressive Insurance banner to be displayed. We recommend including this code in the <HEAD> section of the page.

NOTE: This portion of the code is the same for all three sizes of these banner ads.

```
<script language="javascript" type="text/javascript">function getDriveCode() {return  
'12345'}</script>  
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_banner_util.js"></script>
```

Place the code below in the <BODY> of all Web pages on which you want the banner to appear. It should be placed at the exact location that you want the banner to appear on each page. This code is specific to the banner you've chosen.

Large banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_sl_banner_lg.js"></script>
```

Medium banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_sl_banner_md.js"></script>
```

Small banner code

```
<script language="javascript" type="text/javascript"  
src="http://www.progressiveagent.com/include/p_drive_qt_sl_banner_sm.js"></script>
```