**WHAT IS .INSURANCE?**

The new .INSURANCE Internet web extension allows insurance providers and distributors to enhance and differentiate their online presence in the marketplace.

Directed by insurance and security experts, .INSURANCE is a trusted, verified, and more secure location online.

All .INSURANCE domain names must meet strict Security Requirements, and only verified members of the global insurance community will be approved.

**WHY SHOULD I REGISTER A .INSURANCE DOMAIN NAME?**

.INSURANCE gives insurance providers and distributors an easily identifiable place online to attract new customers, improve their brand visibility and compete in the marketplace. Given the size and breadth of the industry, .INSURANCE opens up much needed real estate online for this community.

As a solution custom built for insurance providers and distributors by experts in the financial services community, .INSURANCE follows the successful launch of the .BANK domain in 2015. A .INSURANCE domain signifies that your organization has been verified as legitimate and is committed to implementing Security Requirements that go beyond existing standards.

More information about the Security Requirements for .INSURANCE is available [here](#).

fTLD, the operator of .INSURANCE, will provide information to organizations to help guide their adoption of the new domain, whether .INSURANCE replaces or is used alongside an existing domain, as well as how to communicate the change to customers. Some organizations may use the new address as a channel to communicate with customers, vendors and regulators. How to best take advantage of the benefits of .INSURANCE is up to you.

**IS MY COMPANY ELIGIBLE?**

Only verified members of the global insurance community are eligible to register domain names.

Most insurance providers and distributors can register their domains starting on June 15, 2016.

Some may be able to register earlier. For complete details of the registration periods, please see the timeline [here](#).

All domain names will initially be awarded on a first-come, first-served basis.

**WHERE DO I REGISTER A .INSURANCE DOMAIN NAME?**

.INSURANCE domain names must be registered with an fTLD-approved registrar and the current list is available [here](#). Registrars are added to the list as they are approved to support .INSURANCE.

**WHAT DOES IT COST?**

Prices for .INSURANCE domain names are set by the registrars and will vary based on a number of factors, including the number of domain names registered, the period of time for the registration and the suite of services purchased with the registration. Organizations should compare registrars to determine the ideal solution.

**WHERE CAN I GET MORE INFORMATON?**

Please visit the .INSURANCE website [here](#) for more information and to sign up to receive updates.

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