



Florida.Agents

FAIA\_Florida



# THE FLORIDA ASSOCIATION OF INSURANCE AGENTS MEDIA GUIDE



*2020 FAIA Resource Guide & Membership Directory*

FOR MORE INFORMATION, PLEASE CONTACT:

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# FAIA

The Florida Association of Insurance Agents

# NAYLOR

ASSOCIATION SOLUTIONS

# FAIA BY THE NUMBERS



**20,000+**

We represent more than 20,000 independent agents



**2,000+**

FAIA has over 2,000 agency members



**85%**

Our membership includes nearly 85% of property and casualty agents in Florida



**\$10.8 BN**

Florida is the third largest state insurance market in the U.S. and accounts for over \$10.8 billion of revenue every year.

## 2020 FAIA RESOURCE GUIDE & MEMBERSHIP DIRECTORY

Print and Digital Editions



### OUR MEMBERS ARE INTERESTED IN:

Advertising in the 2020 FAIA Resource Guide & Membership Directory **gets your message in front of insurance agents across the state** who need a variety of products and services, including:

- Adjusting Firms/Claims Services
  - Automation Services
  - Consulting Firms
  - Government Entities
  - Human Resources/Payroll
  - Industry Related Services Providers
  - Insurance Agencies
  - Insurance Companies
  - Legal Services
  - Life & Health Agencies
  - MGA/Insurance Wholesalers
  - Office Supply/Communications
  - Premium Financing
  - Third-Party Administrators
- ... And many more!

**DON'T MISS THIS ONCE-A-YEAR OPPORTUNITY TO REACH 85% OF PROPERTY AND CASUALTY AGENTS IN FLORIDA.**

**RESERVE YOUR SPOT TODAY!**

**NAYLOR**   
ASSOCIATION SOLUTIONS

**FAIA**  
The Florida Association of Insurance Agents

\*IBISWorld52421

## 2020 FAIA RESOURCE GUIDE & MEMBERSHIP DIRECTORY

### Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	
Double Page Spread	\$3,999.50
Outside Back Cover	\$3,369.50
Inside Front or Inside Back Cover	\$3,189.50
Tab	\$2,889.50
Full Page	\$2,739.50
2/3 Page	\$2,489.50
1/2 Page Island	\$2,019.50
1/2 Page	\$1,749.50
1/3 Page	\$1,289.50
1/4 Page	\$999.50
1/6 Page	\$779.50
1/8 Page	\$609.50

Black-and-White Rates	
Full Page	\$1,689.50
2/3 Page	\$1,449.50
1/2 Page Island	\$1,229.50
1/2 Page	\$1,079.50
1/3 Page	\$789.50
1/4 Page	\$619.50
1/6 Page	\$459.50
1/8 Page	\$369.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Digital Edition Branding Opportunities

**Sponsorship Max** | \$1,800

**Skyscraper** | \$1,470

**Large Toolbar** | \$850

**Belly Band** | \$1,780

**Digital Full Page** | \$2,010

### Member Listing Enhancement



The Florida Association of Insurance Agents

Draw attention to your business by adding your full color or black-and-white logo to your listing in the *FAIA Resource Guide & Membership Directory*. Your logo will increase awareness of your brand and make your listing stand out.

### Special Advertising Sections:

#### FAIA Convention Sponsor's Special

The sponsors of our annual convention are invited to place their message in our annual *Resource Guide & Membership Directory* at a special reduced rate!

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (FIA-D0020)

(Rates as of 07/2019)

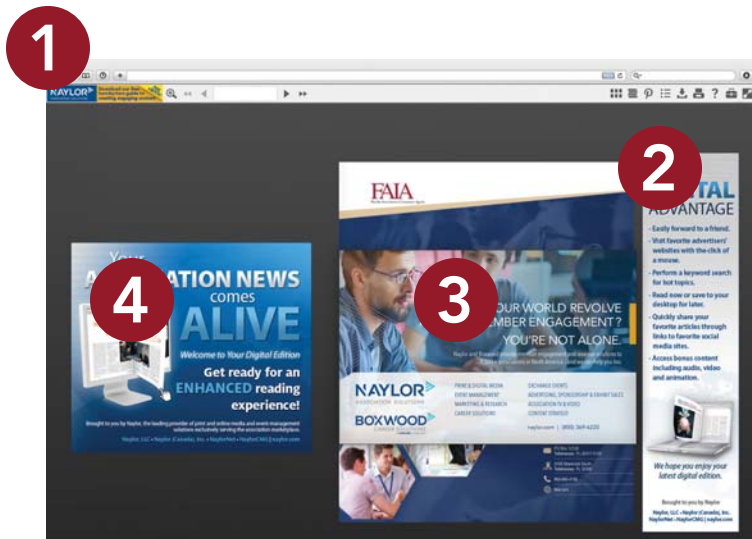
## 2020 FAIA RESOURCE GUIDE & MEMBERSHIP DIRECTORY DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members receive each issue via email and each new issue is posted on FAIA's website. A full archive of past issues is available, ensuring longevity for your online presence



In addition to print, the 2020 FAIA Resource Guide & Membership Directory is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



### 1 Large Toolbar | \$850

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

### 2 Skyscraper | \$1,470

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

### 3 Belly Band | \$1,780

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

### 4 Sponsorship MAX | \$1,800

Your message will be prominently displayed directly across from the cover of the magazine.

\*Video capabilities are not supported for Sponsorship MAX.

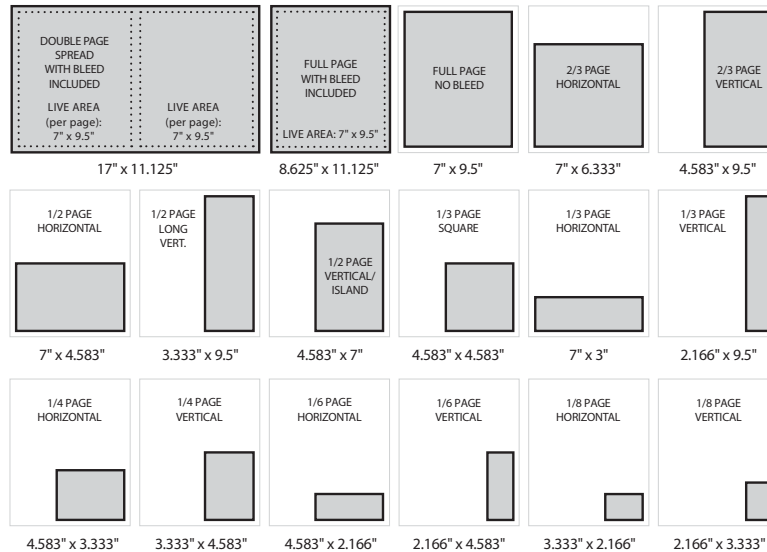
### Digital Full Page | \$2,010

Include your message in the digital edition of FAIA's directory!

# PRINT ADVERTISING SPECIFICATIONS

## 2020 FAIA RESOURCE GUIDE & MEMBERSHIP DIRECTORY

### Magazine/Directory Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

#### FAIA Resource Guide & Membership Directory

1 page / 1 surface: 8.375" x 10.875"

1 page / 2 Surface: 8.375" x 10.875"

2 Pg / 4 Surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal flyers: 8.5" x 11"

#### FAIA Resource Guide & Membership Directory

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyers 5.75" x 8.5"

### Digital Edition

For the latest online specs, please visit:

[www.naylor.com/online specs](http://www.naylor.com/online specs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (FIA-D0020)