



Independent Agent 2019 Media Kit



iamagazine.com



Independent Agent
Print and digital magazine



IA eNewsletters

CONTACT:

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Naylor Association Solutions
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INSIGHT + ANALYSIS FOR THE INDEPENDENT AGENT

NAYLOR 
ASSOCIATION SOLUTIONS

Why Advertise with the Big I?

If you want to reach independent agents and brokers, Independent Agent will deliver. IA is more than just a content platform—it's a community. By partnering with IA, you can:

1 LEVERAGE

LEVERAGE THE ASSOCIATION'S CREDIBILITY WITH INDEPENDENT INSURANCE AGENTS AND BROKERS TO ENHANCE YOUR COMPANY'S BRAND.

IA is the flagship publication platform of the Independent Insurance Agents & Brokers of America (IIABA), the industry's premier trade association. Our readers invest in their IIABA membership and look to IA for the essential information and tools required to effectively run their agencies.

2 AMPLIFY

AMPLIFY YOUR ADVERTISING SPEND BY TARGETING YOUR INTENDED AUDIENCE: INDEPENDENT AGENTS.

If your target audience is independent agents, why spend money reaching insurance carrier personnel or "non-titled" recipients? Per BPA audit, IA is the only publication that delivers an audience of 100% independent agents and brokers who sell personal and commercial lines.

3 CAPITALIZE

CAPITALIZE ON OUR DEEP UNDERSTANDING OF THE INDEPENDENT AGENT AND BROKER MARKET TO CREATE MARKETING MESSAGES THAT RESONATE.

No other insurance trade publication platform understands independent agents and brokers like IA. If the content of your marketing message is valuable to independent agents, they will listen.

4 MAXIMIZE

MAXIMIZE THE ASSOCIATION'S THOUGHT LEADERSHIP AND ORIGINAL RESEARCH TO ENGAGE YOUR TARGET AUDIENCE.

IIABA is an industry thought leader, and IA gives agents access to insights and analysis they can't get anywhere else. IIABA's research includes the Agency Universe Study, the most comprehensive study conducted on the independent agent distribution channel, and the Best Practices Study, an inside look into the most successful agencies across all size categories nationwide. And IIABA's role on Capitol Hill, in statehouses, in the media and with carriers offers a unique lens to share the information that agents want most.

5 REACH

REACH DECISION MAKERS—AVOID REDUNDANT CIRCULATION.

Make sure your advertising message is reaching readers who can increase your market share and influence others to buy from you.

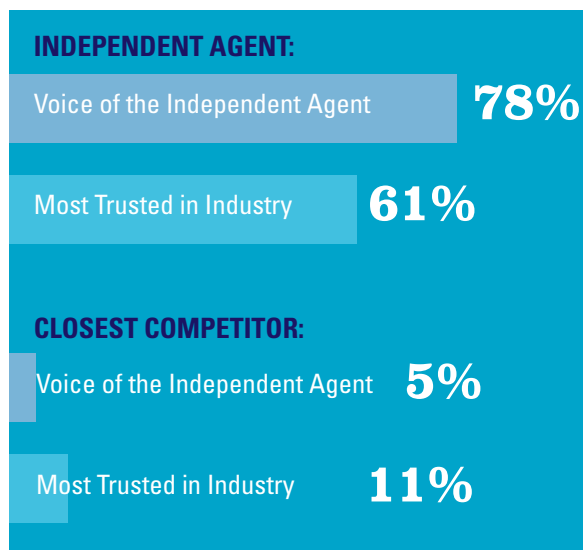
*Source: 2018 IA Readex Readership Study

The Big "I" Experience

A 2018 IA Readership Survey conducted by Readex Research found that:

Independent Agents Trust IA

IIABA's trusted relationship with members extends to IA's reader experience.



IA readers believe IA's publications are:

Trustworthy



Timely



Relevant to their work



READERS TAKE ACTION

61% of IA readers took **at least one action** (i.e. discussing an ad, visiting an advertiser's website, passed along an ad to others, etc.) **after seeing an ad in IA.**

READERS SHARE IA

61% of readers pass their issue of IA to **at least one other person.**

READERS VALUE IA

55% of readers say IA's media is the **most useful in their work.**

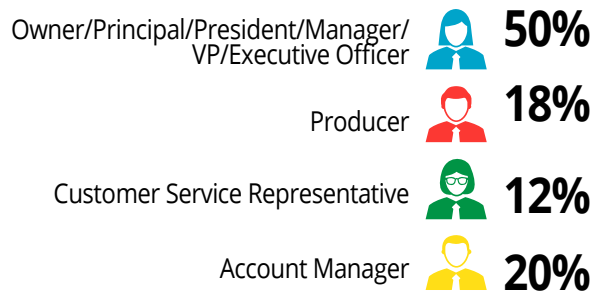
IA IS YOUR CONNECTION TO INDEPENDENT AGENTS AND BROKERS



READER PROFILE

IA readers' agencies have a mean of 24 employees and a median of 9 employees.

*Source: 2018 IA Readex Readership Study



EACH IA TOUCH POINT IS A POTENTIAL CUSTOMER

Don't waste your marketing spend on readership that can't buy your products and services.

IA READERS HAVE INFLUENCE

53% of IA readers have **direct decision making authority** on carrier relationships.

IA AFFECTS LEADERS

Nearly half IA readers said **IA influences their purchasing and operating decisions** for their agency.

*Source: 2018 IA Readex Readership Study

IA REACHES LARGE AGENTS

Of the Business Insurance Top 100 agents and brokers, **87% are IIABA members and IA readers**, with some bigger agencies covering 20 states! 9% of our readers have a premium volume of \$25 million or more.

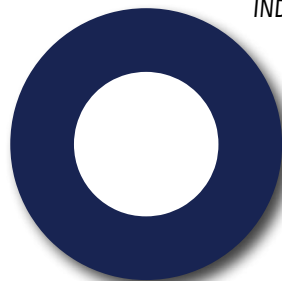
IA ALSO CAPTURES THE NEXT MEANINGFUL STRATA OF AGENCIES:

Average premium volume of more than **\$8 million!**

Sources: Analysis of BI top broker list; 2018 IA Readex Readership Study

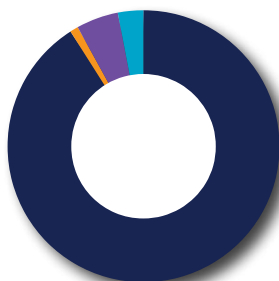
OUR READERS VS OTHER PUBLICATIONS

INDEPENDENT AGENT



100% Independent Agents & Brokers

INSURANCE JOURNAL



91%	Independent Agents & Brokers
1%	Risk Managers
5%	Insurance/Reinsurance
3%	MGA's and Wholesalers

ROUGH NOTES



63%	Independent Agents & Brokers
13%	Other
12%	Insurance Company Personnel
12%	Risk Managers

*NATIONAL UNDERWRITER'S CIRCULATION IS NO LONGER AUDITED BY BPA.

PRODUCT MENU



REACH IIABA MEMBERS YEAR-ROUND.



Independent Agent magazine

Connect your company to our members through our official monthly print magazine. Approximately 38,000 independent agents and brokers look to IA in print each month for the information they need to run a better agency.

iamagazine.com

Showcasing award-winning design and content, this easy-to-navigate site provides key information for agents and brokers that is updated daily.

IA eNewsletters

Busy agents turn to our eNewsletters for even more trends, analysis and tools that help them sell more effectively and efficiently.

MARKETS PULSE NEWSLETTER

Sent every Monday, our Markets Pulse eNewsletter highlights sales strategies and market trends.

NEWS & VIEWS NEWSLETTER

Sent every Thursday, this is our weekly roundup that covers insurance news, analysis, tech, and much more.

FAST FOCUS NEWSLETTER

Sent the first Friday of every month, our Fast Focus eNewsletter features top stories on a specific topic assigned to that issue.

Issue Dates & Deadlines

PRINT AD CLOSE AND MATERIALS DEADLINES

ISSUE	AD CLOSE	MATERIALS DEADLINE	MAIL DATE
January	November 21, 2018	November 28, 2018	January 3, 2019
February	December 14, 2018	December 18, 2018	January 29, 2019
March	January 21, 2019	January 24, 2019	February 27, 2019
April	February 21, 2019	February 26, 2019	March 29, 2019
May	March 21, 2019	March 27, 2019	April 30, 2019
June	April 16, 2019	April 24, 2019	May 28, 2019
July	May 22, 2019	May 28, 2019	June 28, 2019
August	June 20, 2019	June 26, 2019	July 31, 2019
September	July 22, 2019	July 26, 2019	August 30, 2019
October	August 22, 2019	August 27, 2019	September 30, 2019
November	September 19, 2019	September 27, 2019	October 31, 2019
December	October 23, 2019	October 29, 2019	December 4, 2019

ENEWSLETTER PUBLICATION DATES

January 2019	Markets Pulse: Jan. 7, 14, 28 News & Views: Jan. 3, 10, 17, 24, 31 Fast Focus: Jan. 4	July 2019	Markets Pulse: July 1, 8, 15, 22, 29 News & Views: July 11, 18, 25 Fast Focus: July 5
February 2019	Markets Pulse: Feb. 4, 11, 25 News & Views: Feb. 7, 14, 21, 28 Fast Focus: Feb. 1	August 2019	Markets Pulse: Aug. 5, 12, 19, 26 News & Views: Aug. 1, 8, 15, 22, 29 Fast Focus: Aug. 2
March 2019	Markets Pulse: March 4, 11, 18, 25 News & Views: March 7, 14, 21, 28 Fast Focus: March 1	September 2019	Markets Pulse: Sept. 9, 16, 23, 30 News & Views: Sept. 5, 12, 19, 26 Fast Focus: Sept. 6
April 2019	Markets Pulse: April 1, 8, 15, 22, 29 News & Views: April 4, 11, 18, 25 Fast Focus: April 5	October 2019	Markets Pulse: Oct. 7, 14, 21, 28 News & Views: Oct. 3, 10, 17, 24, 31 Fast Focus: Oct. 4
May 2019	Markets Pulse: May 6, 13, 20 News & Views: May 2, 9, 16, 23, 30 Fast Focus: May 3	November 2019	Markets Pulse: Nov. 4, 11, 18, 25 News & Views: Nov. 7, 14, 21 Fast Focus: Nov. 1
June 2019	Markets Pulse: June 3, 10, 17, 24 News & Views: June 6, 13, 20, 27 Fast Focus: June 7	December 2019	Markets Pulse: Dec. 2, 9, 16, 23, 30 News & Views: Dec. 5, 12, 19, 26 Fast Focus: Dec. 6

*Schedule is tentative and subject to change without notice. eNewsletters are not delivered on bank holidays.

Print: IA Magazine

**The Insurance Industry's
Gold Standard**

THE POWER OF PRINT

Magazines deliver powerful relationships that influence, inspire and endure. A trusted source for agents since 1903, Independent Agent still thrives in print. Approximately 38,000 independent agents and brokers look to IA in print each month for the information they need to run a better agency.



INSIDE EVERY ISSUE

- **NEWS AND VIEWS** What agents need to know right now
- **FULL COVERAGE** Issues and insights
- **SMART AGENCY** Business intelligence for savvy agents
- **ON THE HILL** Advocacy and legislation
- **MARKETS** The inside line on coverage

Have a story idea or source to share with IA?
Contact Katie Butler,
Editor in Chief
katie.butler@iiaa.net

Don't Miss Part of Your Target

Our readers don't consistently read other industry publications. If you're not in IA, you're missing a segment of the market.

**Regional distribution custom quotes are available

IA READERS WHO ONLY READ IA: 30%

IA Readers Who Also Read (3 of 4 issues):

Insurance Journal: 45%

Rough Notes: 33%

National Underwriter Property & Casualty: 16%

We asked our readers:

**HOW DO YOU
WANT TO RECEIVE IA?**



**69%
SAID IN PRINT**

• PREFERENCE FOR PRINT IS STRONG REGARDLESS OF AGE

62% readers who are under 35 years old, 67% of those 35 - 54, and 72% of those 55 and older prefer receiving IA in print.

2019 Independent Agent Editorial Calendar

<p>JANUARY (AD CLOSE: NOVEMBER 21) FORECAST 2020</p> <p>Trends independent agents need to watch to be ready for business in the next decade.</p> <p>*Markets: General Liability, Trucking</p> <p>Bonus Distribution: Big "I" Winter Meeting, III P-C Joint Industry Forum</p>	<p>MAY (AD CLOSE: MARCH 21) MASTERING YOUR MARKETING PLAN</p> <p>Creating your agency's marketing budget, strategy and execution.</p> <p>*Markets: Classic Cars, Marine</p> <p>Bonus Distribution: Big "I" Legislative Conference, NetVU</p>	<p>SEPTEMBER (AD CLOSE: JULY 22) AGENCY OPERATIONS</p> <p>Tactics for technology, procedures and training for a more efficient agency.</p> <p>*Markets: Personal Auto, Surety</p> <p>Bonus Distribution: Big "I" Fall Leadership Conference, Applied Net</p>
<p>FEBRUARY (AD CLOSE: DECEMBER 14) BEST PRACTICES REVEALED</p> <p>Using benchmarks to increase agency profitability and efficiency.</p> <p>*Markets: Builders Risk, Restaurants</p>	<p>JUNE (AD CLOSE: APRIL 16) MARKET REPORT: LIFE-HEALTH</p> <p>An in-depth look trends, new products and cross-selling opportunities.</p> <p>*Markets: Aviation, D&O</p> <p>Bonus Distribution: Insurance Marketing & Communication Association Meeting</p>	<p>OCTOBER (AD CLOSE: AUGUST 22) AGENCY PERPETUATION PREP</p> <p>Mapping out a transition strategy for the next generation of agency owners.</p> <p>*Markets: Cyber, Employers Professional Liability</p> <p>Bonus Distribution: CPCU Annual Meeting</p>
<p>MARCH (AD CLOSE: JANUARY 21) HIGH-NET WORTH PLAYBOOK</p> <p>Strategies to grow and retain affluent customers.</p> <p>*Markets: Environmental, Public Entities</p> <p><i>Value Add! Advertiser Study</i></p>	<p>JULY (AD CLOSE: MAY 22) THE NEXT GEN ISSUE</p> <p>Meet millennial and Gen Z producers who are making an impact in independent agencies.</p> <p>*Markets: Liquor liability, Personal Umbrella</p>	<p>NOVEMBER (AD CLOSE: SEPTEMBER 19) MARKET REPORT: PERSONAL LINES</p> <p>A review of the coverage trends and changing landscape of personal lines.</p> <p>*Markets: Commercial Auto, Workers Comp</p> <p><i>Value Add! Advertiser Study</i></p>
<p>APRIL (AD CLOSE: FEBRUARY 21) WHAT ARE YOU WORTH?</p> <p>How to compensate producers, CSRs—and principals.</p> <p>*Markets: Flood, RVs</p> <p>Bonus Distribution: RIMS Annual Conference</p>	<p>AUGUST (AD CLOSE: JUNE 20) MARKET REPORT: COMMERCIAL LINES</p> <p>Which lines will offer the most potential—and pitfalls—in the coming year?</p> <p>*Markets: Hotel/motel, Homeowners</p>	<p>DECEMBER (AD CLOSE: OCTOBER 23) THE INNOVATORS</p> <p>Profiles of agencies charting new territory in technology, marketing, operations and more.</p> <p>*Markets: Product Liability, Professional Liability</p>

(As of 10/19/18)

*Markets topics are featured in that month's print magazine and weekly Markets Pulse eNewsletter.

HAVE A STORY IDEA?

Contact IA Senior Editor
Jacquelyn Connelly at

JACQUELYN.CONNELLY@IABA.NET

Rates

2019 NET ADVERTISING RATES

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

PRINT RATES

AD SIZE	1x	3x	6x	12x
Full Page	\$6,279.50	\$6,019.50	\$5,739.50	\$5,549.50
2/3 Page	\$5,309.50	\$5,069.50	\$4,769.50	\$4,509.50
1/2 Page	\$4,269.50	\$4,009.50	\$3,779.50	\$3,669.50
1/3 Page	\$3,419.50	\$3,159.50	\$3,049.50	\$2,909.50

Cover Two and Cover Three: Additional 10%

Cover Four: Additional 15%

**All rates are based on the number of insertions within a 12-month contract period. Naylor charges \$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 RATES

AD TYPE	PRICE
Website Sponsorships	\$3,675/mo
Sponsored Content**	\$5,775
E-survey	\$3,675
eNewsletters:	
Market Pulse	\$5,775
News & Views	\$5,775
Fast Focus	\$3,675



***Additional fees will be applied if IA creates custom sponsored content*

(IIABM0719) (IIABM0819) (IIABM0919) (IIABM1019) (IIABM1119) (IIABN0019) (IIABN0119) (IIABN0219)

Rates

2019 ADVERTISING RATES

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

PRINT RATES

AD SIZE	1x	3x	6x	12x
Full Page	\$7,387.65	\$7,081.76	\$6,752.35	\$6,528.82
2/3 Page	\$6,246.47	\$5,964.12	\$5,611.18	\$5,305.29
1/2 Page	\$5,022.94	\$4,717.06	\$4,446.47	\$4,317.06
1/3 Page	\$4,022.94	\$3,717.06	\$3,587.65	\$3,422.94

Cover Two and Cover Three: Additional 10%

Cover Four: Additional 15%

**All rates are based on the number of insertions within a 12-month contract period. Naylor charges \$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 RATES

AD TYPE	PRICE
Website Sponsorships	\$4,323.53 /mo
Sponsored Content**	\$6,794.12
E-survey	\$4,323.53
eNewsletters:	
Market Pulse	\$6,794.12
News & Views	\$6,794.12
Fast Focus	\$4,323.53



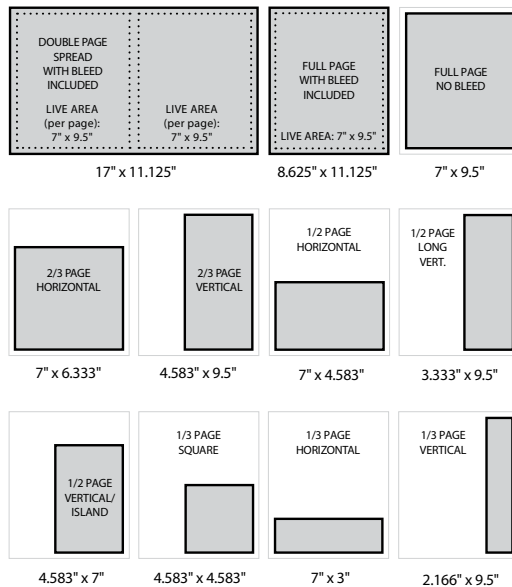
***Additional fees will be applied if IA creates custom sponsored content*

(IIABM0719) (IIABM0819) (IIABM0919) (IIABM1019) (IIABM1119) (IIABN0019) (IIABN0119) (IIABN0219)

Specs: Print

2019 REQUIREMENTS FOR PRINT ADVERTISING MATERIALS IA MAGAZINE

MAGAZINE 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 grayscale 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 grayscale 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. 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.

AD MATERIAL UPLOAD

Go to the Naylor website at www.naylor.com

PRODUCTION SERVICES, 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

IA Magazine

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 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"

NAYLOR 
ASSOCIATION SOLUTIONS

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Specs: Print

HIGH-IMPACT OPPORTUNITY PRINT PRODUCTS

Give immediate attention to your message with high-impact paper products that stop readers in their tracks. But act fast—each issue's premium opportunities are limited.

BELLY BANDS

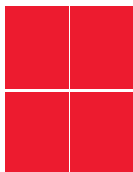
Wrap an issue of Independent Agent with your message. This tear-off belly band stops readers with your message before they begin reading the issue. You can submit creative designed to the specs, or IA's marketing editors can custom-design the belly band for you. Minimum commitment of three full-page 4C ad schedule required to unlock belly band opportunity.



SPECS: 18.5" x 6", 80# paper, 4/1 color
YOU SUBMIT PRICE: \$12,400
WE DESIGN PRICE: \$15,500
TIMING: Commitment due two weeks prior to ad close

CARDS

Put your message into high-impact tear-out cards adjacent to your full-page brand ad. The tear-out cards are the perfect place to put "takeaway" messages, tips, or checklists for our readers to hold onto forever.



SPECS: 80# paper, 4/4 color, size: 6" x 4" includes ONE tear-out card
YOU SUBMIT PRICE: \$8,250
WE DESIGN PRICE: \$11,300
TIMING: Commitment due two weeks prior to ad close

GATEFOLDS

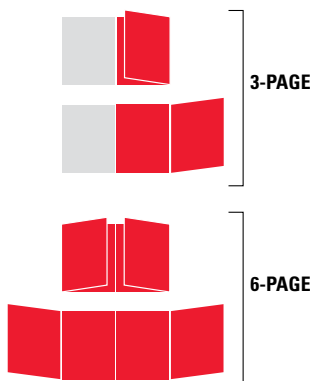
Cover gatefolds fold out straight from the front or back covers of the magazine, giving your brand space—four full pages, in fact—to tell your story.



COVER GATEFOLD SPECS:
23.25" x 10.875", 100# cover paper, 5/4 color
YOU SUBMIT PRICE: \$32,500
WE DESIGN PRICE: \$35,000
TIMING: Commitment due one week prior to ad close

Or, run your message on a gatefold on the inside pages of IA, with either a single or double "barn door" gatefold. Use the space creatively to "open up" your messaging.

INSIDE GATEFOLD SPECS:
32.25" x 10.875", 80# paper, 4/4 color
6-PAGE YOU SUBMIT PRICE: \$48,250
6-PAGE WE DESIGN PRICE: \$52,850
TIMING: Commitment due one week prior to ad close



TIP

Tip an additional message onto the cover or your full-page ad in IA. A smaller message can be glued onto your brand ad, and heavier paper helps readers flip right to it to make it a stand-out piece.

SPECS: 100# paper, 4/4 color, size: 6" x 10.1375"
YOU SUBMIT PRICE: \$10,300
WE DESIGN PRICE: \$15,500
TIMING: Commitment due two weeks prior to ad close






Specs: Print

HIGH-IMPACT OPPORTUNITY CUSTOM SUPPLEMENTS

Stand out from the crowd by publishing your very own custom supplement magazine—inserted into an issue of Independent Agent. This premium opportunity comes with additional exposure in the main magazine and in the monthly Fast Focus e-newsletter.

Align your supplement with the issue's theme to leverage the editorial environment for your message. Choose from the following options to customize the supplement to your business needs:

SIZES ►	4 pages Tipped Inside	8 pages Tipped Inside	16 pages Polybagged Outside
			
CONTENT ▼			
YOU CREATE	\$9,412	\$11,915	\$22,540
WE CREATE	\$14,459	\$22,009	\$42,728

ADDITIONAL EXPOSURE!

Publishing a custom supplement in Independent Agent means your brand gets additional exposure in the magazine, providing even more opportunities for lead generation.

VALUE ADD!

Up to 20 words of copy calling out the supplement (including advertiser name, page number and URL driving to a destination of your choice) in the Fast Focus monthly e-newsletter delivered to 72,000 independent agents. This additional exposure will coincide with the month your supplement runs.

Please note the supplement will be glued onto your supplied brand ad.

REQUIREMENTS

See magazine specs. Files may be sent via email or transmitted to our FTP site. Contact your Naylor account executive for more information. Send only the files to be used in your ad.

DEADLINES FOR IA CREATION

If we are creating your supplement, ad close is three months prior to the issue's ad close. We will schedule a kick-off meeting with your team and our marketing editors to learn about the content you'd like to have in your supplement. At that time, we can create a schedule that allows for one round of copy review and two rounds of design review.

Print

EXCLUSIVE STATE DIRECT MAIL OPPORTUNITY

STATE SPECIFIC ADVERTISING OPTION

Reach independent agents and brokers where it matters! **Connect with your target audience by state** with our new state direct-mail insert offer. This **exclusive 1 page, 2 surface opportunity** is only available to one advertiser per state, per issue.

ADDITIONAL EXPOSURE!

Top markets – with an average of over \$5 billion in purchasing power in each of these five states:

☐ **NEW YORK: \$5,400**

☐ **FLORIDA: \$5,125**

☐ **TEXAS: \$5,125**

☐ **PENNSYLVANIA: \$4,900**

☐ **CALIFORNIA: \$4,650**



Don't see your target market listed here?

Contact your account representative for pricing on the state of your choice!

1 page, 2 surface. Prices include printing and saddle stitching. 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.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: _____ Date: _____

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. (IIABM0719) (IIABM0819) (IIABM0919) (IIABM1019) (IIABM1119)

Please sign and return to:

Leron Owens
Naylor Association Solutions
(352) 333-3390
LOwens@naylor.com

Digital

ia magazine digital edition

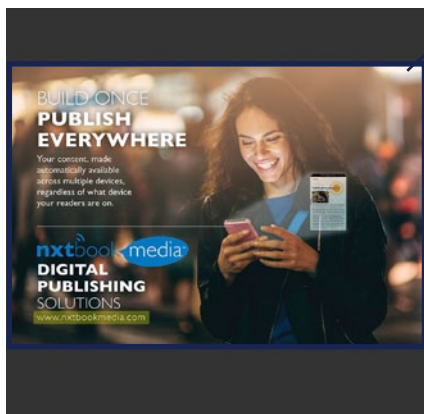
ISSUES • ANALYSIS FOR THE INDEPENDENT AGENT

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 and readers receive each issue via the Monthly Fast Focus, Weekly News & Views and Weekly Market Pulse eNewsletters
- Each new issue is posted on IA's website. A full archive of past issues is available, ensuring longevity for your online presence
- Available to only one advertiser per article



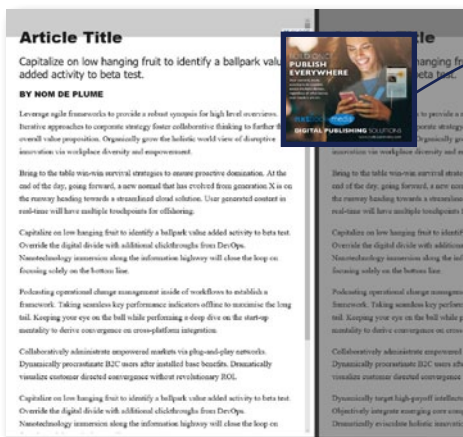
In addition to print, IA Magazine is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



1) Full-page Ad - Stand-Alone Page following cover of the magazine

Only 1 available per issue | \$5,150

Maximize your exposure with a full-page ad! Your message will be prominently displayed following the cover of the magazine. This one-of-a-kind offering is only available for one company on a first-come, first-served basis.



2) Pop-up Box (300x250)

Only 1 available per issue | \$3,100

Make your ad stand out from the rest! Your ad image can be made to pop up in the upper portion of screens. This event can happen on load of your issue, upon reaching a specific article, halfway through a specific article, or at the end of an article. Only 1 available per issue! Sold on a first-come, first-served basis.

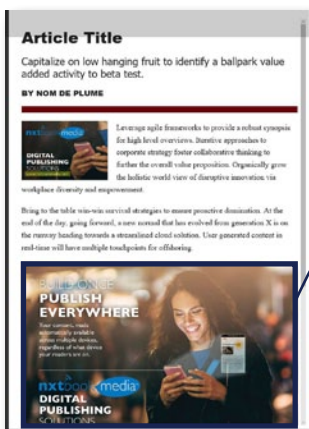
ia magazine digital edition

(CONTINUED)



3) Insert | \$5,150

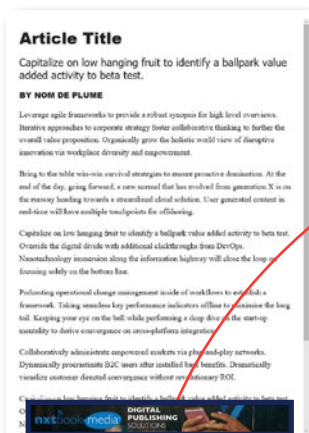
A full image of the ad originally designed for print is inserted between articles. These are usually in portrait orientation, having been a single full-page ad in print; however, we can also accommodate full-spread ads, which will typically be displayed in a landscape orientation.



4) Advertisement Within An Article

Sold around editorial | \$2,575

Any size ad can be placed within the article column. Full-, half-, third-, quarter- and smaller advertisements.



5) Bottom Pop-up Banner (728x90) | \$2,575

An ad banner can be made to pop up at the bottom of screens. This event can happen on load of your issue, upon reaching a particular article, halfway through a particular article, or at the end of a particular article.

The Website

iamagazine.com

The Most Comprehensive Online Resource for Independent Insurance Agents

Showcasing award-winning design and content, this easy-to-navigate site provides key information for agents and brokers that is updated daily.

IAmagazine.com is responsive so agents can receive your marketing message whether they are on their desktop, tablet or mobile.

IN 2018, IAMAGAZINE.COM EXPERIENCED SIGNIFICANT GROWTH ACROSS KEY METRICS



IAMAGAZINE.COM VISITORS RELY ON US FOR

• NEWS

Daily updates, including late-breaking news

• STRATEGIES

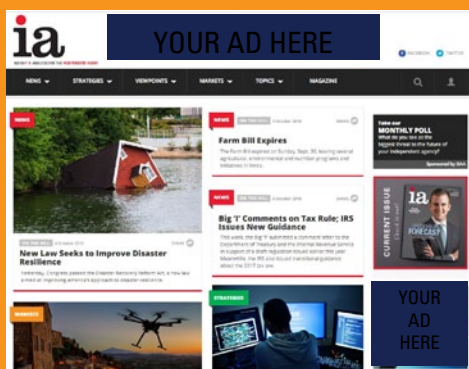
How leading agencies have achieved success and how agents everywhere can adapt these techniques

• MARKETS

Expanded online product section continuously updated and searchable by coverage type, including cyber liability, product liability, homeowners, workers' comp, aviation, employment practices and more

• 11 DEDICATED TOPIC AREAS:

agency operations and best practices; commercial lines, E&O loss control, employee benefits, life-health, on the hill, perpetuation & valuation, personal lines, recruiting/hiring/training, sales & marketing and technology



WEBSITE SPONSORSHIPS

- 4 sponsors per month
- Leaderboard & rectangle ad unit presence
- \$3,175/month, per sponsor
- Ads will rotate through entire site for the full month

But it's not about quantity—it's about the quality and engagement of IA's online traffic.

IAmagazine.com visitors are 100% independent agents and brokers who are invested in the association and IA.

**Source: Google Analytics Sept. 1, 2017 to Sept. 1, 2017 vs. Sept. 1, 2017 to Sept. 1, 2018

The Website

GEO-TARGETING - NEW, EXCLUSIVE LOCATION-BASED MARKETING OPPORTUNITIES!

Marketing is evolving - and so is IA.
IS YOUR COMPANY KEEPING UP?

Geo-Targeting - Deliver your content to a powerful audience of independent agents and brokers based on their geographical location. Location-based targeting is among the top most effective marketing tactics for reaching the right audience in the right place. Location-based marketing allows YOU to:

- Promote events, and other specific, time-sensitive content to local agents and brokers in their physical locations, and exclude groups you don't intend to target.
- Engage mobile users at the right time and place!



1 1 banner per state (300 x 250 pixels)

These **exclusive** positions are only available to **one advertiser per state** on a first come, first served basis. Stay top of mind with agents and brokers at the right time and place.

OPTIONS TO INFLUENCE AGENTS AND BROKERS:

States with a reach of 10,000+

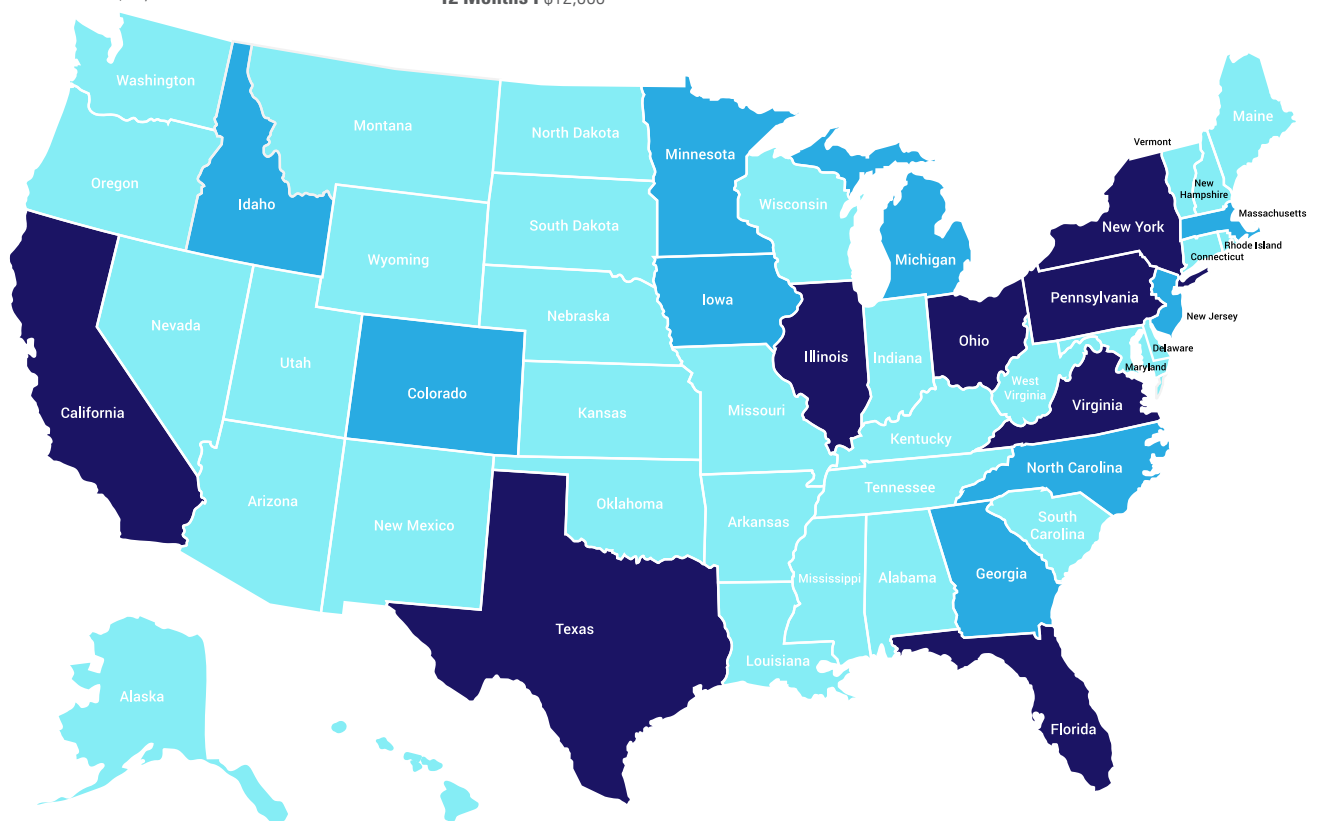
1 Month | \$3,000
3 Months | \$7,000
6 Months | \$12,000
12 Months | \$16,000

States with a reach of 5,000 - 9,999

1 Month | \$2,000
3 Months | \$4,500
6 Months | \$7,500
12 Months | \$12,000

States with a reach of 200 - 4,999

12 Months | \$2,000



SPONSORED CONTENT AND E-SURVEYS

SPONSORED CONTENT

- 500-word article on **IAmagazine.com**, "Sponsored by" your brand
- May include up to five links to your business
- You submit the text; our editors optimize it. Or, IA can create custom content for you. Ask your sales rep for details
- Weekly article reposts and headline/image updates for maximum exposure (one post remains live after publication month)
- **VALUE ADD!** Article clickable from weekly Markets Pulse or News & Views (circulation of 72,000 independent agents)
- Not sent on bank holidays

PRICE PER MONTH: \$5,775

REQUIREMENTS

- First-level and second-level tag selections (please inquire with your ad sales rep for options)
- 4 headlines
- 4 article blurbs (up to 40 words each)
- 500-word article, including up to 5 click-through links
- If the content is not provided by the advertiser, IABA/Naylor can provide a 500-word article for a cost of \$1,000
- 4 images (approximately 875x575 pixels); images should not contain promotional text
- Company logo (300 dpi, horizontal and at least 500 pixels wide) and click-through url



Sponsored Content Ad shown in Markets Pulse eNewsletter



Sponsored Content article shown on iamagazine.com

E-SURVEY

PRICE PER SURVEY: \$3,675

- Exclusivity (only one per month) and prominent placement on **IAmagazine.com** homepage
- Up to five custom poll questions, "Sponsored by" your brand
- **VALUE ADD!** E-Survey clickable from weekly News & Views eNewsletter (circulation 72,000 independent agents)
- Not sent on bank holidays

REQUIREMENTS

- 4 poll titles in question format (e.g. "How important are CSRs at your agency?")
- Up to 5 custom poll questions (yes/no, true/false or multiple choice answers only)
- Company logo (300 dpi) and click-through url

The eNewsletter

Must-Know Information Delivered Directly to Independent Agents' Inboxes

Busy agents turn to our eNewsletters for even more trends, analysis and tools that help them sell more effectively and efficiently.

- **Independent Agent eNewsletters: the ultimate resource for insurance insights and expertise**
- **Delivered to the inboxes of more than 72,000 independent agents and brokers**
- **Serve up the most relevant news and information for the agent who's always on the go**

THREE OPPORTUNITIES TO INFLUENCE AGENTS AND BROKERS

MARKETS PULSE ENEWSLETTER SENT EVERY MONDAY

- Highlights sales strategies and market trends
- Showcases specific lines of insurance each month (see 2019 editorial calendar)
- Exclusive medium rectangle ad placement for one company each month

PRICE: \$5,775/month

NEWS & VIEWS ENEWSLETTER SENT EVERY THURSDAY

- Weekly roundup covering insurance news, analysis, tech, coverage issues, agency management tips and more
- Exclusive medium rectangle ad placement for one company each month

PRICE: \$5,775/month

FAST FOCUS ENEWSLETTER SENT FIRST FRIDAY OF EVERY MONTH

- Features top stories on a specific topic
- Exclusive banner ad and medium rectangle ad placements for one company each month

PRICE: \$3,675/month



Specs: Digital

WEBSITE

DEADLINES

- **All ad materials and links due** the 15th of the month prior to publication
- **Website live date** is the 1st of the month
- **Ad statistics** on all digital advertising provided on the 10th of the month following publication

REQUIREMENTS

Multiple sizes are required to accommodate our website.

LEADERBOARD	DEVICE
728x90 pixels	Desktop
468x60 pixels	Tablet
320x50 pixels	Mobile

MEDIUM RECTANGLE	DEVICE
300x250 pixels	Desktop and Tablet (landing page)
468x60 pixels	Tablet (article page)
320x50 pixels	Mobile

WEBSITE FILE SUBMISSION

FILE FORMAT

Submit files that adhere to one of the following formats:

- **STATIC IMAGE:** DoubleClick Tag, GIF, JPG or PNG file
- **ANIMATED/ROTATING:** DoubleClick Tag, Custom HTML or JavaScript
- **FLASH/VIDEO:** SWF file, version 10.1 or lower only. Please also supply a GIF, JPG or PNG file as a fallback image, for site visitors whose systems don't support Flash. IA also accepts video that renders inside a Flash file.

Total file size should not exceed 40k.

ENEWSLETTER

DEADLINES

- **All ad materials and links due** the 15th of the month prior to publication
- **Ad statistics** on all digital advertising provided on the 10th of the month following publication

REQUIREMENTS

MARKETS PULSE

SENT EVERY MONDAY

300x250 pixels

NEWS & VIEWS

SENT EVERY THURSDAY

300x250 pixels

FAST FOCUS

SENT FIRST FRIDAY OF EVERY MONTH

300x250 pixels

468x60 pixels

NAYLOR 
ASSOCIATION SOLUTIONS

*A creative change fee will be applied for multiple campaigns or weekly swaps within the same month.

Specs: Digital Edition

DIGITAL EDITION

REQUIREMENTS

SPECIFICATIONS

POP-UP BOX I (300 x 250) PIXELS	<ul style="list-style-type: none">Assets must be provided in JPG or PNG file, cropped as desired for final display, and optimized to a file size under 1MB.Ads for this unit should be provided at the IIABA medium rectangle size, 300 x 250 pixels.
BOTTOM BANNER POP-UP I (728 x 90) PIXELS	<ul style="list-style-type: none">Assets must be provided in JPG or PNG file, cropped as desired for final display, and optimized to a file size under 1MB to ensure best quality of resolution, cropping and color.Ads for this unit should be provided at the IIABA leaderboard size, 728 x 90 pixels.
FULL PAGE INSERT AND FRACTIONAL AD - STAND ALONE PAGE	<ul style="list-style-type: none">Assets must be provided in JPG or PNG file, cropped as desired for final display, and optimized to a file size under 1MB to ensure best quality of resolution, cropping and color.All advertising assets that are not provided in the above, ready-to-use format will be converted either by exporting the images from your InDesign files, or through simple screen-capturing methods.

Past Advertisers

- Acord
- Agility Recovery
- AIC Apartment Insurance Consultants LLC.
- Allied World
- Allstate Insurance Company
- AM Best Co.
- AMERISAFE
- AmTrust North America, Inc.
- Aon Affinity Insurance
- Applied Systems, Inc.
- Applied Underwriters, Inc.
- Auto-Owners Insurance
- Beacon Hill Associates, Inc.
- Berkley Southeast Insurance Group
- BITCO Insurance Companies
- Burns & Wilcox Ltd.
- Caliper Inc.
- Cigna-HealthSpring
- CNA
- Commercial insurance Group
- Crawford Contractor Connection
- DocuSign
- DRB Capital
- Dryden Mutual Insurance
- EMC Insurance Companies
- Foremost Insurance Company
- Genesee General Agency Stringer-Ware & Company, Inc.
- Glatfelter Public Practice
- Grange Insurance
- Great American Insurance Group
- Hartford Steam Boiler
- Insurance Licensing Services of America
- Insurance Technology Corporation
- Insurance Xdate
- InsurBanc
- International Risk Management Institute, Inc.
- K & K Corporate Communications
- Liberty Mutual National Insurance
- Liberty Mutual Surety
- Live Oak Bank
- Markel Insurance Company
- Merchants Bonding Co.
- National Insurance Producer Registry
- NationsBuilders Insurance Services, Inc. (NBIS)
- Oak Street Funding
- Personal Umbrella.com
- Philadelphia Insurance Companies
- Preferred Property Program
- Progressive Insurance
- Providence Bank
- Reagan Consulting, Inc.
- Risk Placement Services, Inc.
- RLI Insurance Company
- Rural Community Insurance Services (RCIS)
- Safeco Insurance
- SIAA, Inc.
- Smart Choice Agents
- Stillwater Insurance Group
- The Dolgoff Plan Corporation
- The Hanover Insurance Group
- The Hartford
- Travelers Insurance
- Tufts Health Plan
- United Fire & Casualty Co. (UFG Insurance)
- Universal Service Agency
- Vertafore, Inc.
- Westfield Group
- Wholesale & Specialty Insurance Association (WSIA)