



Independent Insurance Agents of Georgia, Inc.

MEDIA GUIDE



**CONNECT WITH THE LEADERS IN
GEORGIA'S \$5 BILLION
INSURANCE INDUSTRY!**

Dec Page Quarterly
Digital and Print Magazine

FOR MORE INFORMATION, PLEASE CONTACT:

Leron Owens

Publication Director

Toll-free: (800) 369-6220, ext. 3390

Direct: (352) 333-3390

Fax: (352) 331-3525

Email: lowens@naylor.com



Independent Insurance Agents of Georgia, Inc.



NAYLOR

ASSOCIATION SOLUTIONS

THE IIAG ADVANTAGE

4,000

Our **600** member agencies represent around **4,000** insurance professionals

10

Georgia is one of the **10 largest markets** for insurance agents in the U.S.

\$5 B

The insurance industry in Georgia will continue to grow at more than **\$5 billion** per year for the next 5 years

\$3.2 B

Insurance professionals in Georgia are responsible for an estimated **\$3.2 billion** in buying power

DEC PAGE QUARTERLY

Dec Page Quarterly is IIAG's premier publication, showcasing the most relevant information, trends and stories necessary to keep insurance professionals up to date with the latest industry information



ABOUT OUR MEMBERS

Our members are looking for the following products and services:

- Management systems
- Agency rating software
- Premium financing
- Errors & omissions insurance
- Repair and restoration experts
- Technology support & solutions
- Banking
- ... Among many more!

REACH THE LEADERS IN GEORGIA'S \$5 BILLION INSURANCE INDUSTRY!

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!

NAYLOR 
ASSOCIATION SOLUTIONS

 **IIAG** 
Independent Insurance Agents of Georgia, Inc.

*IBIS World Report 52421

IIAG Marketing Questionnaire

THANK YOU TO OUR SUPPORTERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Independent Insurance Agents of Georgia, Inc., and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of IIAG.

- Allstar Financial Group
- Amalgamated Insurance Underwriters
- AMERISAFE
- AmTrust North America
- Assure Alliance
- Berkley Southeast Insurance Group
- Burns & Wilcox, Ltd.
- Capitol Special Risks, Inc.
- DAB Premium Finance Company
- Donegal Insurance Group
- FCCI Insurance Group
- FNBB Insurance Agency, LLC
- Genesee General Agency Stringer-Ware & Company, Inc.
- Insurance House
- International Risk Management Institute, Inc.
- J. M. Wilson Corporation
- Jimcor Agency, Inc.
- Johnson & Johnson
- Keystone Insurers Group
- Michigan Commercial Insurance Mutual - MCIM
- Mid Continent Group
- Parker Young Construction & FireStar Inc.
- Patriot National Inc.
- Risk Innovations, LLC
- Risk Placement Services, Inc.
- Southern Insurance Underwriters
- Summit Consulting
- United Business Insurance Company
- UPC Insurance
- US Premium Finance
- Wright Flood

DEC PAGE QUARTERLY

NAYLOR 
ASSOCIATION SOLUTIONS

Net Advertising Rates

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

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

Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$2,709.50	\$2,439.50	\$2,169.50
Outside Back Cover	\$2,449.50	\$2,269.50	\$2,089.50
Inside Front or Inside Back Cover	\$2,249.50	\$2,069.50	\$1,889.50
Full Page or 1/2-Page Double Spread	\$1,789.50	\$1,609.50	\$1,429.50
2/3 Page	\$1,539.50	\$1,389.50	\$1,229.50
1/2-Page Island	\$1,249.50	\$1,119.50	\$999.50
1/2 Page	\$1,039.50	\$939.50	\$829.50
1/3 Page	\$789.50	\$709.50	\$629.50
1/4 Page	\$679.50	\$609.50	\$539.50
1/6 Page	\$489.50	\$439.50	\$389.50
1/8 Page	\$409.50	\$369.50	\$329.50

Black-and-White Rates	1x	2-3x	4x
Full Page or 1/2-Page Double Page Spread	\$1,359.50	\$1,219.50	\$1,089.50
2/3 Page	\$1,159.50	\$1,039.50	\$929.50
1/2-Page Island	\$1,009.50	\$909.50	\$809.50
1/2 Page	\$849.50	\$759.50	\$679.50
1/3 Page	\$649.50	\$579.50	\$519.50
1/4 Page	\$489.50	\$439.50	\$389.50
1/6 Page	\$389.50	\$349.50	\$309.50
1/8 Page	\$309.50	\$279.50	\$249.50

Digital Edition:

- Display Ad Package 1 | \$1,050
- Display Ad Package 2 | \$925
- Adaptive Ad | \$1,575
- Digital Sponsored Content | \$1,425
- Video & Video Sponsorship | \$850
- Large Digital Insert | \$600
- Digital Insert | \$550
- Large Digital Outsert | \$425
- Digital Outsert | \$325

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. Rates as of October, 2018.

DEC PAGE QUARTERLY DIGITAL EDITION

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

DEC Page Quarterly is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner 4 2nd TOC Mobile Banner

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.

For the latest online specs, please visit www.naylor.com/online specs



Mobile & Desktop
Responsive HTML
Reading View

Display Ad Package 1 | \$1,050

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$925

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

Adaptive Ad (HTML5) | \$1,575

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Video (page view) & Video Sponsorship | \$850

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Digital Insert | \$600
- Large Digital Outsert | \$425
- Digital Insert | \$550
- Digital Outsert | \$325

Sponsored Content | \$1,425

Position your company as a thought leader in the industry! Your sponsored content should be educational in nature and solution-based, geared to solving a common problem or need an insurance professional would experience.

DEC PAGE QUARTERLY

DIRECT-MAIL AND BELLY BAND OPPORTUNITIES

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *Dec Page Quarterly* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around *Dec Page* with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.



Sample Belly Band

Net Rates—Pieces Furnished by Advertiser

Surfaces	Rates
Belly Band	\$4,700
1-Page (2 surfaces.)	\$1,975
2-Page (4 surfaces)**	\$2,475
Postcard	\$1,975

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

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: X _____ 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(IIG-Q0119)

Please sign and return to:

Leron Owens

Publication Director

Toll-free: (800) 369-6220, ext. 3390

Direct: (352) 333-3390

Fax: (352) 331-3525

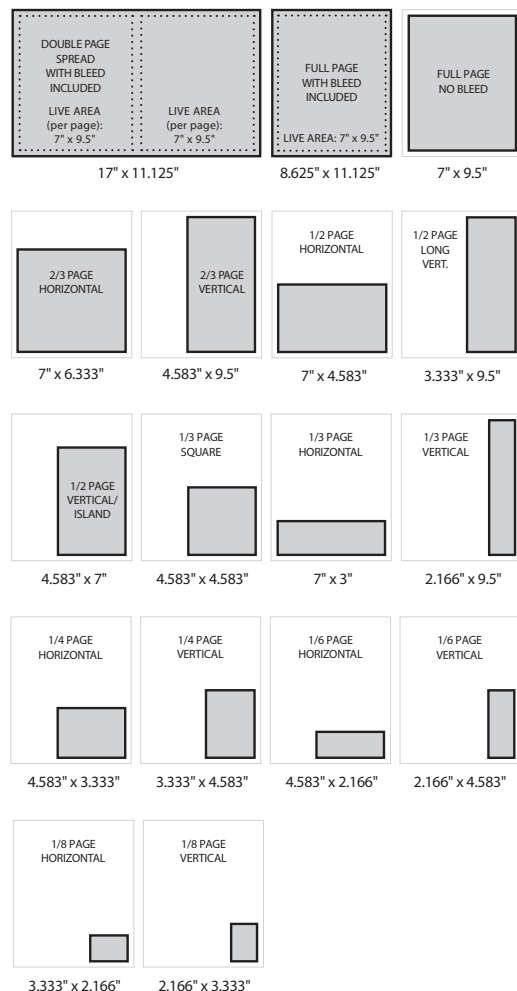
Email: lowens@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

PRINT ADVERTISING SPECIFICATIONS

DEC PAGE 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.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

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

1 Page / 1 surface: 8.375" x 10.875"
 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 Flysheets: 8.5" x 11"

Digital Edition

For more information, visit:
<http://www.naylor.com/digitalmagspecs>

NAYLOR 
 ASSOCIATION SOLUTIONS

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. Rates as of October, 2018.