NATIONAL ASSOCIATION OF SURETY BOND PRODUCERS

REACH NEARLY 8,000 NASBP SURETY PROFESSIONALS AND SUPPORTERS RESPONSIBLE FOR MORE THAN $6 BILLION IN WRITTEN PREMIUMS EVERY YEAR

FOR MORE INFORMATION, PLEASE CONTACT:

Doug Smith
Publication Director
Toll Free: (800) 369-6220
Direct: 352-333-6015
Email: dougsmith@naylor.com
Our membership is spread across North America, and is comprised of nearly 80% of the surety industry’s gross written premiums.

Our membership is comprised of the top 15 national companies responsible for more than half of the industry’s written premiums.

NASBP members and supporters are nearly 8,000 professionals working in the surety bond industry.

Our members are responsible for more than $6 billion in written premiums every year.

$6 B

Nasbp by the Numbers

80%

$6 B

8,000

15

Nasbp by the Numbers

80%

$6 B

8,000

15

*Average Nasbp readership

Our members are looking for the following products & services:

- Property & Casualty Insurance Providers
- National Lenders
- Express Letter/Carrier Services
- Enterprise Encryption Tools
- Transportation Companies
- Drone Companies
- Mobile Technology
- Office Supplies
- Printing Services
- Continuing Education Programs
- ... Among many more!


NASBP’s Marketing Questionnaire *Based on the number of readers who receive NASBP’s SmartBrief"
ABOUT NASBP

NASBP is the only international trade association representing professional surety bond producers. NASBP communications reach top industry leaders with buying powers, including:

- CEOs
- Presidents
- Owners
- Directors
- Managers
- Principals

NASBP COMMUNICATIONS

SuretyLearn.org

NASBP Website
nasbp.org

NASBP Smartbrief

Surety Bond Quarterly
Print and Online

NASBP Pipeline
nasbp.org/pipeline

Surety Bond Quarterly Magazine

Surety Bond Quarterly Website
suretybondquarterly.org

REACH LEADERS IN THE SURETY BOND INDUSTRY.

CONTACT YOUR NAYLOR REPRESENTATIVE TODAY!

*Source: “Surety Information Office, Contract Surety Bonds - Understanding Today’s Market, “Top 100 writers of surety bonds, United States & Territories & Canada” NASBP’s Marketing Questionnaire
### Net Advertising Rates

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

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>1x</th>
<th>2-3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$4,289.50</td>
<td>$4,079.50</td>
<td>$3,859.50</td>
</tr>
<tr>
<td>Opposite Back Cover</td>
<td>$3,379.50</td>
<td>$3,239.50</td>
<td>$3,089.50</td>
</tr>
<tr>
<td>Inside Back/Front Cover</td>
<td>$3,079.50</td>
<td>$2,939.50</td>
<td>$2,789.50</td>
</tr>
<tr>
<td>Full Page Double 1/2 Page Spread</td>
<td>$2,849.50</td>
<td>$2,709.50</td>
<td>$2,559.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,469.50</td>
<td>$2,349.50</td>
<td>$2,219.50</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$2,119.50</td>
<td>$2,009.50</td>
<td>$1,909.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,809.50</td>
<td>$1,719.50</td>
<td>$1,629.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,369.50</td>
<td>$1,299.50</td>
<td>$1,229.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,049.50</td>
<td>$999.50</td>
<td>$939.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$659.50</td>
<td>$629.50</td>
<td>$589.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$419.50</td>
<td>$399.50</td>
<td>$379.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black-and-White Rates</th>
<th>1x</th>
<th>2-3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page or Double 1/2 Page Spread</td>
<td>$1,889.50</td>
<td>$1,799.50</td>
<td>$1,699.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,639.50</td>
<td>$1,559.50</td>
<td>$1,479.50</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$1,409.50</td>
<td>$1,339.50</td>
<td>$1,269.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,189.50</td>
<td>$1,129.50</td>
<td>$1,069.50</td>
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<tr>
<td>1/3 Page</td>
<td>$919.50</td>
<td>$869.50</td>
<td>$829.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$699.50</td>
<td>$659.50</td>
<td>$629.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$519.50</td>
<td>$489.50</td>
<td>$469.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$399.50</td>
<td>$379.50</td>
<td>$359.50</td>
</tr>
</tbody>
</table>

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.

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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 August 2018.
Position your company as a thought leader and solution provider in the industry!

By including your thought leadership piece in Surety Bond Quarterly magazine, you can educate NASBP members regarding the benefits of using a product or service similar to what you provide, while also improving the credibility of your company with surety bond professionals.

**Editorial Sponsorship package**

<table>
<thead>
<tr>
<th>Option 1</th>
<th>Bundle Cost: $7,999.50</th>
<th>Annual Savings: $3,281.33</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two page spread. May include one full page of editorial and one full-page ad. Guaranteed placement within or before Article of Choice</td>
<td>$4,830.83</td>
<td></td>
</tr>
<tr>
<td>Digital Edition Insert with Video in the Digital Edition of the magazine on the article of Choice</td>
<td>$1,450</td>
<td></td>
</tr>
<tr>
<td>Banner ad on the article of choice linked to a website of your choice, hosted indefinitely on the Surety Bond Quarterly Micro Site</td>
<td>$1,750</td>
<td></td>
</tr>
<tr>
<td>Sponsored Content on the Surety Bond Quarterly Micro Site</td>
<td>$3,250</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Option 2</th>
<th>Bundle Cost: $4,599.50</th>
<th>Annual Savings: $1,386.21</th>
</tr>
</thead>
<tbody>
<tr>
<td>One page. Includes one full page of editorial. Guaranteed placement within Article of Choice</td>
<td>$3,185.71</td>
<td></td>
</tr>
<tr>
<td>Digital Edition Insert in the Digital Edition of the magazine on the article of Choice</td>
<td>$1,050</td>
<td></td>
</tr>
<tr>
<td>Banner ad on the article of choice linked to a website of your choice, hosted indefinitely on the Surety Bond Quarterly Micro Site</td>
<td>$1,750</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Option 3</th>
<th>Bundle Cost: $3,849.50</th>
<th>Annual Savings: $975.40</th>
</tr>
</thead>
<tbody>
<tr>
<td>½ Full-color page of editorial. Guaranteed placement within Article of Choice</td>
<td>$2,024.90</td>
<td></td>
</tr>
<tr>
<td>Digital Edition Insert in the Digital Edition of the magazine on the article of Choice</td>
<td>$1,050</td>
<td></td>
</tr>
<tr>
<td>Banner ad on the article of choice linked to a website of your choice, hosted indefinitely on the Surety Bond Quarterly Micro Site</td>
<td>$1,750</td>
<td></td>
</tr>
</tbody>
</table>

**Below are the guiding principles for your thought leadership piece.**

- Content should be educational in nature and solution-based, geared to solving a common problem or need an surety bond professional would experience. The educational content should not promote the company's product or service but rather communicate best practices that would allow surety bond professionals to be more effective and efficient in their roles.
- Content should include practical, useful information in which the surety bond professional would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- NASBP reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.
- Content must identify company and state that it’s an advertisement.
SURETY BOND QUARTERLY DIGITAL EDITION

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

Surety Bond 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!

Display Ad Package 1 | $1,650
Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | $1,575
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) | $2,650
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 | $1,450
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Bellyband (page view) & Digital Insert (reading view) | $1,875

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 Insert | $1,050
- Medium Insert | $1,000
- Large Outsert | $475
- Medium Outsert | $450

Digital Sponsored Content | $2,575
Become a thought leader. Your sponsored content should be educational in nature and solution-based, geared to solving a common problem or need an industry professional would experience.

NAYLOR ASSOCIATION SOLUTIONS
SURETY BOND QUARTERLY
GLUE TIPPED INSERT OPPORTUNITIES

Catch readers’ attention with our glue tipped insert opportunities! Guarantee your message gets exposure with a direct-mail piece shipped with the publication. This exclusive position is only sold to one advertiser.

Net Rates—Pieces Furnished by Advertiser
Glue Tipped

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Page (2 surfaces.)</td>
<td>$1,159.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,159.50</td>
</tr>
<tr>
<td>2-Page (4 surfaces)</td>
<td>$1,699.50</td>
</tr>
</tbody>
</table>

2. Choose the issue(s) in which you would like your ad to run:
   - Spring 2019 (SBP-Q0119)
   - Summer 2019 (SBP-Q0219)
   - Fall 2019 (SBP-Q0319)
   - Winter 2019 (SBP-Q0419)

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 (SBP-Q0119).

Please sign and return to:

Doug Smith
Publication Director
Toll Free: (800) 369-6220
Direct: 352-333-6015
Email: dougs smith@naylor.com
SURETY BOND QUARTERLY
SPONSORED EBLAST

When each print edition of Surety Bond Quarterly is distributed, an email will be sent to all NASBP members making them aware that the digital edition is available for viewing.

Enjoy the benefits of a targeted email blast:

- Delivers your message directly to the inboxes of decision-makers on a regular basis
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Exclusive ad space

Banner (exclusive position)
(640 x 400 pixels)

4 issues | $8,100
1 issue | $2,250

Online Specifications - For more information, visit:
https://www.naylor.com/support/advertising/onlinespecs/
Advertising on the Surety Bond Quarterly website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to SuretyBondQuarterly.org to learn about upcoming association events, discover ways to maximize their NASBP membership and view the latest issues of Surety Bond Quarterly digital edition. Advertising on SuretyBondQuarterly.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of surety bond professionals.

Features of Surety Bond Quarterly website advertising:
- Cross-promoted in other NASBP publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, suretybondquarterly.org receives:
- More than 300 unique visitors per month
- 390+ visits per month
- Nearly 700 page views per month
- Sessions lasting more than 1:30 minutes

*Traffic numbers from February 2018 - August 2018

Leaderboard (728 x 90 pixels)
- Located in exclusive position of the website
- Run of site - Three rotations available
  12 months: $1,750 | 6 months: $950 | 3 months: $550

Skyscraper (160 x 600 pixels)
- Placed next to content at the top of the website
- Run of site - Three rotations available
  12 months: $1,425 | 6 months: $825 | 3 months: $450

Rectangle (300 x 250 pixels)
- Placed between popular sections of the website
- Run of site - Three rotations available
  12 months: $1,175 | 6 months: $650 | 3 months: $375

Online Specifications - For more information, visit:
http://www.naylor.com/onlinespecs

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.
Advertising on the National Association of Surety Bond Producers Website – nasbp.org

Advertising on the National Association of Surety Bond Producers website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to nasbp.org to learn about upcoming association events, discover ways to maximize their NASBP membership. Advertising on nasbp.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of surety bond professionals.

Features of NASBP website advertising:

• Cross-promoted in other NASBP publications and communication pieces
• Directs visitors to the landing page of your choice to expedite purchases
• Year-round visibility reinforces brand recognition
• Allows dynamic, time-sensitive promotion

On average, nasbp.org receives:

• More than 4,180 unique visitors per month
• 7,720+ visits per month
• 25,300+ page views per month
• Sessions lasting more than 4:00 minutes

*Traffic numbers from February 2018 - August 2018.

1 Horizontal Banner (234 x 60 pixels)
• Rotates on the NASBP homepage (horizontal)
• Only four banner ads are available, with three advertisers rotating in each position.

2 Vertical Banner (120 x 240 pixels)
• Rotates on the NASBP sub-pages (vertical).
• Only four banner ads are available, with three advertisers rotating in each position.

12 months: $3,350

Online Specifications - For more information, visit: http://www.naylor.com/onlinespecs

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.
SURETYLEARN.ORG WEBSITE

Advertising on the SuretyLearn Website – www.suretylearn.org

Advertising on the SuretyLearn website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to suretylearn.org to access informative articles, checklists, questionnaires and PowerPoints; links to government agencies and pertinent assistance programs; and a directory of service providers!

Features of SuretyLearn website advertising:

• Cross-promoted in other NASBP publications and communication pieces
• Directs visitors to the landing page of your choice to expedite purchases
• Year-round visibility reinforces brand recognition
• Allows dynamic, time-sensitive promotion

On average, suretylearn.org receives:

• More than 222 unique visitors per month
• 250+ visits per month
• 440+ page views per month
• Sessions lasting more than 01:02 minutes

*Traffic numbers from February 2018 - August 2018

Leaderboard (782 x 90 pixels)
Rotates on the Surety Learn website and sub-pages (vertical). Only four banner ads are available, with three advertisers rotating in each position.
12 months: $2,000 | 6 months: $1,100 | 3 months: $650

Vertical Banner (120 x 600 pixels)
Rotates on the Surety Learn website and sub-pages (vertical). Only four banner ads are available, with three advertisers rotating in each position.
12 months: $2,000 | 6 months: $1,100 | 3 months: $650

Online Specifications - For more information, visit:
http://www.naylor.com/onlinespecs

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.
Now more than ever, professionals consume information on the go. Our NASBP SmartBrief eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

**Enjoy the benefits of a targeted eNewsletter:**

- Delivers your message directly to the inbox of 6,000 decision-makers on a regular basis
- In addition to 6,000 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NASBP publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive

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**Leaderboard (728 x 90 pixels)**

- 12 Months | $9,400  
- 6 Months | $5,200  
- 3 Months | $2,525

- Only one spot available – NO ROTATION

**Horizontal Banner (468 x 60 pixels)**

- 12 Months | $7,525  
- 6 Months | $4,125  
- 3 Months | $2,200

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

**Distributed Weekly Sections include:**

- Risk & Compliance
- Leadership & Best Practices
- Trends & Technology

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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.

Online Specifications - For more information, visit: http://www.naylor.com/onlinespecs
ABOUT THE ENEWSLETTER –

Now more than ever, professionals consume information on the go. Our NASBP Pipeline eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 5,000 decision-makers on a regular basis
- In addition to 5,000 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NASBP publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive

NASBP PIPELINE
ENEWSLETTER - nasbp.org/pipeline/archives

Top Horizontal Banner (468 x 60 pixels)
6 issues | $5,575  4 issues | $4,125  2 issues | $2,150
- Only one spot available – NO ROTATION
- Only at the top of the eNewsletter

Horizontal Banner (468 x 60 pixels)
6 issues | $4,550  4 issues | $3,330  2 issues | $1,800
- Only four spots available – NO ROTATION

Top Rectangle (180 x 150 pixels)
6 issues | $2,475  4 issues | $1,850  2 issues | $975
- Only one spot available – NO ROTATION

Lower Rectangle (180 x 150 pixels)
6 issues | $1,250  4 issues | $925  2 issues | $500
- Only one spot available – NO ROTATION

Distributed bimonthly

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.

Online Specifications - For more information, visit:
http://www.naylor.com/onlinespecs
# PRINT ADVERTISING SPECIFICATIONS

## SURETY BOND QUARTERLY

**Magazine Trim Size:** 8.375" x 10.875"

<table>
<thead>
<tr>
<th>Artwork Requirements</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

## Ad Material Upload

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

**Surety Bond Quarterly**

- 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 and eNewsletters

For more information, visit: [http://www.naylor.com/digitalmagspecs](http://www.naylor.com/digitalmagspecs)

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NASBP ADVERTISING TERMS

1. Overview: These terms & conditions for advertising are entered into by and between the National Association of Surety Bond Producers ("NASBP") and the advertiser (or agency acting on its behalf) ("Advertiser") set forth on the insertion order to which these terms and conditions are attached and which is incorporated herein by reference (collectively, the "Agreement"). Payments are due within thirty (30) days from the date of the invoice. Post-due amounts will bear interest at the rate of one and one-half percent (1.5%) per month (or the highest rate permitted by law, if lower). NASBP reserves the right to change its advertising rates at any time and without notice to Advertiser.

2. Acceptance & Rejection: Acceptance of advertising for the NASBP web site or for other media shall not be construed as any type of endorsement by NASBP, or any of its members, of the advertisement, the advertiser or the advertiser’s organization, system, product or service. NASBP expressly disavows any such implied endorsement. The advertiser understands that permission to advertise in the NASBP web site, Pipeline electronic newsletter, NASBP SmartBrief electronic newsletter, or other media shall not in itself be used to market or promote the advertiser or the advertiser’s organization, product, system or service. NASBP RESERVES THE RIGHT, WITHOUT LIABILITY, TO REJECT, OMIT OR EXCLUDE ANY ADVERTISEMENT FOR ANY REASON AT ANY TIME, WHETHER OR NOT SUCH ADVERTISEMENT WAS PREVIOUSLY ACKNOWLEDGED, ACCEPTED, OR PUBLISHED. Advertiser/agency shall not submit advertising to NASBP that is discriminatory because of sex, race, religion, color, national origin, sexual orientation, age, physical handicap or other improper basis, or advertising that contains derogatory comments about the advertiser’s competitors or about the competitor’s organization, products, systems or services.

3. Positioning; Scheduling: NASBP reserves the right to change any of its advertising specifications at any time and without notice to Advertiser. Unless otherwise set forth on the insertion order, positioning and scheduling of Advertisements shall be at NASBP’s sole discretion. Advertiser acknowledges that NASBP has made no guarantees with respect to any usage statistics, levels of impressions or viewership levels that will be delivered. NASBP reserves the right to cancel any advertising, space or time reservation, or position commitment at any time without liability. In addition, NASBP may reject any link embedded or URL displayed in any Advertisement.

4. Agency: If Advertiser is using an advertising agency in connection with this Agreement, Advertiser and such agency will be jointly and severally liable hereunder. The entity signing this Agreement warrants that it is duly authorized and has the full power to bind Advertiser, and agrees to indemnify, defend and hold harmless NASBP from any and all claims, losses, damages or costs (including attorneys’ fees) arising out of any breach of the foregoing warranty. Advertiser will be solely responsible for any commission due to any agency.

5. User Information: NASBP shall own all right, title and interest in and to any user or usage data or information (including any personally identifiable, transactional, and/or "clickstream" data) collected via or related to any of the Advertisements through the NASBP web site or other media. Advertiser will have no rights in or to any such information under this Agreement.

6. Cancellation Policy; Termination: NASBP may terminate this Agreement upon written notice if Advertiser defaults on any payment or otherwise breaches this Agreement. Upon such termination, all amounts due under this Agreement that accrued on or before the termination date will become immediately due and payable. Advertiser may cancel this Agreement on thirty (30) days prior written notice, oral cancellation will not be accepted under any circumstances. Upon cancellation, Advertiser must immediately pay to NASBP all amounts due for Advertisements: (a) distributed as of the cancellation date, (b) to be distributed in the following thirty (30) days, and (c) an amount equal to twenty-five percent (25%) of the amounts due for Advertisements scheduled to be displayed thereafter.

7. Representations & Warranties; Indemnification: Advertiser represents and warrants that the Advertisements, including the use of all images, music and other works of authorship contained, reflected or embodied therein, and all other materials provided under this Agreement by Advertiser, including the distribution thereof by or on behalf of NASBP through its web site or electronic newsletters (a) will not violate any applicable law, rule or regulation (including, but not limited to, any law relating to false or deceptive advertising), (b) will not be libelous or defamatory, and (c) will not infringe any rights of any third party, including, but not limited to, any contractual, copyright (including synchronization and public performance rights), trademark or trade secret rights, and/or any right of privacy or publicity. Advertiser will indemnify, defend and hold harmless NASBP, its affiliates, and its and their employees, officers, directors and agents from and against any and all expenses and losses of any kind (including reasonable attorneys’ fees) incurred in connection with (i) any breach or alleged breach of the foregoing representation and warranty, (ii) any Advertisement and/or (iii) any websites or other materials promoted within or to which users can link through any Advertisement.

8. Provision of Advertisements/Approval: Advertiser will provide at its expense all Advertisements in accordance with NASBP’s policies in effect from time to time. NASBP may dispose of any such materials unless acceptable prepaid return arrangements have previously been made. NASBP will not be responsible for any materials that are not properly displayed or that cannot be accessed or viewed because the materials were not received by NASBP in the proper form, in a timely manner or in an acceptable technical quality for distribution via the applicable Distribution Channel. NASBP will not be responsible for typographical errors, incorrect insertions or omissions in any Advertisement. All Advertisements are subject to NASBP’s approval. NASBP may edit, review, reject, take down, or cancel any Advertisement, or reject or cancel any insertion order at any time and for any reason. If practicable, NASBP will attempt to notify Advertiser of any such action, after which NASBP, in its sole discretion, may terminate this Agreement without liability upon written notice to Advertiser.

9. These terms & conditions cannot be amended or changed by the advertiser except where advertiser has returned the prior written authorization to do so by NASBP.

10. DISCLAIMER; LIMITATION OF LIABILITY: NASBP MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR ANY WARRANTY THAT ANY ADVERTISEMENT WILL BE DISTRIBUTED THROUGH ITS WEB SITE, PIPELINE ELECTRONIC NEWSLETTER, NASBP SMARTBRIEF ELECTRONIC NEWSLETTER OR OTHER MEDIA WITHOUT INTERRUPTION OR ERROR. NEITHER NASBP NOR ANY THIRD PARTY PROVIDING PRODUCTS OR SERVICES TO NASBP (COLLECTIVELY “NASBP VENDORS”), WILL BE LIABLE TO ADVERTISER FOR ANY LOSS, DAMAGE, OR EXPENSE CAUSED BY OR ARISING OUT OF, EITHER DIRECTLY OR INDIRECTLY, ANY ACTUAL OR ALLEGED BREACH BY NASBP OF THIS AGREEMENT OR THE MANNER IN WHICH ANY ADVERTISEMENT OR OTHER MATERIAL IS DISTRIBUTED OR DISPLAYED. IN NO EVENT WILL NASBP OR ANY NASBP VENDOR BE LIABLE TO ADVERTISER FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES, REGARDLESS OF WHETHER NASBP OR SUCH NASBP VENDOR HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE AGGREGATE LIABILITY HEREUNDER OF NASBP AND NASBP VENDORS WILL BE LIMITED TO, AT NASBP’S SOLE DISCRETION, EITHER: (A) THE AMOUNTS PAID TO NASBP BY ADVERTISER UNDER THIS AGREEMENT WITH RESPECT TO THE ADVERTISEMENTS OUT OF WHICH THE CLAIM ARISES, OR (B) DISTRIBUTION OF THE RELEVANT ADVERTISEMENT AT A LATER TIME IN A COMPARABLE POSITION OR TIME SLOT (AS APPLICABLE).

11. Miscellaneous: Advertiser may not resell, assign or transfer any of its rights or obligations under this Agreement. NASBP may assign or transfer any of its rights or obligations hereunder upon written notice. Upon written agreement of the parties, this Agreement may be extended to cover additional Advertisements, material or time periods upon the same terms and conditions. NASBP will not be responsible for delays or failures of performance resulting from acts beyond its reasonable control. The representations and warranties, indemnification obligations, limitations of liability and ownership rights set forth herein will survive the termination or expiration of this Agreement. Should any provision of this Agreement be deemed unenforceable, such provision will be restated, in accordance with applicable law, to match most closely the intentions of the parties, and the remainder of this Agreement will remain in full force and effect. This Agreement constitutes the entire agreement between the parties and supersedes all prior agreements. In the event of any inconsistency between these terms and conditions and the insertion order, these terms and conditions will control. This Agreement will be governed by and construed in accordance with the laws of the District of Columbia, without reference to its conflict of laws principles. It cannot be modified except in a writing that is signed by duly authorized representatives of both parties.
NASBP PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with NASBP 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 NASBP.

- ACSTAR Insurance Company
- Allstar Financial Group
- Arch Insurance Group
- BKD, LLP
- Bond-Pro
- Boston Indemnity Company
- CCI Surety, Inc.
- Chubb Surety
- CICPAC
- CliftonLarsonAllen, LLP
- Crowe Horwath, LLP
- Dayhill Group
- Frankenmuth Surety, a Division of Frankenmuth Insurance
- Granite Re, Inc.
- Great American Insurance Group
- Great Horn Financial Services Corporation
- Hammond Group, P.C.
- Insurance Automation Group
- International Fidelity Insurance Company
- Liberty Mutual Surety
- Markel Surety
- McCarthy & Company, PC
- Merchants Bonding Co.
- National Surety Underwriters, Inc.
- Nationwide
- North American Construction Services, Inc.
- Old Republic Surety Company
- OneBeacon Surety Group
- Peckar & Abramson
- Philadelphia Insurance Companies
- RLI Insurance Company
- SACCO Group DBA Surety Solutions
- Selective Insurance Company of America
- Sompo International
- Soren McAdam LLP
- South Coast Surety
- Stuart-Lippman And Associates, Inc.
- Suretywave, LLC
- The Guarantee Company Of North America USA
- The Hartford Insurance Group

THANK YOU FOR YOUR SUPPORT!
ONLINE SPECIFICATIONS

DIGITAL EDITION
For the latest digital edition specs, please visit www.naylor.com/onlinespecs

SPONSORED EBLAST

Horizontal Banner
- 640 x 100 pixels
- JPG only (no animation)
- Max file size 100 KB

NASBP WEBSITE

Horizontal Banner
- 234 x 60 pixels
- JPG only (no animation)
- Max file size 100 KB

Vertical Banner
- 120 x 240 pixels
- JPG only (no animation)
- Max file size 100 KB

SURETY BOND QUARTERLY WEBSITE

Leaderboard
- 728 x 90 pixels
- JPG only (no animation)
- Max file size 100 KB

Skyscraper
- 160 x 600 pixels
- JPG only (no animation)
- Max file size 100 KB

Rectangle
- 300 x 250 pixels
- JPG only (no animation)
- Max file size 100 KB

SURETYLEARN.ORG WEBSITE

Leaderboard
- 728 x 90 pixels
- JPG only (no animation)
- Max file size 100 KB

Vertical Banner
- 120 x 600 pixels
- JPG only (no animation)
- Max file size 100 KB

SMARTBRIEF ENEWSLETTER

Leaderboard
- 728 x 90 pixels
- JPG only (no animation)
- Max file size 100 KB

Horizontal Banner
- 468 x 60 pixels
- JPG only (no animation)
- Max file size 100 KB

PIPELINE ENEWSLETTER

Top HZ Banner
- 468 x 60 pixels
- JPG only (no animation)
- Max file size 100 KB

Horizontal Banner
- 468 x 60 pixels
- JPG only (no animation)
- Max file size 100 KB

Top Rectangle
- 180 x 150 pixels
- JPG only (no animation)
- Max file size 100 KB

Lower Rectangle
- 180 x 150 pixels
- JPG only (no animation)
- Max file size 100 KB