

MARKETING KIT

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**Independent
Insurance**
Agents of Wisconsin



Independent Insurance Agents of Wisconsin

MAGAZINE



Your ad will reach more than 5,000 Wisconsin independent agents every month.

The Wisconsin Independent Agent magazine is mailed to all IIAW members and supporting company members in addition to being accessible digitally on IIAW.com.

BIG I BUZZ



Distributed to over 4,400 email addresses.

IIAW weekly e-newsletter is emailed weekly (about 50 times per year), to our extensive distribution list. The ads are clickable and linked to your website or any site of your choosing.

SOCIAL MEDIA



900+ followers



4,000+ views



1,000+ connections

Your ads will be seen in one of the nation's top agent insurance trade publications. *Wisconsin Independent Agent* content is valuable and diverse, and the readership level among our members and others in the industry is very high.

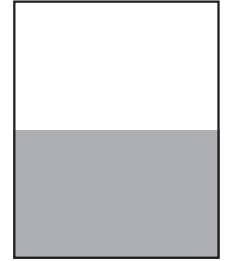
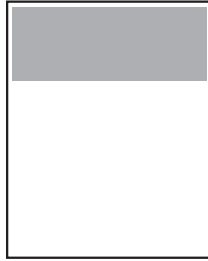
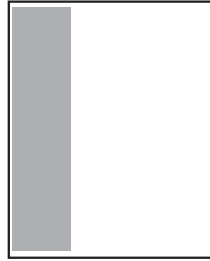
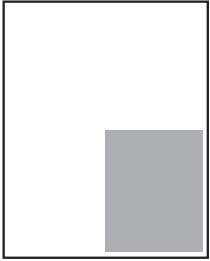
You will reach more potential and current customers because our membership is much larger and much more diverse than any other Wisconsin insurance trade association.

You will reach agents who represent every type of company doing business through the independent agency system. The majority of all eligible Wisconsin agencies belong to IIAW.

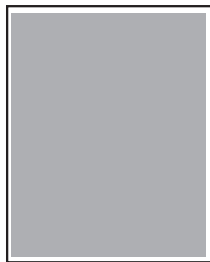
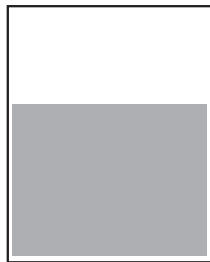
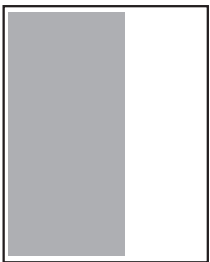
Your ad won't be lost in a magazine which throws page after page of advertising together in an unimaginative manner in combination with superficial articles of little interest to the readers. Our ads are prepared in an eye-catching format, designed not to relegate your valuable ad dollars to the "circular file."

MAGAZINE ADVERTISING RATES

- 1/4 Page *no bleed*
\$192 3.6875"x4.95"
- 1/3 Page Vertical
\$227 2.4"x4.95"
- 1/3 Page Horizontal
\$227 4.95"x2.4"
- 1/2 Page *no bleed*
\$260 7.5"x5"
- 1/2 Page *with bleed*
\$3008.625"x5.565" trim
0.125" bleed
7.5"x5" live area



- 2/3 Page Vertical
\$369 2.4"x10"
- Back Cover
\$562 7.5"x6"
- Full Page *no bleed*
\$504 7.5"x10"
- Full Page *with bleed*
\$547 8.625"x11.25" trim
0.125" bleed
7.5"x10" live area



- Full Page, Inside Front Cover \$100 additional
- Full Page, Inside Back Cover \$50 additional

- Four-Color** \$670 additional
Please note: Color costs are non-discountable

DISCOUNTS ON ABOVE

- Discount to Advertising Agencies.....15%
 - Discount to Exclusive Company Members.....10%
 - Discount to Partner Company Members..... 5%
- Please note: Color costs are non-discountable*

AD PLACEMENT

All ads, except reserved covers, will be placed at publisher's discretion. Placement requests are considered but not guaranteed. Publisher reserves the right to reject or cancel any advertising for any reason.

REQUIRED SPECS

- Ads must be submitted as pdf ONLY. To be extra safe, make sure all fonts are outlined.
- No RGB. If there is RGB, ad will be automatically converted to CMYK, which can result in unwanted color shifts.
- All photos and graphics must be 300 dpi minimum.
- For bleed ads: Must include crop marks and proper bleed area. Not responsible for bleed ads without bleeds included (which we will then float in space), or if bleedless ad shifts on press resulting in not bleeding fully to edges.
- Do NOT include color bars in margins of any ads.

While we do our best to check all ads, IIAW cannot be held responsible for ads that do not meet these requirements.

ADVERTISING DEADLINES

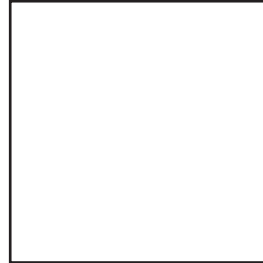
The advertising deadline is the 5th day of the preceding month. (For example, an ad to be published in the May issue would be due on April 5th.) Neither the advertiser nor its agent may cancel after the deadline. No changes or insertion orders accepted after the space reservation deadline. If materials are not received by the deadline, publisher may repeat most recent advertisement or publish nothing, billing for space reserved. Publication Date: 1st week of the month. Please send to Ashley Hale at ashley@iaw.com.

BIG I BUZZ ADVERTISING RATES

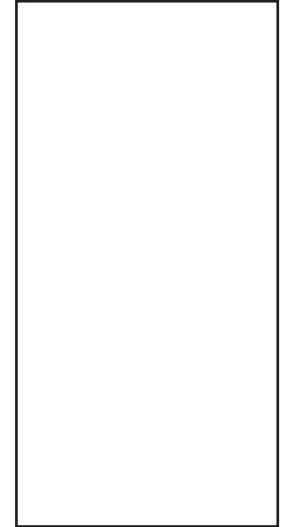
- Horizontal in the body
\$750* 2.75"x1"



- Square on the sidebar
\$500* 1.5"x1.5"



- Vertical on the sidebar
\$625* 1.375"x2.5"



- Horizontal in the body
\$750* 3"x1.5"



*Prices are for the full year.

BIG I BUZZ E-NEWSLETTER

- E-mailed weekly (about 50 times per year), to our extensive distribution list.
- Distributed to over 4,400 recipients.
- The ads are clickable and may be linked to your website or any site of your choosing.

REQUIRED SPECS

- Ads must be submitted as .jpg ONLY.
- RGB is the recommended color mode.
- File should be 72 dpi.
- Please also supply a link to where you would like the ad to go.

While we do our best to check all ads, IIAW cannot be held responsible for ads that do not meet these requirements.

ADVERTISING CONTRACT

WISCONSIN INDEPENDENT AGENT MAGAZINE

- 1/4 Page *no bleed* \$192 3.6875"x4.95"
- 1/3 Page Vertical \$227 2.4"x4.95"
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- 1/2 Page *with bleed* \$3008.625"x5.565" trim
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7.5"x5" live area
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0.125" bleed
7.5"x10" live area
- Full Page, Inside Front Cover \$100 additional
- Full Page, Inside Back Cover \$50 additional
- Four-Color \$670 additional
- Black and White

BIG I BUZZ

- Horizontal in the body \$750* 2.75"x1"
- Horizontal in the body \$750* 3"x1.5"
- Square on the sidebar \$500* 1.5"x1.5"
- Vertical on the sidebar \$625* 1.375"x2.5"

Pricing Details:

The company or individual listed herein contracts for space with the following terms in the Wisconsin Independent Agent, monthly official publication of the Independent Insurance Agents of Wisconsin. *Wisconsin Independent Agent is produced both in print and digitally.*

Company Name: _____

Contact Name: _____

Phone: _____ E-mail: _____

Address: _____

City, State, Zip: _____

Advertising Agency (if applicable): _____

Phone: _____

Address: _____

City, State, Zip: _____

Size of ad (check above): _____

For _____ months, beginning with _____ (month) _____ (year)

Special Instructions: _____

Advertising Signature: _____ Date: _____

IIAW Signature: _____ Date: _____

Please sign and email to ashley@iiaw.com. We will sign and return your copy.
Any questions please contact Ashley Hale, ashley@iiaw.com, 608.210.2977

