MEDIA KIT

Connecting Members. Building Careers.

insuranceprofessionals.org
CONNECTING & BUILDING

CONNECTING MEMBERS. BUILDING CAREERS.

The International Association of Insurance Professionals is an association of insurance and risk management professionals dedicated to the development of leaders through education and professional development, unique networking opportunities and industry alliances. Members represent every facet of the insurance and risk management industries, belonging to over 150 local associations across the United States, Canada, Puerto Rico and other countries outside of the U.S.

IAIP serves its members by providing professional education, an environment in which to build business alliances, and the opportunity to make connections with people of differing career paths and levels of experience within the insurance and risk management industry.

CONNECTING MEMBERS. BUILDING YOUR BUSINESS.

Discover how advertising with IAIP can help you can Build Your Business by leveraging the IAIP brand. The thousands of IAIP insurance and risk management industry professional members represent an abundance of new business opportunities for you. IAIP members value learning best practices from industry leaders and participating in networking events where they can grow relationships and make important connections to help their businesses.

IAIP provides these services and maintains a high level of member satisfaction. Becoming involved and engaged as a partner and member will help you take advantage of all that IAIP has to offer, and maximize your exposure to industry leaders throughout the year. With IAIP as your marketing partner you will benefit from unique program offerings designed to accomplish your marketing goals based on a wide range of budgets.

For more information please contact us at marketing@iaip-ins.org
ABOUT IAIP

The International Association of Insurance Professionals offers you the unique opportunity to deliver your message to members who are insurance professionals in all lines and facets of the industry including:

• Underwriters
• Adjusters
• Producers
• Risk Managers
• Customer Service Representatives
• Account Executives
• CPAs
• Insurance Educators
• Agency Owners
• Automation Specialists
• Claims Professionals
• CEOs of Agencies and Companies
• IT Specialists
• Attorneys and Financial Advisors

IAIP MISSION

IAIP is developing leaders, influencing careers and connecting members through providing enhanced education, building strong, dynamic communities, and delivering exceptional resources for members.

Insurance Professionals serves its members by providing professional education, an environment in which to build business alliances and the opportunity to make connections with people of differing career paths and levels of experience within the insurance industry. Membership is open to all professionals in the insurance and risk management industries who strive for and practice professionalism, regardless of their career level.

We foster and encourage diversity, offering a network for members in all career categories, all lines of insurance and all cultural and diverse backgrounds. We promote mentoring, acceptance of change, personal growth and flexibility of participation. The governance and the operational management exist to enable the association to carry out its mission.

IAIP VISION

Insurance Professionals is best known for providing insurance education, skills enhancement, and leadership development to its members.
ADVERTISING OPPORTUNITIES

TODAY’S INSURANCE PROFESSIONALS ADVERTISING OPPORTUNITIES

Advertisements are available in full color. Discounts for multiple ads are available. See the Today’s Insurance Professionals editorial calendar on page 6.

<table>
<thead>
<tr>
<th>PRODUCTION REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Page:</td>
</tr>
<tr>
<td>2-Page Spread</td>
</tr>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>1/2 Page (vertical)</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
</tr>
</tbody>
</table>

- Printed: Offset, saddle-stitch binding
- Trim Size: 8 ½” x 10 ¾”
- Vital reading material should be kept ¾” from all sides
- Digital, PDF files are preferred
- Minimum resolution of 300 DPI at 100% is required
- Transmit digital files (less than 2 MB) via e-mail as an attachment to marketing@iaip-ins.org
- Services such as typeset, art, material conversions, corrections and/or additions are billed to customer
- All bleeds are an additional $75 per ad, per insertion

Advertisements are available in full color. Discounts for multiple ads are available. See the Today’s Insurance Professionals editorial calendar on page 6.

<table>
<thead>
<tr>
<th>ADVERTISING OPPORTUNITIES</th>
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<tbody>
<tr>
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<tr>
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</tr>
<tr>
<td>Full Page</td>
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<tr>
<td>1/2 Page</td>
</tr>
<tr>
<td>Inside Front Cover</td>
</tr>
<tr>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>Back Cover (1/2 page)</td>
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</tbody>
</table>
THE CONNECTIONS MONTHLY E-NEWSLETTER

*The Connections* e-Newsletter is distributed monthly to all members. Your banner ad includes a hyperlink to your company’s web site. See *The Connections* e-Newsletter editorial calendar on page 7.

- 600 pixels wide by 90 pixels tall - $500
- 600 pixels wide by 180 pixels tall - $800

DEDICATED EMAIL

Want to reach almost 2,500 leading employees in the insurance and risk management industry? Your own custom advertisement is sent via email by IAIP on your behalf to the entire IAIP membership.

The prices listed below are for one-time use only.

- Member Rate: $2,500
- Non-Member Rate: $3,500

ANNUAL CONVENTION PROGRAM

Advertising is available in the Annual Convention Program, which is distributed to all members, exhibitors and corporate partners in attendance.

<table>
<thead>
<tr>
<th>Space</th>
<th>Color</th>
<th>Placement</th>
<th>Dimensions</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>Full Color</td>
<td>Back Cover</td>
<td>7.5”w x 10”h</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>Full Color</td>
<td>Inside Front Cover</td>
<td>7.5”w x 10”h</td>
<td>$1,250</td>
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<tr>
<td>Full Page</td>
<td>Full Color</td>
<td>Inside Back Cover</td>
<td>7.5”w x 10”h</td>
<td>$1,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>Full Color</td>
<td>Interior</td>
<td>7.5”w x 10”h</td>
<td>$1,000</td>
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<tr>
<td>Half Page</td>
<td>Full Color</td>
<td>Interior</td>
<td>7.5”w x 4.875”h</td>
<td>$500</td>
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# TODAY’S INSURANCE PROFESSIONALS

## EDITORIAL CALENDAR

### SPRING 2019: TECHNOLOGY (PRINT)
- Article Source Deadline (from EC): 12/10/18
- Copy Deadline for articles to IAIP (from contributors/authors): 01/07/19
- Ad materials due: 01/07/19
- International President’s Article due: 01/08/19
- Magazine to VP & Task Force Chair for Proofing (Due back 2/22/19): 02/18/19
- Magazine In-Home Date: 03/22/19

### SUMMER 2019: SAFETY & DISASTER PREPAREDNESS (PRINT)
- Article Source Deadline (from EC): 03/29/19
- Copy Deadline for articles to IAIP (from contributors/authors): 04/19/19
- Ad materials due: 05/14/19
- International President’s Article due: 05/21/19
- Magazine to VP & Chair for Proofing (Due back 6/28/19): 06/24/19
- Magazine In-Home Date: 07/21/19

### FALL/WINTER 2019: FRAUD (ELECTRONIC)
- Article Source Deadline (from EC): 09/09/19
- Copy Deadline for articles to IAIP (from contributors/authors): 10/11/19
- Ad materials due: 10/11/19
- International President’s Article due: 10/21/19
- Magazine to VP & Chair for Proofing (Due back 10/25/19): 10/28/19
- Magazine In-Home Date: 11/18/19

### SPRING 2020: CATASTROPHIC EVENTS (PRINT)
- Article Source Deadline (from EC): 12/09/19
- Copy Deadline for articles to IAIP (from contributors/authors): 01/06/20
- Ad materials due: 01/06/20
- International President’s Article due: 01/10/20
- Magazine to VP & Chair for Proofing (Due back 1/24/20): 01/17/20
- Magazine In-Home Date: 03/23/20

### SUMMER 2020: TBD (PRINT)
- Article Source Deadline (from EC): 03/30/20
- Copy Deadline for articles to IAIP (from contributors/authors): 04/20/20
- Ad materials due: 05/15/20
- International President’s Article due: 05/22/20
- Magazine to VP & Chair for Proofing (Due back 6/05/20): 05/29/20
- Magazine In-Home Date: 07/22/20

For more information please contact us at marketing@iaip-ins.org
## THE CONNECTIONS E-NEWSLETTER

### EDITORIAL CALENDAR

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<tr>
<th>ISSUE</th>
<th>DEADLINE</th>
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<td>12.28.18</td>
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<tr>
<td>February 2019</td>
<td>01.25.19</td>
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<td>March 2019</td>
<td>02.22.19</td>
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<td>03.29.19</td>
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<tr>
<td>May 2019</td>
<td>04.26.19</td>
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<td>July 2019</td>
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<td>August 2019</td>
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<tr>
<td>September 2019</td>
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<tr>
<td>October 2019</td>
<td>09.27.19</td>
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<td>November 2019</td>
<td>10.25.19</td>
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<tr>
<td>December 2019</td>
<td>11.29.19</td>
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ADVERTISING INSERTION FORM

Company: _______________________________________________________________________________

Address: ________________________________________________________________________________

Contact: ______________________________Position: __________________________________________

E-mail Address: __________________________________________________________________________

Phone: _______________________________Fax: ______________________________________________

Adverting Agency: ________________________________________________________________________

Address: ________________________________________________________________________________

Contact: ________________________________________________________________________________

E-mail Address: __________________________________________________________________________

Phone: ________________________________Fax: ______________________________________________

Name of Publication: _____________________________________________________________________

(web site/Today's Insurance Professionals magazine/The Connections e-Newsletter/Convention Program)

Frequency Agreement: (circle all that apply): _____1x        2x      3x

Space Reservation /issue requested: ________________________________________________________

First Insertion Date:_______________________________________________________________________

Ad Size: _________________________________________________________________________________

Special Position: _________________________________________________________________________

Cost Per Insertion: _______________________________________________________________________ 

Total Cost: _____________________________________________________________________________

I understand and agree to the terms of this contract:

Signature: _______________________________________________ Date: __________________________

Print Name: _____________________________________________________________________________

Job Title: ______________________________________________________________________________

Street Address: _________________________________________________________________________

City: __________________________________State: ____________ Zip: ____________________________

Phone: _______________________________E-mail: ___________________________________________

When you have filled out the contract, please sign it and mail or e-mail a copy to Insurance Professionals. An invoice will be sent to you and payment must be received within 30 days to avoid late charges to your account.

International Association of Insurance Professionals
3525 Piedmont Rd., Bldg. Five, Ste. 300, Atlanta, GA 30305
Phone: 404.477.5826 • Fax: 404.240.0998 • E-mail: marketing@iaip-ins.org