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.
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

Published quarterly and mailed to all association members, subscribers, and various industry professionals around the world. Advertisements are available in full color. Discounts for multiple ads are available. See the Today’s Insurance Professionals editorial calendar on page 7.

<table>
<thead>
<tr>
<th>Ad Page:</th>
<th>1x</th>
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## PRODUCTION REQUIREMENTS

- **Printed**: Offset, saddle-stitch binding
- **Trim Size**: 8¼” x 10 5/8”
- **Vital reading material should be kept ¾” from all sides**
- **Digital, PDF files are preferred**
- **Minimum resolution of 300 DPI at 100% is required**

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<tr>
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<td>3 ⅞”</td>
<td>10”</td>
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<tr>
<td>1/2 Page (horizontal)</td>
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<tr>
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<td>5”</td>
</tr>
<tr>
<td>1/8 Page (vertical)</td>
<td>1 1/8”</td>
<td>5”</td>
</tr>
<tr>
<td>1/8 Page (horizontal)</td>
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<td>1 1/8”</td>
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</tbody>
</table>

- 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

For more information please contact us at marketing@iaip-ins.org
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 8.

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

DEDICATED EMAIL

Want to reach more than 3,500 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

IAIP INSURANCE CONNECTIONS PLACE

Be the company users turn to when they are navigating the insurance and risk management marketplace for a new product or service. The online IAIP Insurance Connections Place is a comprehensive online directory of business listings specifically targeted for the insurance and risk management industry. It contains member companies as well as non-member sponsors, vendors and supporters and is updated throughout the year.

- Enhanced Listing – appear in up to five categories, above basic listings.
  $399
- Deluxe Enhanced Listing – guaranteed placement on the first page within a category.
  $399 plus $99 per Sub-Category
- Premium Enhanced Listing – guaranteed placement within the first three results of a category.
  $399 plus $799 per Sub-Category
- Banner Ads – four banner ad zones of various sizes on homepage and sub-pages.
  $1,000 - $2,500
- Homepage Featured Listing – three text-only zones on the homepage to enhance exposure
  $399 plus $750
**ADVERTISING OPPORTUNITIES**

**ANNUAL CONVENTION PROGRAM**

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

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<th>Color</th>
<th>Placement</th>
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<td>7.5”w x 4.875”h</td>
<td>$250</td>
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TODAY’S INSURANCE PROFESSIONALS
EDITORIAL CALENDAR

FALL 2016: RETIREMENT PLANNING
Copy Deadline for articles to IAIP (from contributors/authors) 07/15/16
Ad materials due 07/27/16
Magazine In-Home Date 09/26/16

WINTER 2016: SPECIALTY INSURANCE
Copy Deadline for articles to IAIP (from contributors/authors) 10/10/16
Ad materials due 10/28/16
Magazine e-delivery date 12/16/16

SPRING 2017: THE FUTURE OF TRANSPORTATION
Copy Deadline for articles to IAIP (from contributors/authors) 11/18/16
Ad materials due 01/06/17
Magazine In-Home Date 03/24/17

SUMMER 2017: AUTOMATION TECHNOLOGY
Copy Deadline for articles to IAIP (from contributors/authors) 03/03/17
Ad materials due 04/14/17
Magazine In-Home Date 06/23/17

FALL 2017: MANAGEMENT STYLES
Copy Deadline for articles to IAIP (from contributors/authors) 07/14/17
Ad materials due 07/27/17
Magazine In-Home Date 09/29/17
## Editorial Calendar

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<td>November 2016</td>
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<td>December 2016</td>
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<td>January 2017</td>
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<td>February 2017</td>
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<tr>
<td>March 2017</td>
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<tr>
<td>April 2017</td>
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<td>May 2017</td>
<td>April 29, 2017</td>
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<tr>
<td>June 2017</td>
<td>May 27, 2017</td>
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<tr>
<td>July 2017</td>
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<td>August 2017</td>
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ADVERTISING INSERTION FORM

Company: _______________________________________________________________________________
Address: ________________________________________________________________________________
Contact: ______________________________Position: __________________________________________
E-mail Address: __________________________________________________________________________
Phone: __________________________________Fax: _____________________________________________

Advertising 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        4x

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