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 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.
TODAY’S INSURANCE PROFESSIONALS ADVERTISING OPPORTUNITIES

Published three times per year 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>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$4,550</td>
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<tr>
<td>Full Page</td>
<td>$2,250</td>
<td>$2,175</td>
<td>$2,050</td>
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<tr>
<td>1/2 Page (vertical)</td>
<td>$1,450</td>
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<td>1/2 Page (horizontal)</td>
<td>$1,000</td>
<td>$900</td>
<td>$825</td>
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<tr>
<td>Inside Front Cover</td>
<td>$2,600</td>
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<tr>
<td>Inside Back Cover</td>
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<td>$2,425</td>
<td>$2,300</td>
</tr>
<tr>
<td>Back Cover (1/2 page)</td>
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<td>$2,675</td>
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PRODUCTION REQUIREMENTS

- Print Page: Offset, saddle-stitch binding
- Trim Size: 8 1/4” x 10 5/8”
- Vital reading material should be kept 3/4” 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
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.

<table>
<thead>
<tr>
<th>Space</th>
<th>Placement</th>
<th>Dimensions</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Back Cover</td>
<td>7.5”w x 10”h</td>
<td>$1,500</td>
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<tr>
<td>Full Page</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>Inside Back Cover</td>
<td>7.5”w x 10”h</td>
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<tr>
<td>Full Page</td>
<td>Interior</td>
<td>7.5”w x 10”h</td>
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<tr>
<td>Half Page</td>
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### NOVEMBER 2017: MANAGEMENT STYLES (ELECTRONIC)
- **Article Source Deadline**: 09/11/17
- **Copy Deadline for articles to IAIP (from contributors/authors)**: 10/12/17
- **Ad materials due**: 10/12/17
- **Magazine In-Home Date**: 11/20/17

### MARCH 2018: GOING GREEN (PRINT)
- **Article Source Deadline**: 12/11/17
- **Copy Deadline for articles to IAIP (from contributors/authors)**: 01/08/18
- **Ad materials due**: 01/08/18
- **Magazine In-Home Date**: 03/22/18

### JULY 2018: RISK MANAGEMENT (PRINT)
- **Article Source Deadline**: 03/30/18
- **Copy Deadline for articles to IAIP (from contributors/authors)**: 04/19/18
- **Ad materials due**: 05/14/18
- **Magazine In-Home Date**: 07/23/18

### NOVEMBER 2018: INSURANCE 101 (ELECTRONIC)
- **Article Source Deadline**: 09/10/18
- **Copy Deadline for articles to IAIP (from contributors/authors)**: 10/12/18
- **Ad materials due**: 10/12/18
- **Magazine In-Home Date**: 11/19/18

### MARCH 2019: TBD (PRINT)
- **Article Source Deadline**: 12/10/18
- **Copy Deadline for articles to IAIP (from contributors/authors)**: 01/07/19
- **Ad materials due**: 01/07/19
- **Magazine In-Home Date**: 03/22/19

### JULY 2019: TBD (PRINT)
- **Article Source Deadline**: 03/29/19
- **Copy Deadline for articles to IAIP (from contributors/authors)**: 04/19/19
- **Ad materials due**: 05/14/19
- **Magazine In-Home Date**: 07/21/19
# THE CONNECTIONS E-NEWSLETTER

## EDITORIAL CALENDAR

<table>
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<tr>
<th>ISSUE</th>
<th>DEADLINE</th>
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<tbody>
<tr>
<td>November 2017</td>
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<tr>
<td>December 2017</td>
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<tr>
<td>January 2018</td>
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<td>March 2018</td>
<td>02.23.18</td>
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<td>April 2018</td>
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<td>July 2018</td>
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<td>August 2018</td>
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<td>September 2018</td>
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<tr>
<td>October 2018</td>
<td>09.28.18</td>
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<tr>
<td>November 2018</td>
<td>10.26.18</td>
</tr>
<tr>
<td>December 2018</td>
<td>11.30.18</td>
</tr>
</tbody>
</table>
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
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