



ADVERTISING RATES AND SPECIFICATIONS



FOCUS

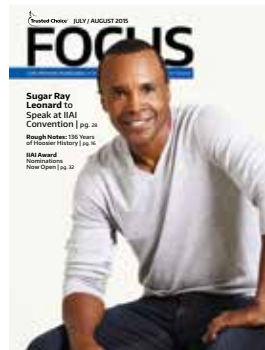
A bi-monthly publication of
Independent Insurance Agents of Indiana, Inc.

FOCUS is a widely read, well-respected, full color bi-monthly publication of Independent Insurance Agents of Indiana. Content for each **FOCUS** includes news and articles on the hottest issues affecting the insurance industry and agents including agency management, P&C, Personal Lines, Commercial Lines, specialty lines and many other industry issues.

FOCUS Rates and Specs

CIRCULATION

By advertising in **FOCUS** you reach the most professional independent insurance agents, producers, management personnel and employees in over **600** IIAI member independent insurance agencies, branches and insurance companies in Indiana each month. Your branding message ultimately reaches over **6,000** agents based on a minimum of 10 agents per agency. All issues are distributed on the 1st of the month via bulk mail. Recent issues are also posted on our website at www.bigi.org under Member Resources/Publications.



RATES

Ad Size Net	Net Member Rates			Net Non-Member Rates
	1-3 Issues	4-6 Issues	7-12 Issues (2021/22)	
1/4 Page- 3.7"x5"	\$575 each	\$550 each	\$525 each	\$1,150 each
1/2 Page-7.5"x5"	\$775 each	\$750 each	\$725 each	\$1,550 each
Full Page-7.5"x10"	\$1,100 each	\$1,000 each	\$950 each	\$2,200 each
Inside Front Cover	\$1,400 each	\$1,300 each	\$1,200	\$2,500 each
Back Inside Cover	\$1,400 each	\$1,300 each	\$1,200	\$2,500 each
Back Outside Cover	\$1,400 each	\$1,300 each	\$1,200	\$2,500 each

Please Note

Inside Front and Inside and Outside Back Cover are available on a first come-first served basis. Please utilize FULL COLOR as rates are the same for color and black/white.

RATES ARE NET—IIAI does not pay Advertising Agency Commissions

AD RESERVATIONS

To reserve ad space, Please complete the enclosed Insertion Order Form and submit to Melissa Hall at hall@bigi.org.

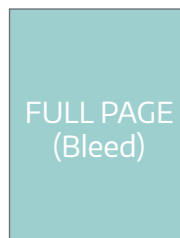
or Mail/Fax to:

Independent Insurance Agents of Indiana
 11611 N. Meridian Street, Suite 250
 Carmel, IN 46032
 Phone: (317) 228-3030 Fax: (317) 824-3786

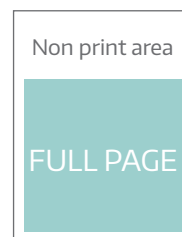
Contact **Melissa Hall** for questions regarding ad placement **(317) 228-3030**.

AD SPECIFICATIONS

Placement	Width	Height
Full Page/bleed	9 in x	11.5 in
Full Page/border	7.5 in x	10 in
1/2 Page	7.5 in x	5 in
1/4 Page	3.7 in x	5 in



Back Cover	Width	Height
Full Page/bleed	9 in x	9.25 in
Full Page/with white border	7.5 in x	8.5 in



SUBMITTING FILES

SIZE: All ads must match ad size specification provided.

DIGITAL FILES: We prefer all ads submitted by email.

MINIMUM RESOLUTION: 300 DPI placed at 100% size in file. NO WEB IMAGES.

COLOR: Must be process CMYK. No RGB or spot colors.

FONTS: Include all printer & screen (postscript) fonts. For Illustrator or Freehand files, convert all fonts to paths/outlines.

PREFERRED FILE: Hi-res PDF

If your PDF is too large to email, please let us know and we will provide a link to a shared Dropbox folder for your convenience.

Ads submitted as “camera ready” will have to be scanned and placed and will be charged extra. See **Ad Production Charges**.

Please submit files to Melissa Hall at hall@bigi.org and copy Jodi Belcher at jbelcher@ibj.com.

PRODUCTION CHARGES

For ads requiring additional production or graphic design in order to meet our specifications, the following fees will be charged:

Production	Cost per ad
Scanning camera ready ads, logo's and photo's	\$25.00
Minimum for a creation of an ad	\$50.00
Editing artwork with your approval	\$25.00

For specific graphic questions, assistance creating an ad, or a specific quote, contact Jodi Belcher at jbelcher@ibj.com

ARTWORK DEADLINE

The deadline for receiving all ad insert orders and ad artwork is the **5th of each month** for the following issue.

If the 5th falls on a weekend or holiday, ad artwork is due on the first weekday following the weekend or holiday.

GENERAL POLICIES AND PROCEDURES

HOW TO RESERVE SPACE IN FOCUS

For space to be reserved, either the company or the advertising agency **MUST** complete the enclosed Insertion Form. Make a copy of the completed Insertion Order Form for your files, and return to:

Melissa Hall

Independent Insurance Agents of Indiana
3435 W. 96th Street, Indianapolis, IN 46268
Phone: (317) 228-3030 Fax: (317) 824-3786
Email: hall@bigi.org

ADVERTISING ARTWORK DEADLINE

If you are submitting new artwork the deadline is the **5th** of the month for the following issue (i.e., February 5th is the deadline for the March issue). We will **NOT** contact you each month to verify which ad to run. In the event new ad copy is not submitted by the **5th** of each month, we will automatically run the ad last used. All ad artwork is subject to the Editor/Publisher approval.

CANCELLATIONS

Full payment for all ads is required in the event of a cancellation, unless cancellation notice is submitted in writing to IIAI at least 30 days prior to the artwork deadline each month.

INSERTION ORDERS

Insert orders are due to IIAI by no later than the **5th** of the month for the following issue. If fewer insertions are used within one year than specified on the insert order, rates will be adjusted in accordance with established rates (i.e., if you order 4-6 issues and reduce to 1-3 issues, you will be billed for the established rate for 1-3 issues).

INVOICING

Publisher reserves the right to hold advertiser and or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Payment is due within 30 days of invoice date. Any account that is more than 45 days past due may not advertise in current or future issues until the account is paid in full. **If advertising agency is responsible for payment, arrangements must be made with your client to adhere to our payment policy.**

PREFERRED POSITION RATES

Ad positions are rotated with each issue. Preferred position requests can be made (including the front and back cover) and are accepted on a first-come, first-served basis and must be submitted to IIAI on or before the deadline of the **5th** of each month.

A premium of 20% is added to the monthly rate for an approved preferred position except for the front and back cover where the premium rate is included.

AD SPECIFICATIONS

IIAI prefers ads to be submitted electronically as PDF files, or if your PDF file is too large to email, please let us know and we will provide a link to a shared Dropbox folder for your convenience. You may also send the artwork directly to our designer Jodi Belcher at jbelcher@ibj.com. If the advertiser offers an insurance product or service that can only be sold by a licensed Indiana agency, agent or broker, the advertiser warrants it is properly licensed and/or registered to do business in Indiana, and any program, product or service that is advertised is legally permissible in Indiana.