



# Independent Insurance Agents of Wisconsin

## Wisconsin Independent Agent and Spotlight E-Newsletter Advertising Rate Card

### Readership

6,500 Wisconsin Insurance Agents & Their Employees

1,000 Supporting Companies and Their Employees

500 Others Including Advertisers and Associations

8,000 Total Readership

### Discounts

Color costs are non-discountable.

15% discount to advertising agencies or

10% discount to a one-year contract of 12 insertions.

Big "I" independent agents are part of the largest insurance (property/casualty/life/health) marketing force in Wisconsin. Reach this important audience efficiently and effectively by advertising in Wisconsin Independent Agent magazine and Spotlight, our e-newsletter. You reach more than 5,000 Wisconsin independent agents, from the largest in the state to the smallest.

### Rates

Full Page Covers (4-color only) **8.5" x 11" trim, .125" bleed, 8.25" x 10.75" live area**

Back Cover . . . . . \$562

Inside Front Cover . . . . . \$547

Inside Back Cover . . . . . \$547

Full Page **8.5" x 11" trim, .125" bleed, 8.25" x 10.75" live area** . . . . . \$504

2/3 Page Vertical **4" x 9.75"** . . . . . \$369

2/3 Page Horizontal **8" x 6.75"** . . . . . \$369

1/2 Page Vertical **3.625" x 9.75"** . . . . . \$300

1/2 Page Horizontal **7.5" x 4.75"** . . . . . \$300

1/3 Page Vertical **3.25" x 9.75"** . . . . . \$227

1/3 Page Horizontal **8" x 2.75"** . . . . . \$227

1/4 Page Horizontal **3.75" x 4.875"** . . . . . \$192

Inserts . . . . . \$562

Four-Color (any size) . . . . . \$670 additional

See back for deadlines, requirements and specifications for submitting your print ad.

### IIAW Ad Contract

725 John Nolen Drive, Madison, WI 53713 P: 608.256.4429 F: 608.256.0170

The company or individual listed herein contracts for space with the following terms in Wisconsin Independent Agent, the monthly official publication of the Independent Insurance Agents of Wisconsin, and/or Spotlight, the IIAW's weekly e-newsletter.

Name of Advertiser: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Size of ad (circle one): 1/6 1/4 1/3 1/2 2/3 Full Page      Size of e-newsletter ad (circle one): 2" x .75" 2" x 2" 2" x 4"  
Pricing on reverse

For \_\_\_\_\_ months, beginning with \_\_\_\_\_ (month), \_\_\_\_\_ (year)

Terms of payment: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

Signature: \_\_\_\_\_

Please sign and email to matt@iiaw.com. We will sign and return your copy.

# Wisconsin Independent Agent Print Magazine Specs

## 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.

## 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.

## Mechanical Requirements

Printing: Sheet-fed offset Binding Method: Saddle-Stitch

## Trim and Bleed Specifications

Trim Size: 8.5"W x 11"H

Full Page Bleed: .125" out from trim size

Keep all live matter .125" in from trim size

**Wisconsin Independent Agent Magazine** is published monthly and delivered in print and electronically. Issues are mailed at the beginning of each month.

## Submitting Your Ads

The PDF/X-1A postscript level 2 files may be submitted by e-mail to [matt@iiaw.com](mailto:matt@iiaw.com)

When constructing ads, all graphics and photos should be saved at 300 dpi. Images taken from Web are 72 dpi, which is not acceptable for printing. Do not apply style attributes to basic fonts, instead physically select the font from your Font menu.

Full-color pictures should be saved as CMYK. Please no RGB or spot colors. Test your color separations by printing them to a laser. If your output is not four pages, your ad will not print properly.

Ads should be submitted in a high-resolution for print PDF file. PDF/X files work best for this. When creating files, make sure all fonts are embedded and outlined (no True Type fonts), and that bleeds and crop marks are selected.

Please note on full-page ads that bleed, the bleed must be included in your page size before making the PDF.

You may be charged if modifications are needed to your artwork. We will consult you prior to making any changes that will result in additional expenses.

## Proofs

To ensure that your ad runs properly, please submit a proof copy at 100 percent of the size as you wish it to run. For color ads, an accurate color proof will help ensure that we get the colors right. If no color proof is provided, we can't be responsible for a poor color match. Proofs should be e-mailed to Matt Banaszynski at [matt@iiaw.com](mailto:matt@iiaw.com).

## Spotlight E-Newsletter

### Ad Sizes and Prices

Our Spotlight e-newsletter is e-mailed weekly (*about 50 times per year*), usually on Wednesdays, to approximately 5,000 members.

The ads are clickable and may be linked to your website or any site of your choosing.

Ad sizes and rates are displayed to the right.

With questions, contact Matt at IIAW at (608) 256-4429 or [matt@iiaw.com](mailto:matt@iiaw.com)



725 John Nolen Drive, Madison, WI 53713  
Phone (608) 256-4429  
[www.iiaw.com](http://www.iiaw.com)

	2" x .75" \$700
2" x 4" \$1500	2" x 2" \$850