

Professional Insurance Agents of Tennessee 2018 Media Kit

*Professional Insurance Agents
Tennessee Edition*

A Digital Magazine
Published Quarterly for the
PIA of Tennessee

By
PIA Management Services Inc.
25 Chamberlain St.
P.O. Box 997
Glenmont, NY 12077-0997

Format:

Trim size: 8 1/2 x 11"
Live matter margin: 7 1/2 x 10"
Column depth: 10"
Column width: 2 3/8" (3 column)
Standard screen: 175
Halftone: 175
Color: four-color process



Distribution: Digital

Circulation: Agency Members and Company Partners of PIA of Tennessee, approximately 500

Contract and copy regulations: PIA of Tennessee, Inc. reserves the right to refuse advertising. Advertisers and advertising agencies assume liability for all content, photographs, trademarks and copyrights included in their advertisement. Advertisers and advertising agencies are responsible for observing Tennessee advertising laws and regulations. Advertisers and advertising agencies agree to indemnify PIA of Tennessee, Inc. for any claims arising from their advertisement made against the Publisher.

Billing: Rates are net. Payment is due within 30 days of invoicing. Cancellations after the due date of materials will be billed at 75 percent. Advertisers and advertising agencies jointly are responsible for payment insertions.

Address advertising inquiries to: **Tina Nickell**, PIA of Tennessee,
tnickell@piatn.com, Ph: 615-823-5079



Professional Insurance Agents — Tennessee Edition 2018 Rates and Specifications

Issue	Space Reservation	Materials Due	Publish Date
Spring	January 1	January 15	March
Summer	March 1	March 15	June
Fall	July 1	July 15	September
Winter	September 1	September 15	November
Size	Dimensions Width x Depth (inches)	Rates	
Full page	7 1/2 x 10	\$650	
Full bleed	8 5/8 x 11 1/4		
2/3 page	4 3/4 x 9 3/4	\$550	
Island	4 3/4 x 7 3/8	\$525	
1/2 page	7 1/2 x 4 3/4	\$500	
1/3 page	4 3/4 x 4 3/4 2 1/4 x 9 3/4 (V)	\$425	
1/4 page	4 3/4 x 3 1/2	\$375	
1/6 page	4 3/4 x 2 1/4 (H) 2 1/4 x 4 3/4 (V)	\$325	
Inside Front Cover	see full page / bleed above	\$775	
Inside Back Cover	see full page / bleed above	\$725	
Back Cover	see full page / bleed above	\$700	

Terms

On the 15th of each month, ads are due and invoices will be sent. If customer chooses to cancel the ad, customer is still responsible for 75% of the total invoice.

Discounts

The following discounts on advertising rates will be applied to 2018 Company Partners:

Platinum Partner	20% discount
Gold Partner	10% discount
Silver Partner	5% discount

Production Charges

Design/layout/typesetting — 25% of cost of ad
Typesetting — 15% of cost of ad
Update existing ad — 10% cost of advertisement

Materials Requirement

Adobe PDF (preferred) set to print-quality specifications.

- Fonts must be embedded
- Images must be 300 dpi
- Convert RGB images to CMYK before creating PDF file. Black and white PDF—convert images and text to grayscale.

TIFF file with a final size equal to ad size is acceptable.

- TIFF must have a resolution of at least 300 dpi.

Illustrator file

- Save Illustrator file as an EPS file
- Include all graphics used in the original file
- Fonts must be converted to paths before the EPS file is created.
- Convert PMS colors to CMYK and uncheck the “spot color box.”