



Independent Insurance Agents of Wisconsin

RATE SHEET | AD CONTRACT

725 John Nolen Drive
Madison, WI 53713
(800) 362-7441
(608) 256-4429
(608) 256-0170 (fax)

Big "I" agents are acknowledged by the industry and insurance buyers as the epitome of professionalism. They are also part of the largest property/casualty marketing force in Wisconsin and the nation. Are your present advertising efforts doing the best job possible in reaching these top professionals? You could be even more effective by advertising in the IIA of Wisconsin's monthly magazine—the Wisconsin Independent Agent. For a reasonable advertising rate you receive the following benefits.

> 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

- You reach approximately 4,600 Wisconsin independent agents, comprising the vast majority of all agencies, from the largest in the state to the smallest.
- Your ads will be seen in one of the nation's top agent insurance trade publications. Wisconsin Independent Agent content is valuable and diverse, and the readership level among our members and others in the industry is very high.
- Your ad won't be lost in a magazine which throws page after page of advertising together in an unimaginative manner in combination with superficial articles of little interest to the readers. Our ads are prepared in an eye-catching format, designed not to relegate your valuable ad dollars to the "circular file."
- You will reach more potential and current customers because our membership is much larger and much more diverse than any other Wisconsin property/casualty trade association. We are Wisconsin's 12th largest business Association.
- You will reach agents who represent every type of company doing business through the independent agency system. The majority of all eligible Wisconsin agencies belong to the IIA of Wisconsin.

The company or individual listed herein contracts for space with the following terms in the Wisconsin Independent Agent, monthly official publication of the Independent Insurance Agents of Wisconsin.

Name of Advertiser: _____

Contact: _____

Phone: _____

Address: _____

City, State, Zip: _____

Advertising Agency (if applicable): _____

Phone: _____

Address: _____

City, State, Zip: _____

Size of ad (check corresponding circle on following page): _____

For _____ months, beginning with _____ (month) _____ (year)

Signature: _____ Date: _____

Please sign and return two copies. We will sign and return your copy.



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- Full Page with bleed 8.625"x11.25" trim | .125" bleed | 7.5"x10" live area (four-color ads only) \$XXX
Inside Front Cover \$XXX
Inside Back Cover..... \$XXX
Full Page no bleed 7.5"x10" \$XXX
Back Cover with bleed 8.625"x6.605" trim | .125" bleed | 7.5"x6" live area \$XXX
Back Cover no bleed 7.5"x6" \$XXX
1/2 Page with bleed 8.625"x5.565" trim | .125" bleed | 7.5"x5" live area \$XXX
1/2 Page no bleed 7.5"x5" \$XXX
2/3 Page vertical no bleed 2.4"x10" \$XXX
2/3 Page square no bleed 4.95"x4.95" \$XXX
1/3 Page vertical no bleed 2.4"x4.95" \$XXX
1/3 page horizontal no bleed 4.95"x 2.4" \$XXX
1/4 page no bleed 3.6875"x 4.95" \$XXX
Inserts..... \$XXX
Four-Color (I don't think I'd charge for color. No extra charges for IIAW, and mag looks better WITH color, so why discourage it?)..... \$XXX

> DISCOUNTS ON ABOVE:

- Discount to Advertising Agencies.....15%
Discount to One Year Contract of 12 Insertions10%

> REQUIRED SPECS

- Ads must be submitted as pdf x1a ONLY. To be extra safe, make sure all fonts are outlined.
No RGB. If there is RGB, ad will be automatically converted to CMYK, which can result in unwanted color shifts.
All photos and graphics must be 300 dpi minimum.
For bleed ads: Must include crop marks and proper bleed area. Not responsible for bleed ads without bleeds included (which we will then float in space), or if bleedless ad shifts on press resulting in not bleeding fully to edges.
Do NOT include color bars in margins of any ads.

While we do our best to check all ads, IIAW cannot be held responsible for ads that do not meet these requirements.

> 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. Publication Date: 1st week of the month.

> 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

Contract Accepted: _____ Date: _____