

= 2018 =

MEDIA KIT

Carolina Agents

JOURNAL



EXPAND
YOUR REACH

to
independent
agents

What is the Carolina Agents Journal?



Advertise in the Carolina Agents Journal – the ONLY magazine that offers industry news and explores the many issues and concerns facing independent insurance agents in North Carolina today! Each issue of the Carolina Agents Journal also includes lifestyle features to showcase our members in a personal, unique way. These personal, lifestyle features, along with important industry news, make the Carolina Agents Journal a **must-read publication with agents in North Carolina.**

The Carolina Agents Journal is the quarterly, full color magazine published by the Independent Insurance Agents of North Carolina, Inc. (IIANC). Circulation includes more than 7,000 agency employees in North Carolina, plus another 200 industry professionals, insurance company personnel, the N.C. Department of Insurance, Independent Insurance Agents & Brokers of America member associations in every state, business leaders and professionals in related fields. An online version is also included on the IIANC website at www.iianc.com/CAJ.

Why Should My Company Advertise?

Until you have tried advertising in the Carolina Agents Journal, you will not be able to judge how well advertising in the publication serves the particular purpose you have in mind. All the same, we are confident that your company will benefit from your commitment and the exposure to our members and industry friends. Why? Because our primary goal is to provide information and news that our readers will turn to again and again as a resource. This helps both our members and our advertisers.

Every time our readers pick up the Carolina Agents Journal, they are reminded of the variety of advertised products and services found in the pages. Join with us as we work to promote our industry and our company partners!

Highlights:

- **New high-exposure placement option: reserve the left side of the centerfold spread for your ad!**
- **Website display advertising at a new, lower price**
- All ads in the magazine are in FULL COLOR
- Package your print advertising with web advertising
- Simple advertising offerings: only full page, half page and quarter page print advertisements
- If you prepay for all of your 2018 advertising - receive a 5% discount!

Discounted Pricing for IIANC PARTNERS Program Participants

We wish to recognize those companies who are committed to supporting IIANC and are involved with our IIANC PARTNERS Program by offering them a **discount off their advertising in 2018.** (Non-PARTNERS pay approximately a 20% surcharge for their advertising.)

Additionally, those companies who are Chairman's Circle, Presidential, Platinum and Gold level PARTNERS receive **complimentary advertising space** each year, bringing their total advertising spend to EVEN LESS! Please review the benefits outlined in the 2018 PARTNERS Program Guide for more information.

Discounts/Additional Information:

Prepay Discount for 2018 Advertising

- If you prepay for all of your 2018 contracted advertising, you will receive a 5% discount on your total. Please note that payment is due within 30 days of signed contract.

Commissions:

- 5% commission of gross billing awarded to recognized advertising agencies for any ads during the contract period. No cash discounts are granted.

Discounts for Multiple Ads in the Same Issue:

If you run more than one ad in each issue, please contact Rena Todd to receive discounted pricing on the additional insertions.

Questions?

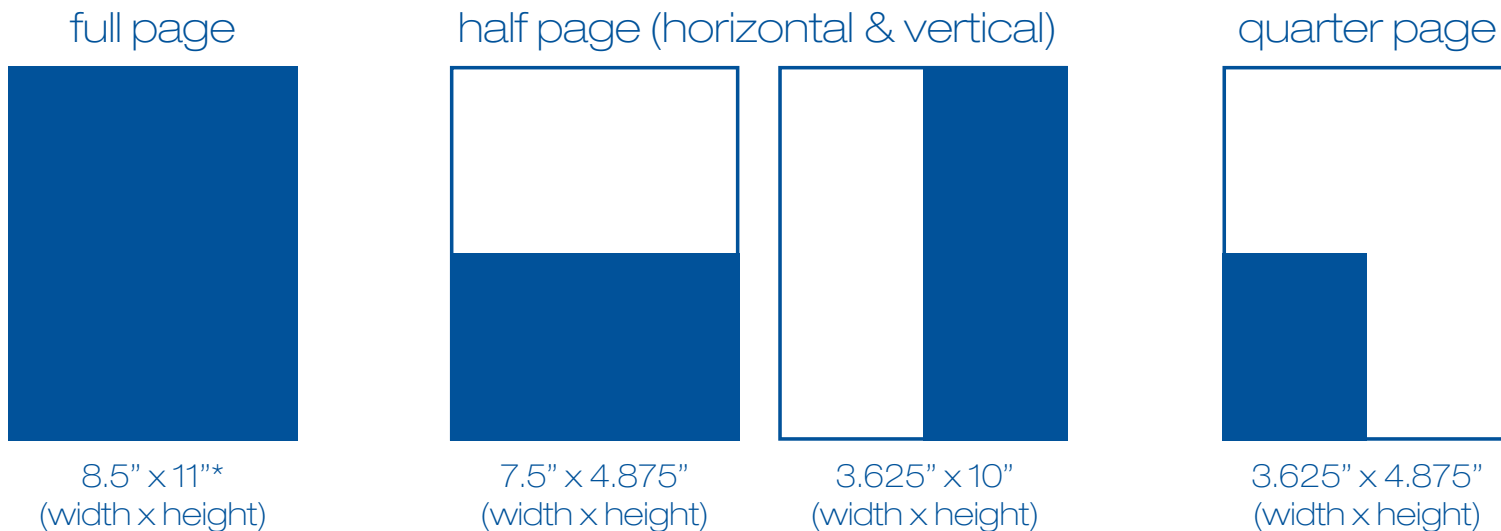
Contact Rena Todd, Editor, at rtodd@iianc.com or 919-863-6540

Contract and Copy

All advertising material submitted is subject to approval of publisher. Advertiser agrees to indemnify IIANC and/or the Carolina Agents Journal against claims resulting from unauthorized use of advertising.

- All advertising copy MUST be submitted via email to rtodd@iianc.com
- Acceptable formats for ads: .pdf, .eps, .tif files
- Any additional production charges, if needed, will be billed to the advertiser

Advertisement Dimensions



*This is the size without bleed. Please be sure to allow 1/4" from the edges so no text or images are cut off. For ads that are to bleed, please note the bleed size below.

Understanding Bleeds & Text Areas - full page advertisements

Bleed: The excess image area that must pass the trim dimensions to avoid having a white border.

Text Area: The area where your text and logos should be placed to avoid being trimmed by the printer.

Trim Size: 8 1/2" wide x 11" height

Text Area: 8" wide x 10 1/2" height

Bleed Size: 9" wide x 11 1/2" height* (Includes area outside of trim)

2018 Deadlines + Closing Dates

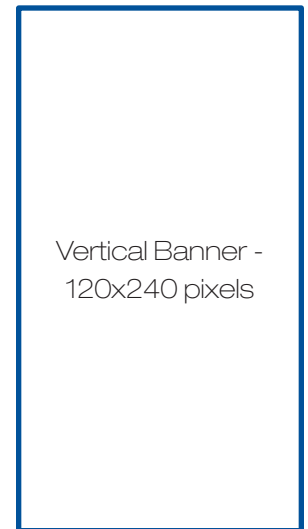
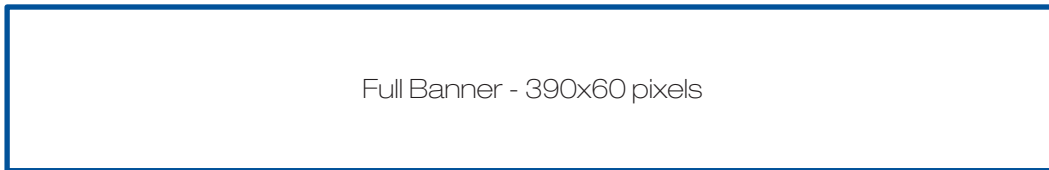
ISSUE	DEADLINE TO RESERVE AD SPACE	DEADLINE TO SUBMIT ARTWORK
Issue I	January 19, 2018	January 26, 2018
Issue II	March 16, 2018	March 23, 2018
Issue III	June 22, 2018	June 29, 2018
Issue IV	September 14, 2018	September 21, 2018

E-Newsletter Banner Guidelines

- Banners can be submitted in .jpeg, .gif or .png format to rtodd@iianc.com
- The maximum file size is 300k.
- Each e-newsletter has a circulation of approximately 6,000 recipients.
- *The deadline to submit web banners is two weeks prior to the publication date.*
- Changes can be made once during the contracted period. Please send all changes to rtodd@iianc.com.
- IIANC reserves the right to make final insertion decisions based on space; the ad size options are available on a first come, first served basis

Banner Type:

Please submit your artwork in both sizes illustrated below.
Please note, depictions may not be to size.



E-Newsletter Options

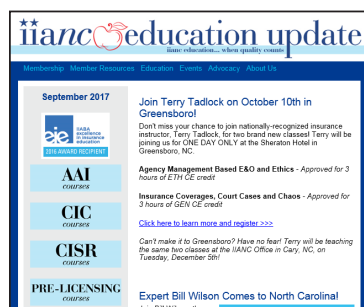


Agent News Update

A **twice monthly** report on the latest happenings at IIANC and industry news (sent out near the 1st & 15th of each month)

Can be purchased in **3-month** increments: \$400.00/3 months
Available January-March, April-June, July-September and/or October-December
(Pricing is less if purchasing a print + web package - see advertising contract for details)

**Please note - space is limited per issue; IIANC reserves the right to adjust the schedule if needed*



IIANC Education Update

A **monthly** update of upcoming education/CE classes and events throughout North Carolina and other professional development information (sent out near the end of each month)

Can be purchased in **6-month** increments: \$400.00/6 months
Available January-June and/or July-December
(Pricing is less if purchasing a print + web package - see advertising contract for details)

**Please note - space is limited per issue; IIANC reserves the right to adjust the schedule if needed*

2018 WEBSITE DISPLAY ADVERTISEMENTS

The screenshot shows the IIANC website interface. At the top, there are logos for IIANC (Independent Insurance Agents of North Carolina) and Trusted Choice. Navigation links include MEMBERSHIP, MEMBER RESOURCES, EDUCATION (highlighted), EVENTS, ADVOCACY, and ABOUT US. A search bar and social media icons are also present. The main content area displays a course listing for 'CIC Personal Lines' with details on registration, class times, and location. A red circle highlights an advertisement for 'HOSPITALITY INSURANCE Group' with the text 'NOW OFFERING 25% OFF LIQUOR LIABILITY RATES' and a 'CLICK HERE TO REQUEST A QUOTE' button. The advertisement also features an image of a wine glass being filled.

Expand your advertising reach even more with your 2018 package!

The association website, www.iianc.com, receives more than 5,000 visitors to its site every single month! The majority of those visitors are online to register for an upcoming IIANC course or event.

Your company is now able to advertise on the online registration page for EVERY UPCOMING IIANC EVENT OR CLASS. This means if someone goes to iianc.com to register for a class, Annual Convention or even a free webinar, the user will see your advertisement.

Be sure to jump on this opportunity quickly - space is very limited!

These **website display advertisements** are sold in monthly increments. You can buy only one month or you can buy multiple months! Please note that this space is limited to one advertisement PER month (meaning your ad will be running for the full duration of a month - not sharing the page with any other company.) The advertisement will also link back to your website.

If you decide to buy this space for more than one month, you will receive a discount off your bulk purchase. Plus, IIANC PARTNERS will receive a discount off this space, too.

Please note: this is an a-la-carte option and adding this to an additional print + web package will not change the pricing.

Pricing + Available Space

Purchasing 1 website display advertisement:

\$500/month PARTNERS

\$650/month Non-PARTNERS

Purchasing 2 or more website display advertisements:

\$450/month PARTNERS

\$600/month Non-PARTNERS

Specs

225 x 610 pixels

- Artwork can be submitted in .jpeg, .gif or .png format to rtodd@iianc.com
- The maximum file size is 1,000k
- *The deadline to submit artwork is two weeks prior to the publishing date.*
- Artwork changes cannot be made during the contracted, month-long period
- The content of your advertisement cannot interfere with course and/or event offerings by IIANC, including but not limited to educational classes and events. IIANC reserves the right to request new artwork if the submitted ad does not comply with our requirements.

We, the undersigned, agree to advertise in the Carolina Agents Journal according to the terms listed hereafter.

Please select from the following options and total each amount under each section and on the following page.

1 PRINT + WEB PACKAGES | print ads will appear in Issues I, II, III, IV of the 2018 Carolina Agents Journal

A. Please select the print + web package you are purchasing; circle the price that is applicable.

Package A - Deluxe | **PARTNERS PRICE: \$4,500.00** / NON-PARTNERS PRICE: \$5,390.00
4 full color, full page ads + 1 bundle of web banners

Package B - Superior | **PARTNERS PRICE: \$3,700.00** / NON-PARTNERS PRICE: \$4,430.00
4 full color, half page ads + 1 bundle of web banners *please circle one:* half page horizontal half page vertical

Package C - Super | **PARTNERS PRICE: \$3,250.00** / NON-PARTNERS PRICE: \$3,890.00
4 full color, quarter page ads + 1 bundle of web banners

B. Please select your bundle of web banners*:

Agent News Update *months:* January-March April-June July-September October-December

orientation: horizontal ad vertical ad **URL for ad to link to:** _____

IIANC Education Update *months:* January-June July-December

orientation: horizontal ad vertical ad **URL for ad to link to:** _____

TOTAL FOR PRINT + WEB PACKAGES: \$ _____

2 PRINT ONLY PACKAGES | print ads will appear in Issues I, II, III, IV of the 2018 Carolina Agents Journal

Please select the print + web package you are purchasing.

Package A - Deluxe | **PARTNERS PRICE: \$4,200.00** / NON-PARTNERS PRICE: \$5,040.00
4 full color, full page ads

Package B - Superior | **PARTNERS PRICE: \$3,400.00** / NON-PARTNERS PRICE: \$4,080.00
4 full color, half page ads *please circle one:* half page horizontal half page vertical

Package C - Super | **PARTNERS PRICE: \$2,950.00** / NON-PARTNERS PRICE: \$3,540.00
4 full color, quarter page ads

TOTAL FOR PRINT ONLY PACKAGES: \$ _____

3 A-LA-CARTE PRINT ADVERTISING OPTIONS
(priced per issue)

	IIANC PARTNERS PRICE	NON-PARTNERS PRICE
<input type="checkbox"/> One (1) full color, full page ad (print-only)	\$1,375.00	\$1,650.00
<input type="checkbox"/> One (1) full color, half page ad (print-only) <i>please circle one:</i> half page horizontal half page vertical	\$1,200.00	\$1,440.00
<input type="checkbox"/> One (1) full color, quarter page ad (print-only)	\$975.00	\$1,170.00

Please check the issues in which you wish to appear:

Issue I 2018 Issue II 2018 Issue III 2018 Issue IV 2018

OPTIONAL: High Exposure - Premium Placement

Priced PER ISSUE, premium placement is available for an additional charge, space permitting. Please mark your desired location and the issue(s) in which you wish you place your ad:

					IIANC PARTNERS PRICE	NON-PARTNERS PRICE
Inside Front Cover	<input type="checkbox"/> Issue I 2018	<input type="checkbox"/> Issue II 2018	<input type="checkbox"/> Issue III 2018	<input type="checkbox"/> Issue IV 2018	additional \$180.00	additional \$220.00
Inside Back Cover	<input type="checkbox"/> Issue I 2018	<input type="checkbox"/> Issue II 2018	<input type="checkbox"/> Issue III 2018	<input type="checkbox"/> Issue IV 2018	additional \$120.00	additional \$150.00
Outside Back Cover	<input type="checkbox"/> Issue I 2018	<input type="checkbox"/> Issue II 2018	<input type="checkbox"/> Issue III 2018	<input type="checkbox"/> Issue IV 2018	additional \$180.00	additional \$220.00
Centerfold (Left Page)	<input type="checkbox"/> Issue I 2018	<input type="checkbox"/> Issue II 2018	<input type="checkbox"/> Issue III 2018	<input type="checkbox"/> Issue IV 2018	additional \$120.00	additional \$150.00

TOTAL FOR A-LA-CARTE PRINT ADVERTISING OPTIONS: \$ _____

4 WEBSITE DISPLAY ADVERTISING

Please check the months in which you wish to appear:

- January February March April
 May June July August
 September October November December

	IIANC PARTNERS PRICE	NON-PARTNERS PRICE
1 month	\$500.00	\$650.00
2+ months	\$450.00	\$540.00

TOTAL FOR WEBSITE DISPLAY ADVERTISING: \$ _____

5 A-LA-CARTE WEB ADVERTISING OPTIONS

AGENT NEWS UPDATE E-NEWSLETTER

A. Please circle how many months you are purchasing:

	IIANC PARTNERS PRICE	NON-PARTNERS PRICE
3 months	\$400.00 / \$300.00*	\$480.00 / \$360.00*
6 months	\$800.00 / \$600.00*	\$960.00 / \$720.00*
9 months	\$1,200.00 / \$900.00*	\$1,440.00 / \$1,080.00*
12 months	\$1,600.00	\$1,920.00

*pricing reflects if additional print + web package is purchased

B. Please check the consecutive months you wish to appear:

- January-March April-June
 July-September October-December

C. Please check the orientation of the ad you are placing:

- horizontal vertical

D. Please list the URL for your ad to link to:

IIANC EDUCATION UPDATE E-NEWSLETTER

A. Please circle how many months you are purchasing:

	IIANC PARTNERS PRICE	NON-PARTNERS PRICE
6 months	\$400.00 / \$300.00*	\$480.00 / \$360.00*
12 months	\$800.00	\$960.00

*pricing reflects if additional print + web package is purchased

B. Please check the consecutive months you wish to appear:

- January-June July-December

C. Please check the orientation of the ad you are placing:

- horizontal vertical

D. Please list the URL for your ad to link to:

NOTE Agent News Update: bi-monthly newsletter (2 insertions per month)
 IIANC Education Update: monthly newsletter (1 insertion per month)

TOTAL FOR A-LA-CARTE WEB ADVERTISING OPTIONS: \$ _____

Total the amounts from sections 1-5: print + web packages, print only packages, a-la-carte print options, web display ads, & a-la-carte web options:

TOTAL AMOUNT OWED FOR 2018 ADVERTISING: \$ _____

PAYMENT INFORMATION + TERMS

The cost, per insertion, will be in accordance with the regular rate schedule for the time period agreed to above, as shown on the media kit. It is understood that we are to be billed (please check):

- On an annual basis, and that payment is due thirty (30) days after the date of this agreement
If advertiser pays for all advertising in advance, a 5% discount will be given.

Amount to be paid: \$ _____

- Quarterly after each ad appears, and each payment is due thirty (30) days after the date of invoice

Amount to be paid: \$ _____

This contract serves as confirmation of the advertising sale and all sales are final. The advertiser is responsible for the full, contracted balance (even if remaining ads have not yet run), as no cancellations are permitted. IIANC reserves the right to terminate this contract for failure to pay invoices in a timely manner. **If an invoice is not paid within 60 days of receipt, advertising in the following issue will be pulled until the account balance is cleared.**

If new copy is not furnished by the stated closing date, it is understood and agreed that the previous advertisement is to be repeated. No cuts or original art will be returned unless requested in writing. Advertiser is responsible for providing the completed, print-ready ad for insertion into the magazine.

This contract is entered into this _____ day of _____, 20____, between the Carolina Agents Journal and the advertiser named below.

Advertiser/Company: _____ Company to be billed: _____

Billing Address: _____

Advertising Company Website: _____ Phone: _____

Contact (Mr./Mrs.): _____ Title: _____

Contact's Email: _____

Signature: _____ Date: _____

Mail or Email Completed Contract to:

Rena Todd, Editor - Independent Insurance Agents of North Carolina, Inc. • rtodd@iianc.com
 101 Weston Oaks Court, Cary, NC 27513 • P: 919-863-6540 • F: 919-882-9873 • www.iianc.com