

=2020=

★★
ianc

ADVERTISING
MEDIA KIT

Expand Your Company's Digital Reach in 2020!

Thank you for considering **IIANC's digital advertising offerings in 2020**. After exploring data, researching industry trends and listening to our members' wants and needs for the future, IIANC offers advertising in the digital marketplace.

Our association has two highly sought-after e-newsletters sent out on a regular basis. The *Agent News Update*, an email that comes out twice monthly near the 1st and 15th of each month, is a report on the latest happenings at IIANC and industry news. The *IIANC Education Update*, a monthly email that comes out near the end of each month, is an update of upcoming education/CE classes and events throughout North Carolina and other professional development information from IIANC's nationally recognized Education Department.

Additionally, your company can further its digital reach by advertising on IIANC's website, which receives more than 5,000 visitors every single month. Most site visitors come to register for an upcoming event or class, and you can place your company's advertisement on that very webpage.

Every time our members, email recipients and website visitors look for information from IIANC, they are reminded of the variety of advertised products and services found nearby. We are confident that your company will benefit from your commitment and the exposure to our members and industry friends. Join with us as we work to promote our industry and our company partners!

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 2020**. (Non-PARTNERS pay approximately a 20% surcharge for their advertising.)



Please review the benefits outlined in the 2020 PARTNERS Program Guide for more information.

Questions?

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

E-Newsletter Options



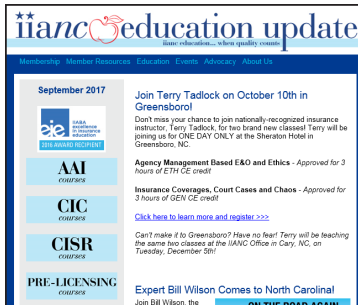
Agent News Update

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: \$540.00/3 months [PARTNERS Pricing]
\$660.00/3 months [NON-PARTNERS Pricing]

Available January-March, April-June, July-September and/or October-December

**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: \$540.00/6 months [PARTNERS Pricing]
\$660.00/6 months [NON-PARTNERS Pricing]

Available January-June, and/or July-December

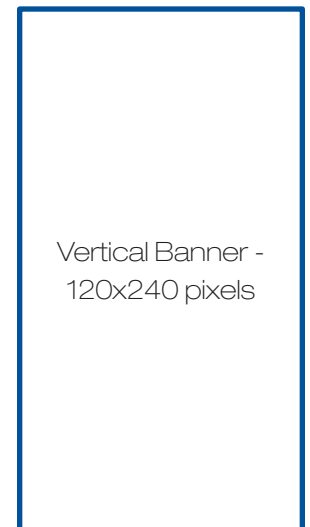
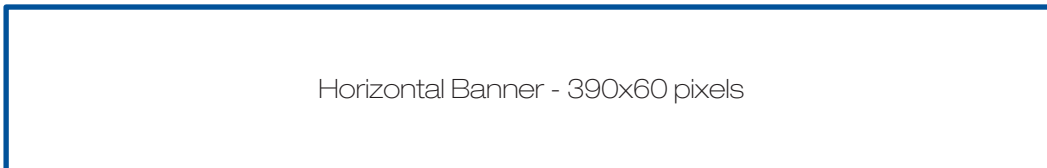
**Please note - space is limited per issue; IIANC reserves the right to adjust the schedule if needed*

E-Newsletter Banner Guidelines

- Banners can be submitted in .jpeg, .gif or .png format to rtodd@iianc.com
- **The maximum file size is 90k.**
- 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 either size illustrated below, depending upon what orientation you choose/purchase (based on availability.)
- Please note, depictions may not be to size.



The screenshot shows the IIANC website interface. At the top, there are navigation links for MEMBERSHIP, MEMBER RESOURCES, EDUCATION (highlighted), EVENTS, ADVOCACY, and ABOUT US. A search bar and social media icons are also present. The main content area features a class listing for 'CIC Personal Lines' with details on registration, class times, and location. A red oval 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 includes an image of a wine glass being filled.

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 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 three (3) months or more, you will receive a discount off your bulk purchase. Plus, IIANC PARTNERS will receive a discount off this space, too.

Pricing + Available Space

Purchasing 1 website display advertisement:

- \$500/month PARTNERS
- \$650/month Non-PARTNERS

Purchasing 3 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.

2020 DIGITAL ADVERTISING CONTRACT

We, the undersigned, agree to advertise in an IIANC e-publication and/or on the IIANC website according to the terms listed hereafter. Please select from the following options and total each amount under each section.

1 E-NEWSLETTER DIGITAL ADVERTISING PACKAGES

Agent News Update | PARTNERS PRICE: \$540.00 / NON-PARTNERS PRICE: \$660.00

A twice monthly e-newsletter, giving your company six (6) advertisement insertions

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

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

IIANC Education Update | PARTNERS PRICE: \$540.00 / NON-PARTNERS PRICE: \$660.00

A monthly e-newsletter, giving your company six (6) advertisement insertions

months: January-June July-December

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

TOTAL FOR E-NEWSLETTER DIGITAL ADVERTISING PACKAGES: \$ _____

2 IIANC.COM 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
3+ months	\$450.00	\$600.00

URL for ad to link to: _____

TOTAL FOR IIANC.COM WEBSITE DISPLAY ADVERTISING: \$ _____

TOTAL AMOUNT OWED FOR 2020 ADVERTISING: \$ _____

PAYMENT INFORMATION + TERMS

Payment is due sixty (60) days after the date of this agreement. Please check your payment option:

Check - please invoice me

Visa MC Amex

Print Name on Card

Credit Card Number Expiration Date Security Code (required)

Credit Card Billing Address & Zip Code

Signature

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, the following advertisement insertion 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, web-ready ad for insertion.

This contract is entered into this ____ day of _____, 20 ____, between IIANC 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, Communication Manager - 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