

**IT'S TIME TO ATTRACT  
NEW AGENTS.  
DIGITALLY.**

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# 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 2026**. (Non-PARTNERS pay approximately a 20% surcharge for their advertising.)



Please review the benefits outlined in the 2026 PARTNERS Program Guide for more information.

## Questions?

Contact Rena Todd, Vice President of Marketing & Digital Strategy at [rtodd@iianc.com](mailto:rtodd@iianc.com).

# CONNECT. ENGAGE. ELEVATE YOUR BRAND IN 2026.

Thank you for exploring IIANC's digital advertising offerings for 2026. Our strategic platforms are built to help companies like yours connect directly with North Carolina's top independent insurance agencies: driving meaningful visibility, engagement, and growth while aligning your brand with a trusted industry leader.

## High-Impact E-Newsletters That Deliver Results:

Gain exposure in two of IIANC's most-read communications, trusted by thousands of agency leaders across the state:

- ***The IA Connection:*** Delivered twice monthly (near the 1st and 15th), this newsletter is the go-to source for the latest industry news, association updates, and key developments impacting independent agencies.
- ***The "I" on Professional Development:*** Sent twice a month (near the 2nd and 4th weeks), this publication spotlights upcoming classes, continuing education opportunities, and expert insights from IIANC's nationally recognized Professional Development team.

With an engaged subscriber base of active decision-makers, these newsletters give your brand direct access to the professionals shaping North Carolina's independent insurance marketplace.

## Boost Visibility with Targeted Ads on IIANC.com:

Our modern, SEO-optimized website attracts approximately 5,000 visitors every month, most of whom are registering for events, training, and member programs, making it a prime destination to showcase your brand.

- **Event Registration Pages:** Feature your ad on high-demand registration pages to reach users as they engage with IIANC's most popular events and educational opportunities.
- **High-Traffic Web Pages:** Capture attention across key areas of our site through display ads that put your brand in front of insurance professionals where they're already spending time.

With steady traffic growth and an expanding member audience, IIANC.com offers unmatched visibility and brand alignment within the state's independent agency community.

## Why Partner with IIANC?

Every interaction with IIANC, whether through our newsletters or website, is a chance for your brand to be seen alongside trusted, influential content. By advertising with us, you're not just buying ad space - you're strengthening your position as a partner in the future of the independent insurance industry.

Drive awareness. Build credibility.

Connect with North Carolina's insurance leaders, exclusively through IIANC.

## E-Newsletter Options



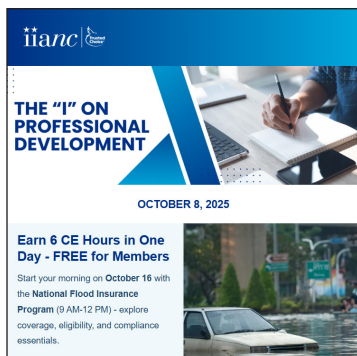
### IA Connection

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: \$650.00/3 months [PARTNERS Pricing]  
\$790.00/3 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*



### The "I" on Professional Development

A **twice monthly** update of upcoming professional development/CE classes and other education-related information (sent out near the second/fourth weeks of each month)

Can be purchased in **3-month** increments: \$650.00/3 months [PARTNERS Pricing]  
\$790.00/3 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*

## E-Newsletter Banner Guidelines

- Banners can be submitted in .jpeg, .gif or .png format to [rtodd@iianc.com](mailto:rtodd@iianc.com)
- The maximum file size is 1000k.
- 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](mailto:rtodd@iianc.com).
- IIANC reserves the right to make final insertion decisions based on space; available on a first come, first served basis.

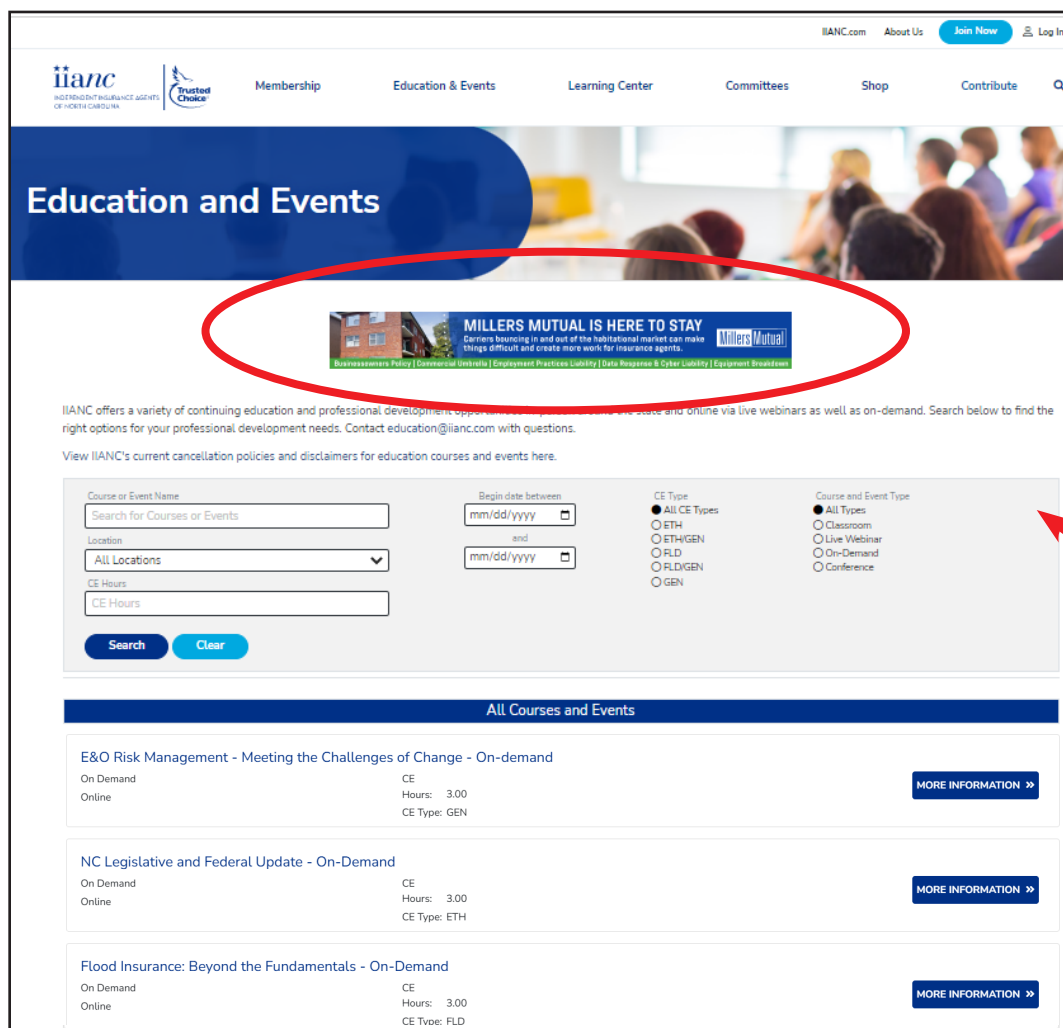
### Banner Specs:

- Please submit your artwork in the size illustrated below (based on availability); NOTE: in 2026 we will only be offering HORIZONTAL banner options for our e-newsletters.
- Please note, depictions may not be to size.

**Horizontal Banner - 468x60 pixels**

# 2026 EDUCATION ADVERTISING PACKAGES

Get an e-newsletter banner AND a prime spot on the IIANC website!



Are you buying an ad in The "I" on Professional Development newsletter?



Add a website banner ad at a LOW RATE!

One of the most heavily-trafficked pages on our website is our Find a Course page, which offers website visitors an easy way to find an upcoming course.

If you are purchasing an ad in The "I" on Professional Development newsletter, you can ADD ON this ad to your purchase for a discounted rate.

These **website display advertisements** are sold in 3-month increments as an ADD-ON OPTION to the already-purchased "The "I" on Professional Development" e-newsletter ad. Please note that this space is limited to one advertiser PER 3-month increment (meaning your ad will not be sharing the page with any other company.) The advertisement will also link back to your website. IIANC PARTNERS will receive a discount off this space, too.

## Pricing + Available Space

3 months of display advertising:

\$750/3 months PARTNERS

\$975/3 months Non-PARTNERS

Available in these 3-month increments:

- January-March 2026
- April-June 2026
- July-September 2026
- October-December 2026

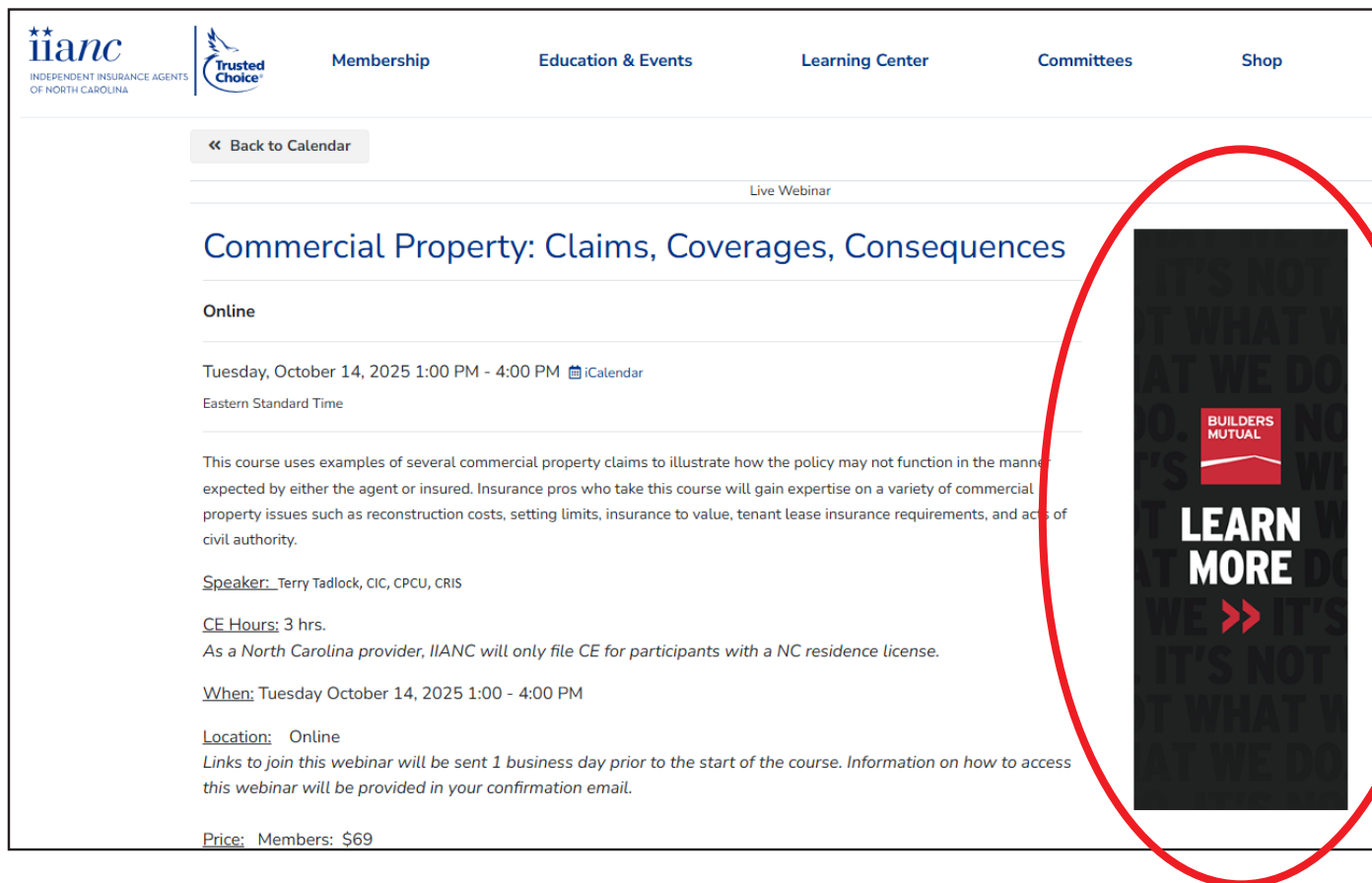
## Specs

728 x 90 pixels

- Artwork can be submitted in .jpeg, .gif or .png format to [rtodd@iianc.com](mailto: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.

\*Please note - space is limited to only FOUR advertisers (or even just one company who reserves the full year) in 2026; hurry - this is available on a first come, first served basis!

# 2026 IIANC.COM WEBSITE DISPLAY ADVERTISEMENTS



Our website, [www.iianc.com](http://www.iianc.com), attracts approximately 5,000 visitors each month, with most visitors coming to register for an upcoming IIANC course or event. Your company has the opportunity to place ads directly on the registration pages for EVERY IIANC event and class. Whether users are signing up for a course, InsurEXPO, or even a free webinar, your advertisement will be prominently displayed—guaranteeing visibility at key touchpoints throughout their journey.

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](mailto: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.

# 2026 DIGITAL ADVERTISING CONTRACT | 1 of 2

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



### IA Connection

**PARTNERS PRICE: \$650.00 / NON-PARTNERS PRICE: \$790.00**

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

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

**please indicate the URL for the ad to link to:** \_\_\_\_\_



### The "I" on Professional Development

**PARTNERS PRICE: \$650.00 / NON-PARTNERS PRICE: \$790.00**

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

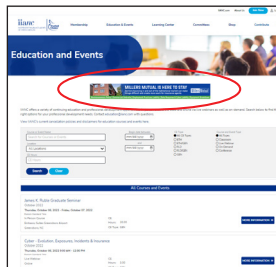
**months:** ☐ January-March ☐ April-June ☐ July-September ☐ October-December

**please indicate the URL for the ad to link to:** \_\_\_\_\_

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

## 2 ADD-ON EDUCATION WEBSITE DISPLAY ADVERTISING

**PLEASE NOTE: you must purchase an ad in "The "I" on Professional Development" newsletter above to purchase this website ad option.**



Please check the 3-month increment(s) in which you wish to appear:

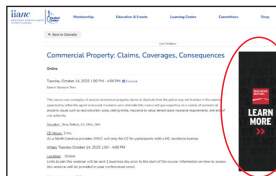
☐ January-March ☐ July-September  
☐ April-June ☐ October-December

	IIANC PARTNERS PRICE	NON-PARTNERS PRICE
3 months	<b>\$750.00</b>	\$975.00

**URL for ad to link to:** \_\_\_\_\_

**TOTAL FOR ADD-ON EDUCATION WEBSITE DISPLAY ADVERTISING** \$

## 3 IIANC.COM WEBSITE DISPLAY ADVERTISING



Please check the month(s) 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	<b>\$500.00</b>	\$650.00
3+ months	<b>\$450.00</b>	\$600.00

**URL for ad to link to:** \_\_\_\_\_

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

**TOTAL AMOUNT OWED FOR 2026 ADVERTISING: \$** \_\_\_\_\_



TOTAL AMOUNT OWED FOR 2026 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, Vice President of Marketing & Digital Strategy

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rtodd@iianc.com • www.iianc.com