

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

Expand Your Company's Digital Reach in 2024!

Thank you for considering **IIANC's digital advertising offerings in 2024**. 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 *IA Connection*, 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 "I" on Professional Development*, a twice monthly email that comes out near the second and fourth weeks of each month, is an update of upcoming professional development/CE opportunities throughout North Carolina and other education-related information from IIANC's nationally recognized Professional Development team.

In late Spring 2022, IIANC got a brand new website with a fresh design that's more user-friendly than our previous website. Your company can further its digital reach by advertising on IIANC.com, which receives approximately 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. You also have the opportunity to add on a website display ad on a popular, highly-trafficked page on our website. Our new SEO-optimized website is seeing more traffic than ever before, so don't miss out on this opportunity to increase your digital presence.

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 2024**. (Non-PARTNERS pay approximately a 20% surcharge for their advertising.)



Please review the benefits outlined in the 2024 PARTNERS Program Guide for more information.

Questions?

Contact Rena Todd, Vice President of Marketing, at rtodd@iianc.com or 919-863-6540

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

****Continuing in 2024: published twice each month****

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
- **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.
- IIANC reserves the right to make final insertion decisions based on space; available on a first come, first served basis.
- *2024 note: IIANC will be moving to a new email marketing system in early 2024, so it's possible that these specs will change. We will reach out to advertisers ASAP once we have confirmed any updated specs.*

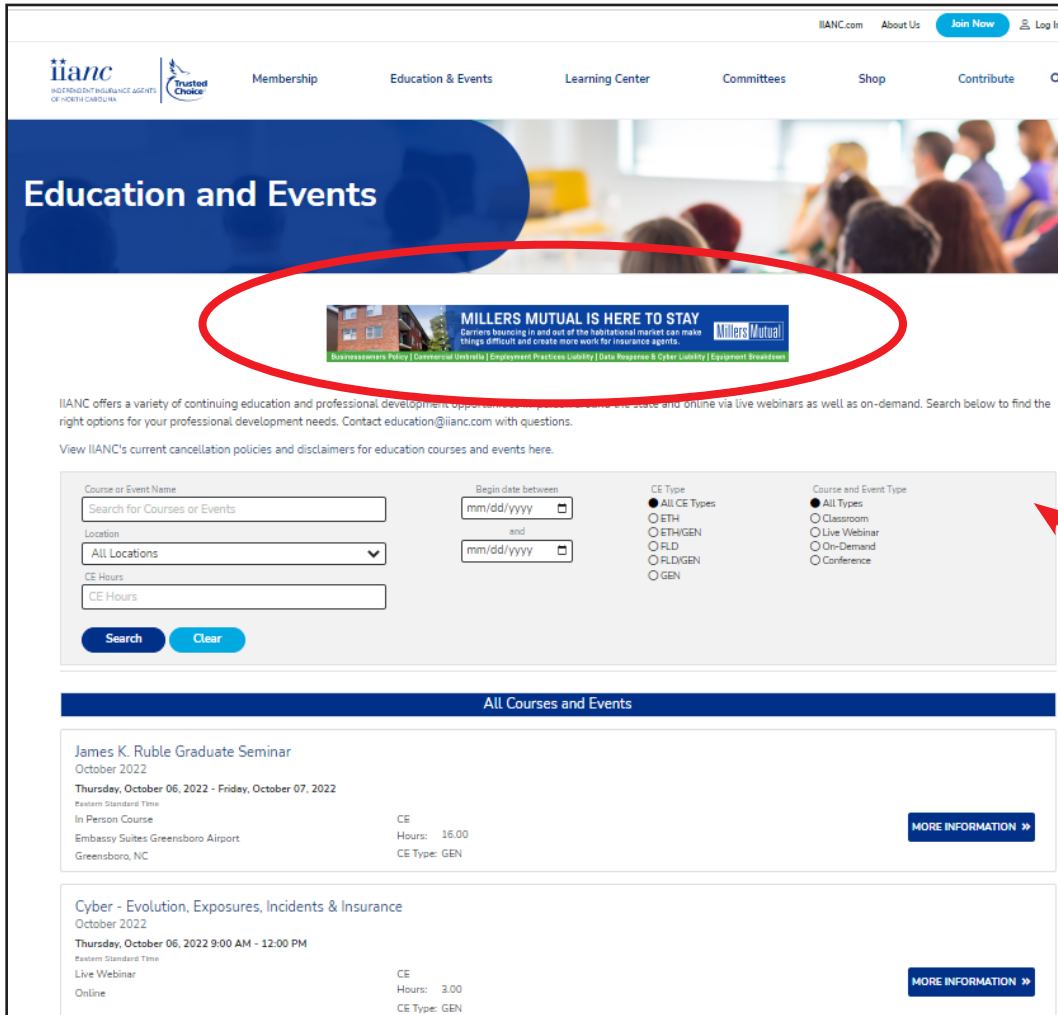
Banner Specs:

- Please submit your artwork in the size illustrated below (based on availability); NOTE: in 2024 we will only be offering HORIZONTAL banner options.
- Please note, depictions may not be to size.

Horizontal Banner - 468x60 pixels

2024 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 new 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 2024
- April-June 2024
- July-September 2024
- October-December 2024

Specs

728 x 90 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.

**Please note - space is limited to only FOUR advertisers (or even just one company who reserves the full year) in 2024; hurry - this is available on a first come, first served basis!*

2024 IIANC.COM WEBSITE DISPLAY ADVERTISEMENTS

The screenshot shows the IIANC website interface. At the top, there are navigation links for 'IIANC.com', 'About Us', 'Join Now', and 'Log In'. Below this is a main menu with 'Membership', 'Education & Events', 'Learning Center', 'Committees', 'Shop', and 'Contribute'. The main content area features a 'Live Webinar' section for 'CISR Insuring Personal Residential Property'. The webinar is scheduled for Wednesday, October 12, 2022, from 8:00 AM to 3:45 PM Eastern Standard Time. The description states that the course helps develop expertise in guiding customers through the complex process of purchasing homeowners insurance. A red callout box highlights that this is a live webinar with a Zoom link sent to participants 1-2 business days prior. The CE credit is 7 hours. Registration is from 7:30 am to 8:00 am, class time is 8:00 am to 3:45 pm, and an optional exam review is from 3:45 pm to 4:15 pm. On the right side, a vertical advertisement for EMC Insurance is displayed, featuring the text 'Feed Your Success With a Broad Manufacturing Appetite.' and a 'Learn More' button. The advertisement includes images of a factory and a person working at a computer.

Our brand new association website, www.iianc.com, receives approximately 5,000 visitors each 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, InsurEXPO, or even a free webinar, the user will see your advertisement.

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.

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



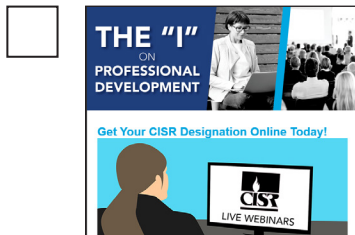
IA Connection

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

****Continuing in 2024: published twice each month****

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

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

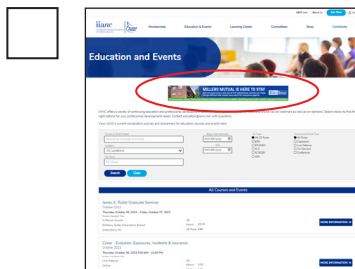
months: January-March April-June July-September October-December

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:

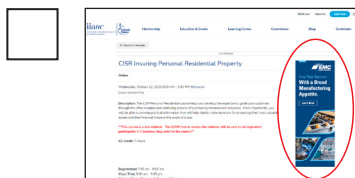
January-March July-September
 April-June October-December

	IIANC PARTNERS PRICE	NON-PARTNERS PRICE
3 months	\$750.00	\$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	\$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 2024 ADVERTISING: \$ _____

TOTAL AMOUNT OWED FOR 2024 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

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