

INDIANA

INSURANCE NEWS

Professional Insurance Agents of Indiana

2024 Media Kit

Please complete this page and sign the bottom to reserve magazine advertising space. If you have any questions or if you would like to reserve space in more than three issues, please contact Libby Gardner at (317) 899-9193 or Libby@PIAIndiana.com.

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

If applicable:

Advertising Agency: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Ad #1:

Issue: _____ Ad size: _____ Placement preference: _____

Ad #2:

Issue: _____ Ad size: _____ Placement preference: _____

Ad #3:

Issue: _____ Ad size: _____ Placement preference: _____

**Please note: You will be invoiced for ads at time of placement.*

Terms & Conditions

Cancellations or changes in orders may not be made by the Advertiser or advertising agency after the submission date.

The Publisher will assume responsibility for errors caused by the printing or production process if your ad is significantly different from the furnished, valid proof. The Publisher will issue a make-good insertion accordingly. The Publisher assumes no responsibility for the content of advertising. Opinions stated in advertising are solely those of the Advertiser. The Publisher reserves the right to reject any advertisement.

The Advertiser agrees to indemnify and protect the Publisher from any claims resulting from the Advertiser's unauthorized use of any name, photograph, illustration, or text protected by copyright or registered trademark.

The Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of Professional Insurance Agents of Indiana affecting production or delivery in any manner.

All ads will be invoiced at the time of placement. Payment is due within 14 days of receiving the invoice.

By signing here, you are agreeing to the terms and conditions.

Signature: _____ Date: _____

2024 Magazine Schedule

February/March

Theme: Sales & Marketing
Files to PIA: January 3
Mail Drop Date: February 9

August/September

Theme: Technology
Files to PIA: July 3
Mail Drop Date: August 9

April/May

Theme: The Convention Issue (Bonus distribution)
Files to PIA: March 6
Mail Drop Date: April 12

October/November

Theme: Hiring, Training & Managing New Employees
Files to PIA: September 4
Mail Drop Date: October 11

June/July

Theme: Perpetuation & Acquisition
Files to PIA: May 1
Mail Drop Date: June 14

December/January

Theme: A Look Ahead
Files to PIA: November 6
Mail Drop Date: December 13

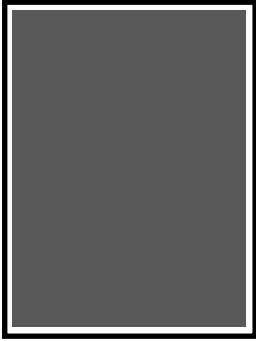
Advertising Cost

For inside front cover, add 10% to cost. All ads are color ads. Cost is per insertion.

	1x	3x	6x
Full Page	\$1150 (Member)	\$1100 (Member)	\$1050 (Member)
	\$1300 (Non-member)	\$1250 (Non-member)	\$1200 (Non-member)
Half Page	\$950 (Member)	\$900 (Member)	\$850 (Member)
	\$1100 (Non-member)	\$1050 (Non-member)	\$1000 (Non-member)
Third Page (Vertical or horizontal)	\$750 (Member)	\$700 (Member)	\$650 (Member)
	\$900 (Non-member)	\$850 (Non-member)	\$800 (Non-member)
Quarter Page (Vertical or horizontal)	\$600 (Member)	\$550 (Member)	\$500 (Member)
	\$750 (Non-member)	\$700 (Non-member)	\$650 (Non-member)
Back/mail Panel Page	\$1150 (Member)	\$1100 (Member)	\$1050 (Member)
	\$1300 (Non-member)	\$1250 (Non-member)	\$1200 (Non-Member)

StarPartners: Ads included with Membership may be placed in any issue. Reservation of ad space will take place in the fall of 2023. The value of the ads included with your Membership may be applied as credit toward ad upgrades. To have ads placed or upgrade your advertising, contact Libby at Libby@PIAIndiana.com or (317) 899-9193.

Indiana Insurance News Ad Sizing & Specifications



Full Page

Non-bleed Ad:

8" W x 10.5" H

Bleed Ad:

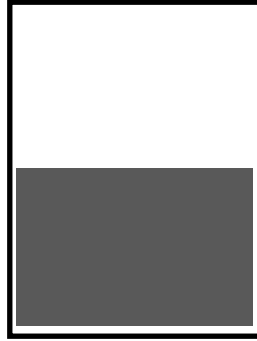
Trim:

8.5" W x 11" H

Bleed:

8.75" W x 11.25" H

(.125" bleed minimum)



Half Page

Non-bleed Ad:

8" W x 5" H

Bleed Ad:

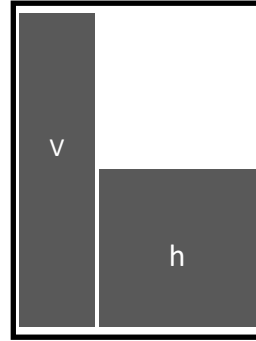
Trim:

8.5" W x 5.5" H

Bleed:

8.75" W x 5.75" H

(.125" bleed minimum)



Third Page Horizontal

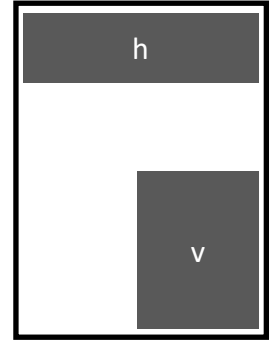
Non-bleed Ad:

5.3" W x 5" H

Third Page Vertical

Non-bleed Ad:

2.65" W x 10.5" H



Quarter Page Horizontal

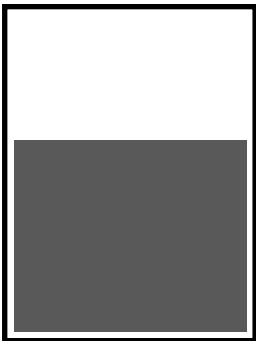
Non-bleed Ad:

8" W x 2.65" H

Quarter Page Vertical

Non-bleed Ad:

4" W x 5" H



Back Cover/Mail Panel Page

Non-bleed Ad:

8" W x 7" H

Bleed Ad:

Trim:

8.5" W x 7.5" H

Bleed:

8.75" W x 7.75" H

(.125" bleed minimum)

Format:

Please be sure you are using correct dimensions when creating new ads. Following these guidelines will help assure the best possible reproduction of your ad. Please contact Libby if you need to submit your ads in a format other than what is listed.

- **Adobe PDF** - high resolution, press output setting, fonts and images (CMYK @ 300 dpi) embedded
- **Adobe Illustrator** - CMYK, fonts converted to outlines, images embedded
- **Adobe Photoshop** - CMYK @ 300 dpi, flattened TIFF or EPS
- **Adobe InDesign** - fonts, images, (CMYK @ 300 dpi)