



Insurance Agents  
& Brokers



# 2022 MEDIA KIT



# PRIMARY AGENT MAGAZINE



*Primary Agent* magazine provides an in-depth look at issues affecting independent agents' workplaces, industries, and association. Every month, the magazine includes an agent interview, coverage commentary, and other articles of interest to independent agents.

Between print and digital distribution, over 11,000 agency staff throughout Pennsylvania, Maryland, and Delaware receive the publication.

## EDITORIAL CALENDAR

MONTH	THEME	AD CLOSE	ART DUE
January	Errors & Omissions	Nov. 24, 2021	Dec. 6, 2021
February	Coverages & Markets	Dec. 23, 2021	Jan. 5, 2022
March	Agency Management	Jan. 25, 2022	Feb. 4, 2022
April	Technology & Info Security	Feb. 25, 2022	March 4, 2022
May	Employee Management	March 25, 2022	April 5, 2022
June	Agency Productivity	April 25, 2022	May 5, 2022
July	Marketing & Branding	May 25, 2022	June 6, 2022
August	Perpetuation	June 24, 2022	July 5, 2022
September	Government Relations	July 25, 2022	Aug. 5, 2022
October	Young Agents	Aug. 25, 2022	Sept. 6, 2022
November	Training & Education	Sept. 26, 2022	Oct. 5, 2022
December	Year in Review	Oct. 25, 2022	Nov. 4, 2022

## ENHANCED ADVERTISING OPPORTUNITIES

Want to promote an upcoming event, a new product, or an entire product line? Our special opportunities and unique offerings are sure to guarantee your message leaves a lasting impression. Contact Laura for custom pricing.

### BELLYBAND

Exclusive: Be the premier focus of readers by wrapping your message around the front cover of *Primary Agent* magazine.

### FALSE COVER

Exclusive: Put your company before all others by being on the cover of the magazine, and reap the benefits of commanding reader interest.

### AD INSERT

Exclusive: Your ad will reach readers first as it is printed on more weighted paper than the other pages.

### ADVERTORIAL

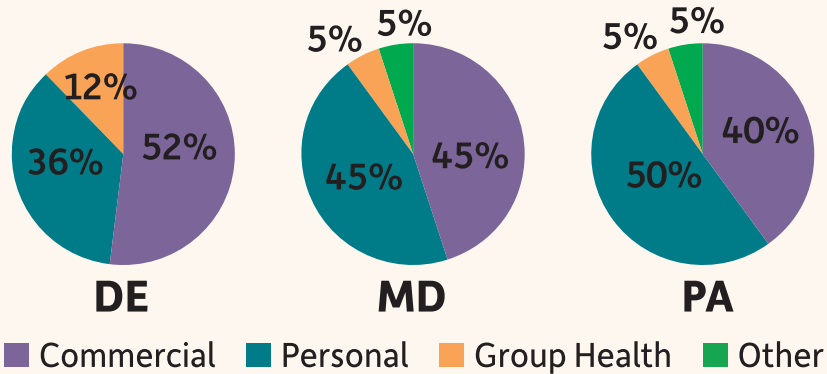
Choose from a full-page ad with a full-page advertorial for \$1,530, or a half-page ad with a half-page advertorial for only \$950.

\*Note- Advertorial artwork is due on the Ad Close deadline of each issue.

# READERSHIP

*Primary Agent* magazine is distributed electronically to every employee at IA&B member agencies. In addition, IA&B member-agency principals and owners receive a print edition of *Primary Agent*.

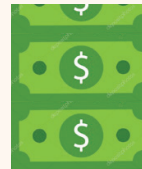
## REACH AGENTS WITH A DIVERSIFIED BOOK OF BUSINESS



## REACH AGENCIES WITH SOLID ANNUAL REVENUE

**\$500,000 - \$1,249,000**

23.1%



DE

12.2%



MD

13.6%



PA

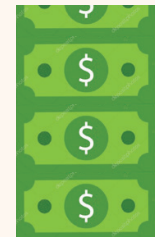
**\$1,250,000 - \$2,499,000**

38.5%



DE

34.1%



MD

29.5%



PA

## REACH AGENCIES THROUGHOUT THE REGION



# RATES & SPECS

PLACEMENT	SPECS. (IN.)	12X	6-11X	1-5X
Full Page	8.5 x 11*	\$1,020	\$1,110	\$1,130
2/3 Page Vertical	4.7708 x 9.3125	\$790	\$855	\$915
1/2 Page Island	4.7708 x 6.9063	\$715	\$795	\$895
1/2 Page Horizontal	7.3125 x 4.5	\$630	\$705	\$790
1/3 Page Square	4.7708 x 4.5	\$530	\$625	\$705
1/3 Page Vertical	2.2292 x 9.3125	\$490	\$585	\$660
1/4 Page	3.5 x 4.5	\$370	\$465	\$545
1/6 Page Vertical	2.2292 x 4.5	\$255	\$320	\$415
1/6 Page Horizontal	4.7708 x 2.0937	\$255	\$320	\$415
Inside Front Cover**		\$1,235	\$1,235	\$1,235
Inside Back Cover**		\$1,235	\$1,235	\$1,235
Outside Back Cover**		\$1,280	\$1,280	\$1,280
Full Page Advertorial*		\$1,530	\$1,530	\$1,530

#### Advertorial Specs:

- Copy - Headline (6 words max), Sub-headline (15 words max), Body (375 words max; half-page: 200 words)
- Logo - (jpg or tif, 300 DPI)
- Company Information - Address, Phone, Fax, Email, Website
- Ad Unit (Specs depending on if they have a full page [half page ad] or two-page advertorial)
- PDF only

#### CLASSIFIEDS

First Column Per Inch	\$35	\$45	\$55
Each Additional Inch	\$30	\$30	\$30

#### Rates are net and per insertion

\*Full-page dimensions: 8.5 x 11" full-coverage ad file must include at least .125" bleed. Live information should be at least .5" from edges.

\*\*All cover pages are reserved for four-color advertisements. Contact IA&B to request an exception.

## ARTWORK REQUIREMENTS

#### ACCEPTED FORMAT: Adobe PDF

- Set to print-quality specifications.
- Fonts must be embedded.
- All images must be 300 DPI.
- Convert all RGB images to CMYK before creating the PDF file. If PDF is black and white, convert all images and text to grayscale.
- All RGB, Pantone, and spot colors will be converted to process CMYK format.
- All ads should be created at 100% of reproduction size and not compressed.
- All scanned color images should be 300 DPI (as CMYK). Black and white line art should be 600 DPI.
- A full-size proof that is created from the final file must be included. (Laser copy is accepted only for black and white ads. Quality color printed proofs must be sent with four-color files.)
- Both screen and printer fonts must be included with digital ads. Note to PC users: Convert all fonts to paths/outlines/curves to avoid font substitutions.
- Live matter should be kept 1/2" from bleed edges. Please indicate bleed and trim marks on match print.
- Should these guidelines not be followed, IA&B assumes no responsibility for poor reproduction quality.

#### ADDITIONAL CHARGES:

Special positions are reserved for full-page ads only and are honored on a first-come, first-served basis. Ten percent (10%) is added to the ad rate when special placement is requested.

# DIGITAL OPPORTUNITIES

## IA&B Website

New: Your online ad now runs beyond the homepage and throughout the IA&B website! Online advertising not only allows you to zero in on your target customer, but also gives you extensive tools to track ROI of your marketing dollars. Your ad – with an active link – instantly takes decision-makers to current information about products and services they're ready to buy.

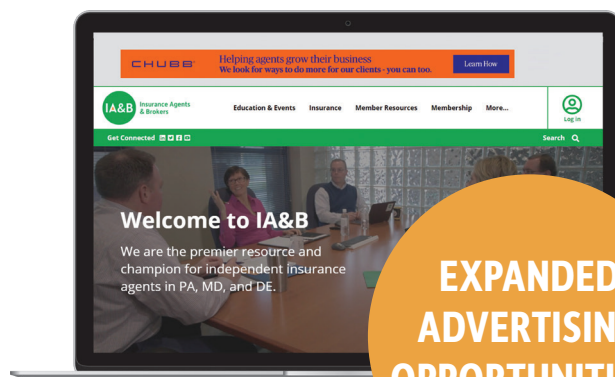
**39,660 AVG. UNIQUE PAGE VIEWS**

**1:33 AVG. TIME ON A PAGE**

Stats reflect website traffic from July 1, 2020-June 30, 2021.

PLACEMENT	SPECS*	PRICE
Leaderboard	970x90, 728x90**, 320x50**	\$750 per month (3- month minimum)

**\*INCLUDE URL WITH SUBMITTED AD, \*\*MOBILE RESPONSIVE SIZES**



**EXPANDED  
ADVERTISING  
OPPORTUNITIES!**

## Weekly Agent Headlines Email

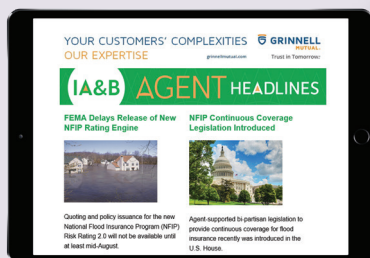
Weekly e-newsletter sent with state-specific content to all Pennsylvania, Maryland, and Delaware member-agency staff.

PLACEMENT	SPECS	PRICE PER WEEK
Top Banner	728 x 90	\$550
Lower Banner	728 x 90	\$325
Sponsored Content	Brief headline – 8 words or less Teaser copy – 25 words max	\$800

**\*INCLUDE URL WITH SUBMITTED AD\* (SPONSORED CONTENT-IA&B INCLUDES A "READ MORE" CALL-TO-ACTION AT THE END OF TEASER COPY WHERE URL WOULD BE PLACED)**

**DISTRIBUTION 10,500** **AVG OPEN 28%**

This open rate reflects agency owners and principals.



## Monthly Primary Agent Email

Monthly e-newsletter sent to all member-agency employees that links to the digital edition of *Primary Agent* magazine. Exclusive advertising exposure is provided.

PLACEMENT	SPECS	EXCLUSIVE PER MONTH
Top Banner	728 x 90	\$750

**\*INCLUDE URL WITH SUBMITTED AD\***

**DISTRIBUTION 10,500** **AVG OPEN 19%**





**TO ADVERTISE:**

**LAURA GAENZLE**

**Account Executive**

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IA&B is the premier resource and champion for independent insurance agents in Pennsylvania, Maryland, and Delaware. IA&B is a professional trade association that is a driving force behind professional training, advocacy, and support for independent agencies.