



2021 INDUSTRY PARTNER GUIDE

ABOUT

KIA&B

KAIA
2021 Industry Partner



POWER OF PARTNERSHIP

KAIA's Industry Partner program and additional marketing opportunities are designed to leverage the power of collaboration and relationship-building. Using a tiered approach, our IP program allows each company to choose a partnership and premium add-on exposure based on the level of interaction and visibility they are looking for with Kansas independent agents. All of our partner levels provide companies with maximized, year-round exposure to KAIA member agencies and their employees.

Your investment as an Industry Partner is an investment in the growth and sustainability of the independent agent industry. Together, we can protect, promote and grow the independent insurance system in Kansas for years to come.

WHAT IS KIA&B?

Advertise in KIA&B – the only magazine that offers industry specific news and explores the many issues and concerns facing independent insurance agents in Kansas! Each issue of KIA&B also includes lifestyle features to showcase our members in a personal, unique way. These personal, lifestyle features, along with important industry news, make KIA&B a must-read publication with agents in Kansas.

KIA&B is the bi-monthly, full color magazine published by the Kansas Association of Insurance Agents (KAIA). Circulation includes nearly 3,500 agency employees in Kansas, as well as other industry professionals, insurance company personnel, the Kansas Insurance Department, Independent Insurance Agents & Brokers of America member associations in every state, business leaders and professionals in related fields. An online version is also included on the KAIA website at kaia.com/kiab.

PREMIER EVENTS

- Rural & Small Agents Conference & Trade Show
- Midwest Young Agents Conference
- President's Classic Golf Tournament
- Fall Conference
- National Meeting
- 100-Year Celebration

KEY STATISTICS



Fans:
1,100



Followers:
640



Folowers
860



Unique Visits:
3,000/mo



Open Rate
32%



KIA&B Reach
3,500

BENEFITS

LET'S TALK ABOUT OUR PREMIUM LEVELS:
DIAMOND \$15,000 & PRESIDENT'S CLUB \$20,000!

ACCESS & INFORMATION	Platinum \$10,000	Gold \$6,500	Silver \$4,750	Bronze \$3,000
Access to KAIA Member Directory	●	●	●	●
Subscription to KIA&B magazine	●	●	●	●
Subscription to KAIA e-Newsletter	●	●	●	●
Subscription to legislative news in Capital Notes	●	●	●	●
Member benefit rates for all education classes and events	●	●	●	●
Access to member exclusive side of kaia.com	●	●	●	●
BOARD MEETINGS				
Invitation to each board hospitality (Max. 2 sponsors and attendees each)	●	●		
RECOGNITION/MARKETING				
Listing on Industry Partner banner at KAIA events	●	●	●	●
Use of KAIA Industry Partners logo	●	●	●	●
Listing on Industry Partners page <i>and</i> a Company Profile in KIA&B magazine	●	●	●	●
Complimentary ad in KIA&B magazine	2 back covers	1 back cover	1 inside front	1 half page
Logo featured on education direct mail send to KAIA Members	3 mailing	2 mailings	1 mailing	
Recognition and direct link on kaia.com	●	●	●	●
Featured product video on social media (provided by you)	4	3	2	1
Listing in digital Industry Partners Guide	●	●	●	●
Banner recognition at education classes and events	●	●	●	●
Recognition on all conference registration packets and education materials	●	●	●	●
Logo recognition on class and event registration	●	●	●	●
KANSAS LEGISLATIVE DAY				
Invitation to attend Kansas Agents' Legislative Day	●	●	●	●

BENEFITS

LET'S TALK ABOUT OUR PREMIUM LEVELS:
DIAMOND \$15,000 & PRESIDENT'S CLUB \$20,000!

RURAL & SMALL CONFERENCE	Platinum \$10,000	Gold \$6,500	Silver \$4,750	Bronze \$3,000
Display recognition banner at the conference	●	●	●	●
Free or discounted access to exhibit space at tradeshow	●	\$250 off	\$150 off	\$100 off
Full registration for Rural & Small Conference	3 attendees	2 attendees	1 attendee	
Individual session sponsorship	●	●	●	●
Invitation to introduce speaker at conference	●	●		
YOUNG AGENTS				
Young Agent Conference Sponsorship	●	●	●	●
Free or discounted registration for Young Agent Conference	3 attendees	2 attendees	1 attendee	50% off 1 attendee
Summer outing	●	●	●	●
Rural & Small YAK Outing	●	●	●	●
Fall Conference YAK Outing	●	●	●	●
FALL CONFERENCE				
Fall Conference Sponsorship	●	●	●	●
Fall Conference Golf Tournament Hole Sponsorship	+\$250	+\$250	+\$250	+\$250
Free registration for Fall Conference	3 attendees	2 attendees	1 attendee	
PRESIDENT'S CLASSIC GOLF TOURNAMENT				
Priority hole sponsorship for President's Classic fundraiser	●	+\$250	+\$250	+\$250
Beverage cart sponsorship	+\$500	+\$500	+\$500	+\$500
MEETING SPACE				
Use of KAIA's conference/classroom space for your company	3 events	2 events	1 event	50% off
Use of KAIA Office as mobile workspace	●	●	●	●
Total Values	\$20,000	\$15,000	\$10,000	\$8,000

AD DETAILS

STANDARD PLACEMENTS

Ad size	1x	6x
Full page	\$1650	\$1375 (per issue)
Half page	\$1440	\$1220 (per issue)
Quarter page	\$900	\$860 (per issue)

Premium positions available for an additional 10% of the full-page rate.

PRINT FILE SPECIFICATIONS

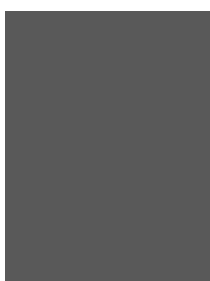
KIA&B has a print circulation of about 700 copies per bi-monthly issue with digital circulation for each issue as well. KIA&B is produced using a digital workflow to ensure the highest quality reproduction. We will only accept digital ad materials. Please call our office for coordination of materials or questions.

- All fonts and graphic links must be included and all colors must be in CMYK mode
- All colors must be converted to CMYK mode (no Spot, RGB, or Pantone colors.)
- EPS files with fonts must be converted to outlines
- PDF Presets at press-ready settings/compressions (PDF/X-1a2001) export setting
- Line art should be at least 600 dpi
- Photos should be at least 300 dpi.

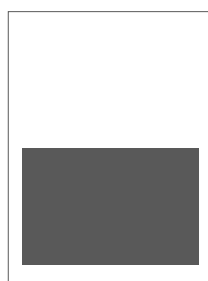
KAIA is not responsible for reproduction quality of ads that do not meet these specifications.

PRINT FILE SIZING

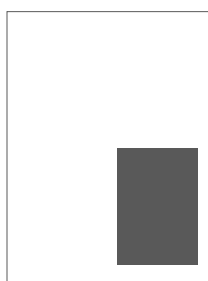
Final magazine trim size is 8.5x11"



FULL PAGE
8.5 X 11"
+.25" Bleed



HALF PAGE
7.25 x 4.5"



QUARTER PAGE
3.5 x 4.75"

Note: Bleeds are only available on full page ads. An accurate color proof must be provided. We are not responsible for inaccuracies in color. Submissions that do not meet the file specifications will be returned for correction with possibility of space forfeiture.

NEWSLETTER BANNER ADS

The deadline to submit web banners is two weeks prior to publication dates.

- Banners can be submitted in .jpeg, or .png format
- Maximum file size: 300k.
- Leaderboard Banner - 728 x 90 px
Square Banner Ad - 300 x 250 px

Changes can be made once during the contracted period. Please send all changes to joan@kaia.com

KAIA reserves the right to make final insertion decisions based on space; the ad size options are first come, first serve

AD DETAILS

KIA&B 2021 EDITORIAL CALENDAR

ISSUE	RSVP Deadline	Content Deadline	Publication Date	Focus Areas
Jan/Feb	11/25/2020	12/16/2020	1/27/2021	Rural Markets
March/ April	1/27/2021	2/17/2021	3/24/2021	Human Resources
May/June	3/31/2021	4/14/2021	5/26/2021	Life and Health
July/Aug.	5/26/2021	6/9/2021	7/14/2021	Property and Casualty
Sept./Oct.	7/28/2021	8/11/2021	9/15/2021	Cyber Security
Nov./Dec.	10/6/2021	10/13/2021	11/17/2021	Personal Lines

TERMS & CONDITIONS

Advertising Material: All advertising materials should be received in an electronic format. EPS or PDF (300 dpi) files preferred. Advertising materials may be sent via email to joan@kaia.com Please label the file with name of advertiser, file name and the requested issue.

Advertising Material Changes: Unless new material is received by the closing date, a pick-up of the ad from the preceding issue will be placed in the new issue. Any ad submitted requiring alterations or additional production to meet our specifications will be subject to charges of \$70 per hour for typesetting and production.

Mechanical Requirements: This publication is printed offset and saddle-stitched. The trim size is 8½" x 11."

Bleeds: Available only for full-page ads. Full-page bleed size is 8¾" x 11¼", and trim size is 8½" x 11."

Inserts: Rates are determined by the nature of insert. Call for information or send sample for consideration.

Terms: Accounts are considered late after 30 days and subject to an interest charge equivalent to the average market rate for consumer receivables.

Short Rate Policy: For any unfulfilled contract, the advertiser will be backcharged at the rate earned for ads that have run.

Cancellation: No ad cancellation will be accepted after the closing date for materials for that issue.

Publisher's Protection: Advertisers and advertising agencies assume all responsibility for content (including text, illustrations and representations) of advertisements placed and printed. They also assume liability for any and all claims arising from ad content against the publisher. The publisher reserves the right to reject any advertising deemed not in line with the publication's standards.

Conditions: Advertiser/Agency agrees that it has read and understands the terms of this agreement; and has authority to execute same, and in doing so accepts full responsibility for payment of advertising under the terms of this agreement, cost of ad space, and applicable production charges. Publisher will not be responsible for any verbal agreement not contained in writing in this contract. No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions that conflict with the publisher's stated policies, will be binding on the publisher.



Advertising Contact:
Joan Sutton, VP of Member Experience
joan@kaia.com

WORKSHEET

ABOUT YOUR COMPANY

Company Name _____

Address _____

City _____ State _____ ZIP Code _____

Phone _____ Fax _____

Website _____

CONTACT PERSON

Main Contact Person _____

Title _____

Phone _____ Email _____

Who at your company will handle ...

Program Advertising & Logos _____ Phone/Email _____

Registrations/Exhibit Booth _____ Phone/Email _____

CHOOSE YOUR PARTNERSHIP LEVEL

- President's Club - \$20,000
- Diamond Level - \$15,000
- Platinum Level - \$10,000
- Gold Level - \$6,500
- Silver Level - \$4,750
- Bronze Level - \$3,000

BOB FEE NATIONAL SPONSORSHIP OCTOBER 2, 2021 - KANSAS CITY

*All contributions will be applied toward your industry partner level.

Choose Your Sponsorship Level

- Champion- \$25,000
- Supporter- \$5,000
- Promoter - \$15,000
- Friend (circle one:) \$1000, \$500, \$250
- Adocate- \$10,000

AMOUNT DUE

Industry Partner Level \$ _____

Sponsorship Options \$ _____

TOTAL DUE: \$ _____

Return this form to:

KAIA, Attn: Joan, 815 SW Topeka Blvd., Topeka, KS 66612

Email - joan@kaia.com or Fax - 785.232.6817

Email a high res logo file joan@kaia.com

PAYMENT METHOD

Check enclosed made payable to KAIA Please send me an invoice

Please charge my Visa/Mastercard

Card number _____

Exp date _____ 3-digit code _____

CONTRACT

ADVERTISER INFORMATION

Advertiser: _____

Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

DIGITAL ADS

KANSAS AGENTS NEWSLETTER



ASK ME ABOUT OUR WEB ADVERTISING OPPORTUNITIES COMING SOON!

Which Issues?

- January-March (3 ads)
- April-June (3 ads)
- July-September (3 ads)
- October-December (3 ads)

Partner/Non-Partner

- \$400/480
- \$400/480
- \$400/480
- \$400/480

Size Selection

- Square Banner: 300x250
- Leaderboard: 728x90
- Square Banner: 300x250
- Leaderboard: 728x90
- Square Banner: 300x250
- Leaderboard: 728x90
- Square Banner: 300x250
- Leaderboard: 728x90

CAPITOL NOTES NEWSLETTER

- 2021 Kansas Legislative Session (10 ads)

\$800/960

Square Banner: 300x250

Leaderboard: 728x90

PRINT ONLY

Which Issues?

- Jan./Feb.
- March/April
- May/June
- July/Aug.
- Sept./Oct.
- Nov./Dec.

Full Page

- \$1650 (6x: \$1375/ea)
- \$1650 (6x: \$1375/ea)
- \$1650 (6x: \$1375/ea)
- \$1650 (6x: \$1375/ea)
- \$1650 (6x: \$1375/ea)
- \$1650 (6x: \$1375/ea)

1/2 Page

- \$1440 (6x: \$1200/ea)
- \$1440 (6x: \$1200/ea)
- \$1440 (6x: \$1200/ea)
- \$1440 (6x: \$1200/ea)
- \$1440 (6x: \$1200/ea)
- \$1440 (6x: \$1200/ea)

1/4 Page

- \$900 (6x: \$860/ea)
- \$900 (6x: \$860/ea)
- \$900 (6x: \$860/ea)
- \$900 (6x: \$860/ea)
- \$900 (6x: \$860/ea)
- \$900 (6x: \$860/ea)

IP Benefit

-
-
-
-
-
-

Authorized By

Total Price

Advertiser or Advertising Agency Representative

Date