



2022 INDUSTRY PARTNER KIT



THE 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.

KIA&B



THE NUMBERS



Fans:
1,100



Followers:
715



Folowers
880



Unique Visits:
5,500/mo



Open Rate
32%

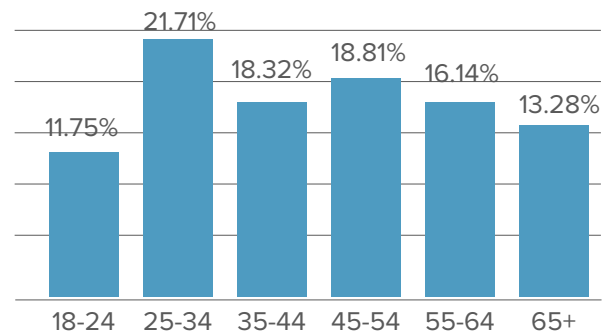


KIA&B Reach
3,000

ADVERTISE IN KIA&B

KAIA's bi-monthly, full color magazine – the only magazine in Kansas that offers industry specific news and explores the many issues and concerns facing independent insurance agents! 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.

The circulation includes nearly 3,000 agency employees in Kansas, the Kansas Insurance Department, Independent Insurance Agents & Brokers of America, plus business leaders and professionals in related fields. An online version is also included and can be found on the KAIA website at kaia.com/kiab.



Male:
51.1%



Female
48.9%



BENEFITS

LET'S TALK ABOUT OUR PREMIUM
LEVEL: PRESIDENT'S CLUB \$20,000!

RECOGNITION/MARKETING	Platinum \$10,000	Gold \$6,500	Silver \$4,750	Bronze \$3,000
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	1 Back cover	2 Half Page	1 Half page 1 Qtr page	2 Qtr pages
Logo featured on education communications to KAIA Members	3x	2x	1x	
Featured product video on social media (provided by you)	4x	3x	2x	1x
Listing on KAIA.com Industry Partners Guide	Logo	Logo	Logo	
Banner recognition at education classes and events	●	●	●	●
Recognition on all conference registration packets and education materials	●	●	●	●

BOARD MEETINGS

Invitation to make short presentation in front of KAIA's Board	●	●		
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ACCESS & INFORMATION

Access to KAIA Member Directory	●	●	●	●
Annual Marketplace Report Advertising	●			
Subscription to KIA&B magazine	●	●	●	●
Subscription to KAIA e-Newsletter	●	●	●	●

KANSAS LEGISLATIVE DAY

Participation in Kansas Agents' Legislative Day	●	●	●	●
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EVENTS

LET'S TALK ABOUT OUR PREMIUM
LEVEL: 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 exhibit space at tradeshow	●	\$250 off	\$150 off	\$100 off
Full registration for Rural & Small Conference	3 attendees	2 attendees	1 attendee	
Individual session (classroom) sponsor	●	●	●	
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
Attendance to YAK Outings	●	●	●	●

PRESIDENT'S CLASSIC GOLF TOURNAMENT

Complimentary player registration	4 players	2 players	1 player	
Hole sponsorship for President's Classic fundraiser	●	●		
Beverage cart sponsorship	●			

MEETING SPACE

Use of KAIA's conference/classroom space for your company	3 events	2 events	1 event	
Use of KAIA Office as mobile workspace	●	●	●	●



PARTNERSHIP COMMITMENT

RETURN YOUR COMMITMENT BY OCTOBER 15, 2021!

We want to make sure you get all the benefits of being a KAIA industry Partner.

ABOUT YOUR COMPANY

Company Name _____

Main Contact Name _____

Contact's Email _____

Address _____

City _____ State _____ ZIP Code _____

Phone _____ Fax _____

Website _____

CHOOSE YOUR PARTNERSHIP

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

FREE PRINT AD SCHEDULE REQUEST

- | | |
|---|--|
| <input type="checkbox"/> January/February | <input type="checkbox"/> July/August |
| <input type="checkbox"/> March/April | <input type="checkbox"/> September/October |
| <input type="checkbox"/> May/June | <input type="checkbox"/> November/December |

ARE YOU INTERESTED IN DIGITAL ADS?

- ☐ Yes ☐ No ☐ Undecided

Industry Partners
receive discounted
ad rates. Schedule
additional ads now!

PAYMENT METHOD (PAYMENT DUE BY JANUARY 31, 2022)

- ☐ Check enclosed made payable to KAIA ☐ Please send me an invoice ☐ Please charge my Visa/Mastercard

Card number _____

Exp date _____ 3-digit code _____

AMOUNT DUE

TOTAL DUE:

\$ _____

Return this form to:

Josh Goodman, 815 SW Topeka Blvd., Topeka, KS 66612
Email - josh@kaia.com or Fax - 785.232.6817

Don't Forget!

Email a high resolution logo file to Chrissey@kaia.com



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

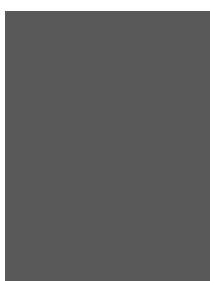
KIA&B has a print circulation of about 700 copies per bi-monthly issue with digital circulation for each issue as well. KIA&B is produced using a digital workflow to ensure the highest quality reproduction. We will only accept digital ad materials. Please call our office for coordination of materials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

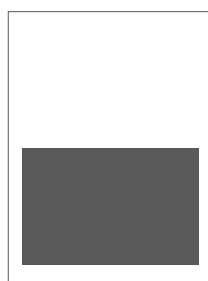
KAIA is not responsible for reproduction quality of ads that do not meet these specifications.

PRINT FILE SIZING

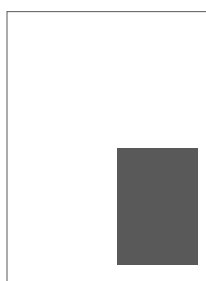
Final magazine trim size is 8.5x11"



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.

UPGRADE WITH DIGITAL NEWSLETTER BANNER ADS!

Special Partner Rate of just \$250 ea.

The deadline to submit web banners is the first of each month. 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 chrissey@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

Advertising Contact:
Chrissey Breault, Marketing & Communications Manager
chrissey@kaia.com

KIA&B 2022 EDITORIAL CALENDAR

ISSUE	RSVP Deadline	Content Deadline	Sent to Printer	Focus Areas
Jan/Feb	11/24/2021	12/15/2022	1/26/2022	Agency Management
March/ April	1/26/2022	2/16/2022	3/23/2022	Human Resources
May/June	3/30/2022	4/13/2022	5/25/2022	Personal Lines
July/Aug.	5/25/2022	6/8/2022	7/13/2022	Professional Development
Sept./Oct.	7/27/2022	8/10/2022	9/14/2022	Tech/Cyber
Nov./Dec.	10/5/2022	10/19/2022	11/30/2022	Commercial Lines

ADVERTISING 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.

