



# 2022 MEDIA KIT



# THE POWER OF ADVERTISING

## KIA&B



### ▶ 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](http://kaia.com/kiab).



### ▶ THE NUMBERS



KAIA Member News & Updates  
2,150 subscribers



Non-Member KAIA News & Updates  
1,650 subscribers



Capitol Notes  
1,730 subscribers



Fans: 1,100



Followers: 715



Folowers 880



Unique Visits: 5,500/mo



Open Rate 32%



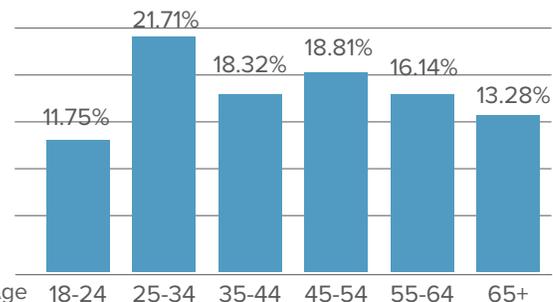
KIA&B Reach 3,000



Male: 51.1%



Female 48.9%



Demographics of kaia.com unique visitors from Google Analytics, July 2021



# 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

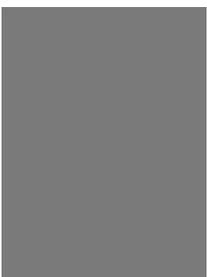
KIA&B has a print circulation of about 700 copies per bi-monthly issue with digital circulation for each issue as well. KIA&B is produced using a digital workflow to ensure the highest quality reproduction. We will only accept digital ad materials. Please call our office for coordination of materials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

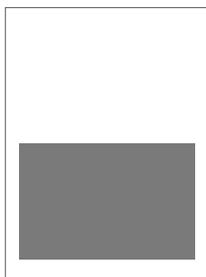
KAIA is not responsible for reproduction quality of ads that do not meet these specifications.

## PRINT FILE SIZING

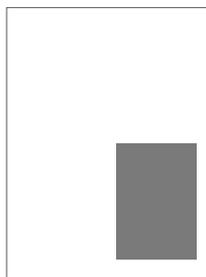
Final magazine trim size is 8.5x11"



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.

## DIGITAL BANNER ADS!

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.
- 72 dpi
- 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](mailto:chrissey@kaia.com)

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



## 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.





# ADVERTISING CONTRACT

## ADVERTISER INFORMATION

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## DIGITAL ADS

- KAIA MEMEBER NEWS & UPDATES NEWSLETTER**       **NON-MEMBER NEWS & UPDATES**

### Which Issue(s)

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

### IP /Non-Partner

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

### Size Selections

- Square Banner: 300x250       Leaderboard: 728x90

- CAPITOL NOTES LEGISLATIVE UPDATES**

2022 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)

### 1/2 Page

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

### 1/4 Page

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

Authorized By \_\_\_\_\_

Total Price \_\_\_\_\_

\_\_\_\_\_  
Advertiser or Advertising Agency Representative

\_\_\_\_\_  
Date