

# THE TENNESSEE INSUROR



## MEDIA KIT 2020

**Insurors  
of Tennessee**





# THE DETAILS

*The Tennessee Insuror* is printed bi-monthly (six times per year), and consists of 56 saddle-stitched pages with a trim size of 8.5" x 11" and a bleed size of 8.75" x 11.25" (live copy size is 8.25" x 10.75").

Body text is set in **Myriad Pro**, with header text set in **Geller Headline**. Color processing is based on CMYK and Pantone spot color systems.

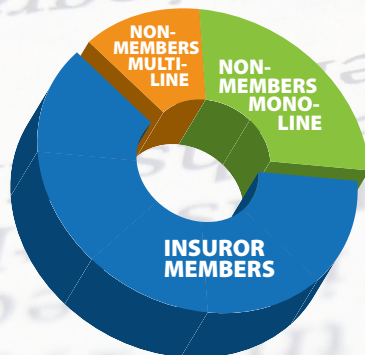
Ad space is available in the following sizes:

	WITHOUT BLEED	WITH BLEED*
Full page	7.5" x 10"	8.5" x 11" TRIM SIZE
1/2 page vertical	3.625" x 10"	n/a
1/2 page horizontal	7.5" x 4.875"	n/a
1/3 page vertical	2.3125" x 10"	n/a
1/4 page horizontal	3.625" x 4.875"	n/a

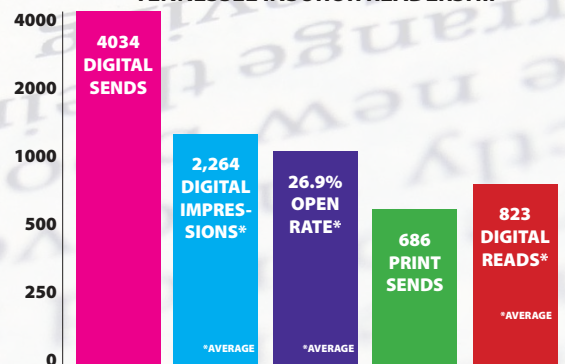
\*BLEEDS ARE AVAILABLE AT NO EXTRA CHARGE

*The Tennessee Insuror* has a printed circulation of over 700 (excluding special issues with higher circulations) and a digital circulation of over 4,000.

TENNESSEE INDEPENDENT AGENCIES



TENNESSEE INSUROR READERSHIP



*The Tennessee Insuror* is produced using a digital workflow to ensure the highest quality reproduction. We will only accept digital ad materials. Please contact Daniel Smith at [dsmith@insurors.org](mailto:dsmith@insurors.org) for coordination of materials or questions.

- High Resolution PDF is preferred
- All images must have a minimum of 300 dpi at 100% print size
- PC files preferred
- Files should be e-mailed to [dsmith@insurors.org](mailto:dsmith@insurors.org)

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

*The Tennessee Insuror* strives to present its readers with the best content available, including ad content from company partners. Insurors also offers "clickable" ads with embedded links to a site of your choosing for our digital editions. With that in mind, Insurors has set the following ad pricing for 2020 (Ad costs may vary for participants in the 2020 Partner Program. Please inquire for info):

**Ad costs** are as follows:

	2 (SPOT) COLOR	4 (FULL) COLOR	EMBED AD LINK
Inside Front cover	n/a	\$999	+\$100
Back cover	n/a	\$999	+\$100
Inside Back cover	n/a	\$979	+\$100
Full page	\$695	\$965	+\$100
1/2 page	\$395	\$560	+\$125
1/3 page	\$325	\$399	+\$150
1/4 page	\$275	\$345	+\$150

\*BLEEDS ARE AVAILABLE AT NO EXTRA CHARGE

**Discounts:** A 10% discount is offered to 6x advertisers when ordered in advance. No discount is available for agency commission. All prices are NET. Insurors is not responsible for agency commission pricing.



# THE CONTENT

## Editorial Calendar

January/February  
March/April  
May/June  
July/August  
September/October  
November/December

Board of Directors Spotlight Issue  
Legislative Issue  
Convention Preview Issue  
Industry/Membership Focus Issue  
Convention Issue\*  
Incoming President Spotlight Issue

\* Receives extra circulation of 500 print copies. *The Tennessee Insuror* Editorial Calendar is subject to change without notification.

*The Tennessee Insuror* has many loyal advertisers that have been involved with the magazine for years. They see the value of having their ad in a publication that is viewed by decision makers at agencies across the state, and they have also reaped the rewards. While we appreciate this loyalty, it does make the ad space for new advertisers in each issue very limited, so we would suggest getting your space reservations made as early as possible.

Ad deadlines are as follows:

	SALES CLOSE	ADS ARE DUE
January/February	12/15	12/31
March/April	2/1	2/15
May/June	4/1	4/15
July/August	6/1	6/15
September/October	8/1	8/15
November/December	10/1	10/15

**Cancellation:** All cancellations must be received in writing no later than the space closing date. After the closing date, the advertiser is responsible for 100% payment of the ad space for that issue as per the contract.

## THE INSURORS BULLETIN

Beginning in 2020, we will be offering digital advertising in our semi-monthly newsletter, *The Insurors Bulletin*. With the same digital circulation as our magazine (4034), the newsletter sees an average open rate of 24% and an average clickthrough rate of 7.2%. Advertising options for the Bulletin will include the following:



- Ad will be a 612x90 banner (.jpeg image format) with clickthrough option
- Ad will be placed prominently in the email body
- A corresponding 7.5" x 9.5" print ad may be placed in the PDF version of that issue at no additional cost
- A custom URL may be provided for clickthrough tracking
- Issues selected will be at Insurors discretion unless agreed to previously

Ad costs are as follows:

1x \$950 per    3x \$850 per    6x \$750 per    10x \$550 per  
*There are only 20 issues available for purchase.*



(Ad costs may vary for participants in the 2020 Partner Program. Please inquire for info)

Once run dates have been determined, closing dates will be the Monday prior to the issue run date.



**Message from our CEO: Bylaws Changes up for Vote**

In the member survey we conducted at the beginning of this year, one of the key points of emphasis was that members wanted us to keep the Association growing and improving. With that in mind, our Board began a discussion on updating and modernizing our Bylaws to keep in line with association best practices





# THE FINE PRINT

## Policies and Procedures

**Approval:** All advertising is subject to publisher's approval and publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged, accepted, or published. Acceptance of the advertisement by the publisher shall in no way constitute endorsement or recommendation by the publisher or magazine for the contents of the advertisement or the product or service advertised. Advertisements that, in the opinion of the publisher have the look of magazine editorial copy will be marked "Advertisement."

**Ad Position:** Exact position of advertisement is at the discretion of Insurors, and publisher will not be bound by any condition appearing on insertion orders or copy instruction that conflicts with the provisions of the contract and/or rate card.

**Nonpayment:** Ad will not be inserted for advertisers or agencies whose accounts are more than 60 days overdue, regardless of contract term. Subsequent ads will be placed once account is brought current and prepayment will be required on future placements.

**Materials:** Written confirmation of material corrections is required by material closing date. If an advertiser fails to provide required material to meet deadlines of issue in which space has been ordered, one of two actions will be taken: (1) the last published advertisement available will be repeated, or (2) if no advertisement is available, the space will be forfeited. In either case, the advertiser will be billed for the space reserved. Advertising materials will be stored for 12 months and will then be discarded unless otherwise requested by the advertiser.

**Payment and Policy Terms:** All new advertisers must pre-pay their first advertisement to establish credit. Subsequent ads may be billed, subject to credit approval. Insurors reserves the right to require pre-payment for any advertiser with past-due advertising balances. Failure on the part of advertising agencies to pay for space ordered does not release the client company from obligation to pay for all cost contracted on their behalf. Payment term as are net 30 days. Overdue accounts will be charged a 10% per month finance charge beginning on the 31st day, on any outstanding balance.

**Limits of Liability:** The liability of the publisher for any error for which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the error. The publisher specifically assumes no liability for errors in key numbers. The publisher will not, in any event, be liable for direct, special, incidental or consequential damages, including but not limited to loss of income or profits.

**Cancellation:** All cancellations must be received in writing no later than the space closing date. After the closing date, the advertiser is responsible for 100% payment of the ad space for that issue as per the contract.

**Design Services:** Design services are available through Insurors. Please contact Daniel Smith at [dsmith@insurors.org](mailto:dsmith@insurors.org) for a quote.



# 2020 Advertising Contract

DIRECT ALL ADVERTISING MATERIAL OR INQUIRIES TO: Advertising Manager - Insurors of Tennessee - 2500 21st Avenue, Suite 200 - Nashville, TN 37212 -(P): 615-385-1898 - (F): 615-385-9303 - dsmith@insurors.org

Advertiser

Agency Name (if applicable)

Contact

Contact

Title

Title

Mailing Address

Mailing Address

City

State

Zip

City

State

Zip

Daytime Phone

Daytime Phone

Fax Number

Fax Number

E-mail Address

E-Mail Address

Website

Website

## CLOSING DATES

*\*If date shown falls on a weekend or holiday, close date is the first work day prior.*

We wish to advertise in the following checked issues:

ISSUE	SIZE	COLOR	EMBED LINK	SALES CLOSE*	ADS DUE*
<input type="checkbox"/> Jan/Feb	_____	_____	<input type="checkbox"/>	December 15	December 31
<input type="checkbox"/> Mar/Apr	_____	_____	<input type="checkbox"/>	February 1	February 15
<input type="checkbox"/> May/Jun	_____	_____	<input type="checkbox"/>	April 1	April 15
<input type="checkbox"/> Jul/Aug	_____	_____	<input type="checkbox"/>	June 1	June 15
<input type="checkbox"/> Sep/Oct	_____	_____	<input type="checkbox"/>	August 1	August 15
<input type="checkbox"/> Nov/Dec	_____	_____	<input type="checkbox"/>	October 1	October 15
<input type="checkbox"/> Bulletin Banners	1x <input type="checkbox"/> 3x <input type="checkbox"/> 6x <input type="checkbox"/> 10x <input type="checkbox"/> __x <input type="checkbox"/>		included	2 weeks prior to issue	Mon. prior to issue

## CONTRACT CALCULATION

Magazine Base Rate: \$ \_\_\_\_\_

Special Placement or Embedded Link (see media kit): \$+ \_\_\_\_\_

Subtotal (base rate + special placement): \$ \_\_\_\_\_

Frequency Total (subtotal x freq.): \$ \_\_\_\_\_

Subtract multiple insertion discount (6x only: 10%) \$- \_\_\_\_\_

Bulletin banners: \$+ \_\_\_\_\_

GRAND TOTAL: \$ \_\_\_\_\_

## Payment

☐ Check

☐ AmEx

☐ MC

☐ Visa

☐ Bill (established advertisers only)

Exp. Date: \_\_\_\_\_

Card Number: \_\_\_\_\_

Cardholder Name (print): \_\_\_\_\_

Signature \_\_\_\_\_

## SIGNATURES

*Signature below constitutes advertiser/agency agreement to terms, conditions, and regulations specified by ADVERTISING POLICIES provided.*

\_\_\_\_\_  
Name (print)

\_\_\_\_\_  
Signature (authorizing officer)

\_\_\_\_\_  
Date

Accepted by Insurors of Tennessee, subject to credit approval:

\_\_\_\_\_  
Name (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date