

The Underwriter's **INSIDER** Rate Card

The Underwriter's Insider EZine advertising rates are based on ad size and frequency. All advertisements include a 200X600 pixel banner ad on The Underwriter's Insider home page. All ads will link to the advertiser's website home page, when available, unless other instructions are given.

Per Issue Rates

Size/Frequency	1X	3X	6X	12X
Full-Page	264	254	244	234
1/2 Page	199	179	169	154
1/3 Page	159	149	139	129
1/4 Page	139	129	119	99
1/8 Page	114	104	99	89

Specs

Ad Size	Option 1	Option 2	Full-Bleed
Full Page	8.00" X 10.50"		8.50 X 11.00
1/2 Page	4.00" X 10.50"	8.00" X 5.25"	
2/5 Page	4.00" X 8.60"	8.00" X 4.20"	
1/3 Page	8.00" X 3.25"	5.30" X 5.25"	
1/4 Page	4.00" X 5.25"	2.30" X 9.00"	
1/8 Page	2.50" X 4.60"	4.60" X 2.50"	

Banner Ads: 200X60 pixels, JPEG, PNG or GIF Format

The Insider can accommodate advertisements submitted in almost any format - but best results can be achieved with a 300DPI TIFF image. If your ad is in PDF, EPS, PSD, JPG or PNG format - send it in. Require help with ad creation? There is no charge for professional ad creation with agreements of 3X frequency or better. There may be a small charge for stock images when required for ad - usually less than \$10.00 per. Ad copy deadline is the 25th of the month preceding the issue in which the ad will appear. There is never a charge for advertiser submitted ad changes for the next issue, but ads cannot be changed once in the current issue.

Questions or to get started: Call **561-718-0745** or Email ron@insurmedia.com

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