

The Underwriter's

Insurance • Politics • Technology • People

Media

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INSIDER

Here's why The Underwriter's Insider makes sense for your advertising dollars

□ **NO COFFEE TABLE QUEEN**, *The Insider* is read — really read — from cover to cover. It's entertaining, exceptionally readable and informative. As well as breaking industry news, political commentary and humor, *The Insider's* popular monthly features like Kim Komando's technology column, *The Insider Advisor* and *The Insider Track* keeps your audience informed and coming back to your advertisement again and again.

□ **OUTSTANDING COVERAGE!** The Insider is mailed monthly to 8500+ P&C insurance industry offices across the SE USA along with up to 1000 handed-out copies — and our circulation grows each month. We reach every independent P&C insurance agency in Florida, heavy coverage in Georgia and a growing number of them in Tennessee, N&S Carolina, Alabama & Louisiana — and almost every P&C insurer or MGA that does business in the region.

□ **FOCUSED CIRCULATION!** If you don't do business with life & health agents or financial planners, why should you pay to advertise to them? Unlike other insurance periodicals in the region, *The Insider* mails exclusively to the P&C industry.

□ All advertisers receive a **NO-COST BANNER AD** on the heavily-traveled home page of *The Underwriter's Insider* (www.underwritersinsider.com) linked back to their web site. Links like these, from an important, highly-traveled, relevant website, can help drive search-engine traffic to your website as well as direct click-throughs.

□ **YOUR AD STAYS ONLINE FOR AT LEAST 1 YEAR!** All issues are available online — where they may be downloaded thousands of times — for at least a year from the publish date.

□ **HIGHLY VERTICAL** — Advertisers know the best way to reach a targeted market like the insurance industry is with a highly vertical publication like *The Insider*. Drilling down through insurance companies, insurance associations, managing general agencies, large brokerages, agency franchises and family-run neighborhood insurance agencies, *The Underwriter's Insider* is your vehicle to the professional office marketplace.

“More Coverage For Less Cost Than Any Other Publication In The Region!”

circulation

The *Underwriter's Insider* is mailed to at least 8,500 professional insurance offices throughout the southeast U.S.A.

Our list includes state regulators, recognized insurance associations, insurance companies, managing general agencies, large brokerage houses as well as large, medium and small independent insurance agencies throughout the region, INCLUDING Nationwide and Allstate agencies.

Our circulation is currently weighted in Florida and Georgia, covering nearly every independent property & casualty agency in these territories with coverage extending to hundreds of additional agencies in Tennessee, S. Carolina, N. Carolina, Alabama and Louisiana.

The Insider is mailed approximately monthly, averaging 11 issues annually.

Print advertisers receive a free banner ad on www.underwritersinsider.com for the duration of their advertising agreement.

All issues of *The Underwriter's Insider* are available online for at least a year - allowing thousands of additional online prospects to view your advertising message.

Rate Card & Specs:

See Page 2

rates

Black & White

	1x	3x	6x	12x	18x	24x	36x
Full Page	\$1,549	\$1,484	\$1,425	\$1,292	\$1,178	\$1,083	\$1,007
2/3 Page	\$1,164	\$1,111	\$1,064	\$969	\$874	\$817	\$755
1/2 Page	\$893	\$856	\$822	\$760	\$684	\$637	\$589
2/5 Page	\$736	\$706	\$679	\$622	\$561	\$518	\$485
1/3 Page	\$641	\$609	\$580	\$527	\$489	\$451	\$428
1/4 Page	\$508	\$488	\$470	\$428	\$390	\$361	\$333
1/5 Page	\$437	\$412	\$390	\$361	\$328	\$309	\$290
1/6 Page	\$385	\$367	\$352	\$328	\$295	\$280	\$257
1/8 Page	\$342	\$327	\$314	\$290	\$266	\$242	\$219

Four-Color

	1x	3x	6x	12x	18x	24x	36x
Full Page	\$1,748	\$1,683	\$1,624	\$1,491	\$1,377	\$1,282	\$1,206
2/3 Page	\$1,314	\$1,261	\$1,214	\$1,119	\$1,024	\$967	\$905
1/2 Page	\$1,008	\$971	\$937	\$875	\$799	\$752	\$704
2/5 Page	\$831	\$801	\$774	\$717	\$656	\$613	\$580
1/3 Page	\$724	\$692	\$663	\$610	\$572	\$534	\$511
1/4 Page	\$573	\$553	\$535	\$493	\$455	\$426	\$398
1/5 Page	\$493	\$468	\$446	\$417	\$384	\$365	\$346
1/6 Page	\$435	\$417	\$402	\$378	\$345	\$330	\$307
1/8 Page	\$386	\$371	\$358	\$334	\$310	\$286	\$263

Classified Ad Rates

Regular Classified Rate - \$.50 per word. \$25 minimum. Bold 1 line heading included.

www.underwritersinsider.com

specs

Ad Size	Option 1	Option 2	Full-Bleed
Full Page	7.25" X 9.50"		8.75 X 11.25
2/3 Page	7.25" X 6.50"	4.75" X 9.50"	
1/2 Page	7.25" X 4.75"	3.75" X 9.50"	
2/5 Page	7.25" X 4.00"	3.00" X 9.50"	
1/3 Page	7.25" X 3.25"	2.50" X 9.50"	
1/4 Page	4.75" X 3.75"	3.75" X 4.75"	
1/5 Page	3.75" X 4.25"		
1/6 Page	3.75" X 3.50"		
1/8 Page	3.75" X 2.50"		

* Please keep critical copy within 7.25" X 9.50" on full-bleed ads

All artwork must be in one of the following formats: (in order of preference): TIFF, PSD, EPS, PDF Resolution: 300DPI, Color Mode: CMYK or GREYSCALE

Note: If you have a high-quality copy of a prior ad but do not have the original artwork, we can usually rebuild, resize or repair at nominal cost.

Please upload large files to www.uiftp.com. Call or email for USERNAME & PASSWORD.

Full graphics department available for ad creation or modification.

contacts



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