



NAMIC's media are your exclusive avenue to reach the mutual insurance industry.

NAMIC's media strive to inform, persuade, entertain and inspire its target audience: mutual property/casualty insurers and those who work with them. Unique content reveals and explores the issues, challenges, trends and personalities central to the purpose of mutual insurance and related businesses.

NAMIC is the largest and most diverse property/casualty trade association in the country, with 1,400 regional and local mutual insurance member companies found on main streets across America joining many of the country's largest national insurers who also call NAMIC their home.

Member companies serve more than 135 million auto, home and business policyholders, writing in excess of \$196 billion in annual premiums that account for 50 percent of the automobile/ homeowners market and 31 percent of the business insurance market. More than 200,000 people are employed by NAMIC member companies.

NAMIC's media venues are your exclusive avenues of reaching and penetrating the mutual insurance industry and its top leaders.

- NAMIC's **IN** magazine is mailed to 1,400 C-suite executives four times per year in addition to being available online to more than 9,900 website visitors
- The NAMIC Morning News Summary is electronically distributed to more than 7,000 insurance executives each weekday
- The NAMIC website home page, featuring a scrolling "breaking news" ticker, is viewed by more than 9,900 visitors per month

No matter which media venue you select, your message will be seen with news, articles, and perspectives not found in any other insurance publication.

Mutual INSurance

A publication of **NAMIC**

2012 Media Kit

Rates are effective August 15, 2011 for advertising that appears in 2012 issues. All advertisements are full-page, full-color; there is no additional charge for color. Advertisements that appear only in the Fall issue are assessed an additional 7.5% on top of the base rate. All rates are net; agencies add 15% for commission. The cost of insert advertising will be quoted upon request. See Insertion Order for applicable terms and conditions.

Cancellation:

We will not accept cancellations after the closing date. Without materials or instructions, we reserve "Automatic Repeats," i.e., the right to repeat the advertiser's latest advertisement of the same size.

Space Size:

Live Areas

Full page	7 x 10 inches
Spread live area	10 x 15 inches

Gutters 1 inch (1/2 inch on both sides)

Bleeds Add 1/4 inch

Print Process Offset

Prepress Accepted formats:
High resolution pdf
(images and fonts must be embedded)
InDesign (Macintosh only)

Not accepted:
Microsoft Word
RGB
Microsoft Publisher

All photos must be at least 300 dpi
All files to be CMYK
Materials should be delivered on CD or uploaded to the NAMIC ftp site
Please contact Amy Thornburg for file upload instructions

Binding Saddle stitch

Closing On multiple ad contracts, if the advertiser fails to supply new or changed copy by the closing date shown, the publisher is authorized to repeat the last advertisement.

Space Rates	1X	2X	3X	4X
*Back Cover	\$4,800	\$4,560	\$4,320	\$4,080
Inside Front Cover	\$4,500	\$4,275	\$4,050	\$3,825
Inside Back Cover	\$4,500	\$4,275	\$4,050	\$3,825
2-Page Center Spread	\$4,500	\$4,275	\$4,050	\$3,825
Inside Pages	\$3,000	\$2,850	\$2,700	\$2,550

All space must be reserved by signed contract or insertion order only. No verbal space reservations will be accepted.

Trim Sizes

Spread trim 11 x 17 inches (11 x 16-3/4 inches actual)
Full page trim 8-1/2 x 11 inches (8-3/8 x 11 inches actual)
*Back cover The top 2 inches of the back cover are reserved for subscriber postal information. Please size ad as 8-1/2 by 9 inches with standard bleed allowances on the left, right and bottom sides.



Any adjustments made to files submitted by the advertiser will be subject to alteration charges and billed accordingly.

EDITORIAL CALENDAR	Quarter 1 – Spring	Quarter 2 – Summer	Quarter 3 – Fall	Quarter 4 – Winter
Publication Date	March 2, 2012	June 1, 2012	September 1, 2012	December 1, 2012
Space Reservation Deadline	January 6, 2012	April 6, 2012	July 6, 2012	October 5, 2012
Artwork Deadline	January 20, 2012	April 20, 2012	July 20, 2012	October 19, 2012

2012 Digital Media Sponsorship Rates

Space Rates	1 Month	3 Months	6 Months	9 Months	12 Months
NAMIC Online Home Page	\$1,250	\$3,562 <i>\$3,750 value</i>	\$6,750 <i>\$7,500 value</i>	\$9,562 <i>\$11,250 value</i>	\$13,500 <i>\$15,000 value</i>
<p>NAMIC's web site contains information about the association, the mutual insurance industry, legislative and regulatory issues facing property/casualty insurers, and much more.</p> <p>Sponsor's company name is displayed in the upper right-hand corner of the NAMIC home page. All placements are exclusive. Sponsor's name will appear in plain text and may link to sponsor's choice of URL.</p> <p>Average 2011 Monthly Overall/Unique Visitors: 17,000/9,900 Average 2011 Monthly Overall/Unique Page Views: 48,800/36,500</p>					
NAMIC Morning News Summary	\$4,000	\$11,400 <i>\$12,000 value</i>	\$21,600 <i>\$24,000 value</i>	\$30,600 <i>\$36,000 value</i>	\$38,400 <i>\$48,000 value</i>
<p>NAMIC's morning round-up of news and opinion about the property/casualty insurance industry, NAMIC members and association news; electronically distributed daily.</p> <p>Sponsor's banner is displayed at the top and center of the news summary and is 800 pixels wide and 70 pixels tall. Sponsor must provide graphic in jpg or gif format. Banner will link to sponsor's choice of URL. All placements are exclusive.</p> <p>Distribution 250 days per year – Monday thru Friday excluding federal holidays Distribution per day 7,000</p>					
NAMIC Online News Ticker*	\$1,000	\$2,850 <i>\$3,000 value</i>	\$5,400 <i>\$6,000 value</i>	\$7,650 <i>\$9,000 value</i>	\$9,600 <i>\$12,000 value</i>
<p>COMING SOON! NAMIC's new Breaking News Ticker will provide updates on major industry and association news on the website. Sponsor's name will be displayed at the middle-center of the home page above the scrolling news ticker. All placements will be exclusive, with the sponsor's name appearing in plain text that can link to the sponsor's choice of URL.</p> <p>Projected Monthly Overall/Unique Page Views: 48,000/36,000+</p>					

2012 NAMIC Advertising Contract/Insertion Order

Date: _____

Advertiser

Name: _____ Phone: _____
 Address: _____
 City: _____ State: _____ Postal Code: _____
 Contact: _____ Fax: _____
 Website: _____ E-mail: _____

Agency (if any)

Name: _____ Phone: _____
 Address: _____
 City: _____ State: _____ Postal Code: _____
 Contact: _____ Fax: _____
 Website: _____ E-mail: _____

Send proofs to: Advertiser Agency Send invoice to: Advertiser Agency

IN Magazine
<input type="checkbox"/> Back Cover
<input type="checkbox"/> Inside Front Cover
<input type="checkbox"/> Inside Back Cover
<input type="checkbox"/> 2-Page Center Spread
<input type="checkbox"/> Inside Page

Frequency	Rate
<input type="checkbox"/> 1 @ \$	
<input type="checkbox"/> 2 @ \$	
<input type="checkbox"/> 3 @ \$	
<input type="checkbox"/> 4 @ \$	

2012 Issue Date
<input type="checkbox"/> Spring
<input type="checkbox"/> Summer
<input type="checkbox"/> Fall*
<input type="checkbox"/> Winter

*Advertisements that appear in only the Fall Issue are assessed an additional 7.5 percent on top of the base rate.

IN Magazine Insertion Rate \$ _____

Digital Media Sponsorship
<input type="checkbox"/> NAMIC Online Home Page
<input type="checkbox"/> NAMIC Morning News Summary
<input type="checkbox"/> NAMIC Online News Ticker

Frequency	Rate
<input type="checkbox"/> 1 Month @ \$	
<input type="checkbox"/> 3 Months @ \$	
<input type="checkbox"/> 6 Months @ \$	
<input type="checkbox"/> 9 Months @ \$	
<input type="checkbox"/> 12 Months @ \$	

Preferred Months

Digital Media Sponsorship \$ _____

Company name as it should appear online: _____

Net Total \$ _____

URL for sponsorship link: _____

Space is hereby ordered subject to conditions stated below and the back thereof. I have read the Terms and Conditions: _____
Initial Here

Authorizing Signature: _____ Print Name: _____

Terms and Conditions for Print Advertising & Digital Media Sponsorship

Effective October 10, 2011

1. Advertisements and sponsorships will be accepted only through the appropriate Insertion Order. General standards which govern the acceptance of advertisements and sponsorships include but are not limited to the following: advertisements and sponsorships shall be consistent with the mission of the National Association of Mutual Insurance Companies (NAMIC), which “strengthens and supports its members and the mutual insurance industry”; advertising shall not be false, misleading, fraudulent, or deceptive; substantiation of any representation, claim, or statement made in or digitally linked from any advertisement or sponsorship may be required; and advertising must conform to reasonable standards of good taste.
2. Contract space must be used within one (1) year from first insertion. Upon acknowledgment of any Insertion Order, NAMIC reserves the right to reject any advertisement or sponsorship that at its sole discretion conflicts with the content, format, style, or appearance of the advertising or sponsorship venue, or otherwise does not conform with reasonable standards of good taste. Advertiser, Sponsor, or Agency may cancel an order for advertising or sponsorship in writing only. No cancellation is considered accepted until confirmed in writing by NAMIC. If the Advertiser, Sponsor, or Agency cancels, Advertiser, Sponsor, or Agency shall pay NAMIC a short rate equal to the difference between the rate earned under the contract and the rate applicable to the actual frequency of advertising or sponsorship determined in accordance with the appropriate rate card. Cancellations (as well as changes in insertion orders) will not be accepted by NAMIC after the closing dates (see Editorial Calendar for magazine closing dates; digital media closing dates are five business days prior to date sponsorship is scheduled to appear).
3. The Advertiser, Sponsor, and/or Agency, jointly and severally, are liable for payment for all advertisements and sponsorships. First time insertions require complete prepayment by the scheduled closing date. Where credit is allowed, monthly accounts are due and payable upon receipt of invoice and considered past due if payment is not received within 30 days of invoice date. NAMIC reserves the right to contact the client directly when any account is 60 days past due.

No agency discount will be allowed on any advertising or sponsorship invoices 60 days past due. If an account is 75 days past due, all advertising or sponsorship will be discontinued until the account is brought current.

If NAMIC is not paid in full for advertisement as due, Advertiser, Sponsor, and/or Agency agree to pay an additional 1.5 percent per month as a service charge on the unpaid balance, until paid, and all costs of collection incurred by NAMIC, including attorney's fees and costs. NAMIC will not accept terms of sequential liability.

4. NAMIC shall not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the provisions set forth here.
5. All advertisements and sponsorships are published or digitally posted on the representation of the Advertiser, Sponsor and/or Agency that each is authorized to publish or digitally post the entire contents and subject matter of the advertisement or sponsorship.
6. The Advertiser, Sponsors, and/or Agency agree not to make any promotional reference to NAMIC without the prior permission of NAMIC for each such use.
7. Magazine advertising which is deemed by NAMIC to simulate editorial content must display the caption ‘ADVERTISEMENT’ in not less than ten (10) point, all caps, bold sans serif type at the top of the advertisement.
8. NAMIC assumes no responsibility or liability for any errors that may occur in connection with key numbers in any advertisement or sponsorship. NAMIC shall not be liable for any failure to publish all or any portion of the issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents, or other occurrences beyond NAMIC's control. Failure by NAMIC to insert advertisement or sponsorship content invalidates the insertion order but shall not constitute a breach of contract. Advertisements omitted from any particular issue or issues shall be made up or rate adjusted. In no event shall NAMIC be liable for any other damages, including but not limited to consequential damages.

The Advertiser, Sponsor and/or Agency, jointly and severally, shall indemnify and hold harmless NAMIC, its officers, agents and employees against claims, suits, expenses (including legal fees), and losses resulting from the failure of the advertisement or sponsorship to appear, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

9. NAMIC will not be mediator for any disagreements between reader and advertiser or sponsor. Any complaint between reader and advertiser or sponsor is to be handled directly with the parties involved.
10. These terms and conditions are subject to change without advance notice.