

NAMIC MEDIA KIT



NAMIC MEDIA KIT: EVERYTHING YOU NEED TO KNOW

UPDATED: JANUARY 2024



The National Association of Mutual Insurance Companies consists of more than 1,500 member companies, including seven of the top 10 property/casualty insurers in the United States. NAMIC member companies write \$391 billion in annual premiums and represent 68 percent of homeowners, 56 percent of automobile, and 31 percent of the business insurance markets.

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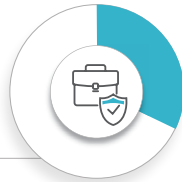
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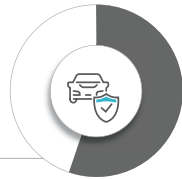
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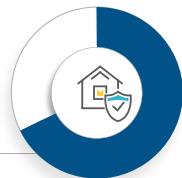
31%
Business
Insurance
Market



56%
Auto
Insurance
Market



68%
Homeowners
Insurance
Market



Seven of the Top 10
Property/Casualty Insurers



More than **1,500**
NAMIC Member
Companies



68% of IN magazine readers
recommend an article or pass
along an issue to colleagues



91% of IN magazine
subscribers read the
magazine regularly



More than **6,000**
people attend NAMIC
in-person events annually



17,000 people have
access to NAMIC's print
and digital publications



\$391 Billion
represented in
annual premium

MORNING NEWS SUMMARY – CUBE ART

Morning News Summary is a daily email compilation of news and viewpoints about the property/casualty insurance industry. The ad will be clickable and can be linked to your website.

	Rates	1 placement	10 placements	15 placements	20 placements
Morning News Summary Cube		\$400	\$3,250	\$4,500	\$5,000

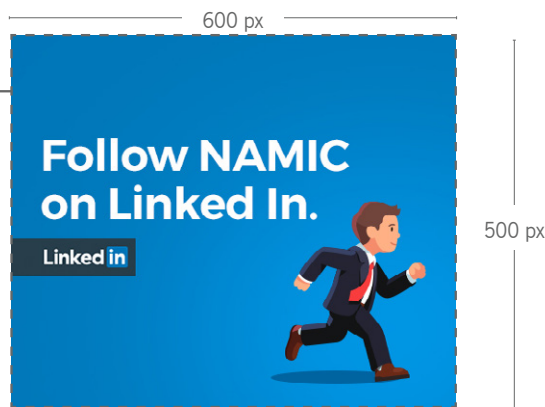
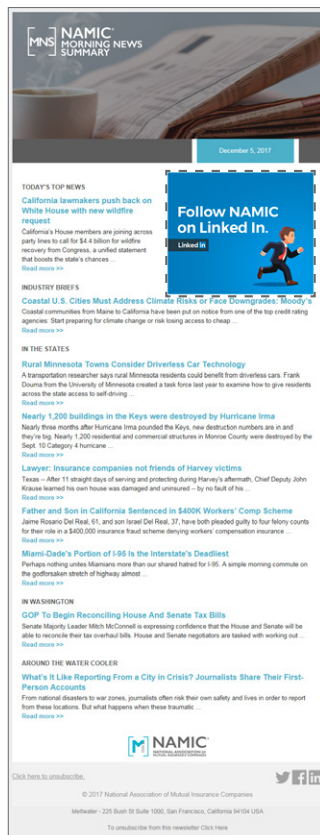
MORNING NEWS SUMMARY CUBE ART SPECS

Content Policy: All content subject to NAMIC approval and must link to a publicly accessible webpage.

Specifications: 600 pixels wide x 500 pixels high in .jpg format. File names must be unique and NOT include spaces or special characters. Alt text should be provided for all images for email providers that block images or delay loading.

Fulfillment Details: Prior to purchase, please view our [digital ad calendar](#) and return a list of desired dates to sponsorexperience@namic.org.

Deadline: Artwork/content not submitted two weeks prior to run date or not conforming to the specifications/content policy will not run and refunds will not be provided. If you would like to use the content for multiple placements, please confirm all dates you would like it to run. Completed content, artwork, any image alt text, and/or URL should be emailed to sponsorexperience@namic.org.



MORNING NEWS SUMMARY – SPONSORED CONTENT

Exclusive Opportunity for Sponsors at Gold Level or Above: Share thought leadership content with property/casualty insurance professionals via the Morning News Summary email. This section is located underneath the 'Around the Watercooler' section of the email.

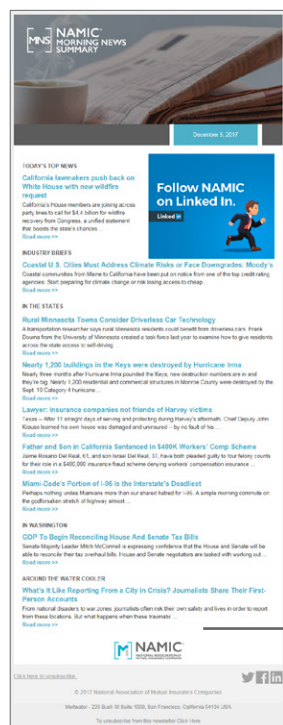
	Rates	1 placement	15 placements
Morning News Summary Sponsored Content		\$600	\$2,500

MORNING NEWS SUMMARY CONTENT SPECS

Content Policy: All content subject to NAMIC approval and must link to a publicly accessible webpage. Content must be thought leadership or educational in nature and relevant to NAMIC member interests.

Fulfillment Details: Prior to purchase, please view our [digital ad calendar](#) and return a list of desired dates to sponsorexperience@namic.org.

Deadline: Artwork/content not submitted two weeks prior to run date or not conforming to the specifications/content policy will not run and refunds will not be provided. If you would like to use the content for multiple placements, please confirm all dates you would like it to run. Completed content, artwork, any image alt text, and/or URL should be emailed to sponsorexperience@namic.org.



AROUND THE WATER COOLER

64% of employees would rather quit their jobs than return to the office full-time, survey finds | FOX 35 Orlando

As pandemic restrictions lift across the country, more and more companies are asking their employees to return to the office. But a recent ...

[Read more](#)

SPONSORED CONTENT

The Global Risks Report 2022: Worlds Apart

The Global Risks Report 2022, published by the World Economic Forum in collaboration with Marsh McLennan, examines how global divergence across multiple domains in the post-COVID-19 recovery threatens to widen disparities and aggravate societal fractures.

[Read more](#)

TARGETED EMAIL SERVICE

Exclusive Opportunity for Market Members: Design your own or use a NAMIC template to create one personalized email to as many as 5,000 unique addresses from the NAMIC database.

Rate	1 placement
Targeted Email Service <i>*per email send regardless of total contacts included</i>	\$5,000*

TARGETED EMAIL CONTENT SPECS

Content Policy: All email content is subject to NAMIC approval. Includes a singular test email, round of edits, and unique open rate and click-through statistics upon request each. Limitations exist with selection of addresses.

NAMIC will not send emails with attachments. If you are providing an external link, please ensure any documents are hosted on a reliable server. NAMIC will not send emails that include embedded video, animated gifs, background images, nested background colors, or CSS floats/positioning as they are largely unsupported by email clients.

Specifications: Be aware that recipients use multiple platforms to view emails, which means it is likely that display differences will be encountered. The technical specifications and guidelines listed below will help to minimize display issues across custom HTML sends, though NAMIC template options are available upon request (BOLD).

When designing your email, please keep accessibility guidelines in mind. For more information on accessibility, please visit www.w3.org/WAI/standards-guidelines/wcag. You can use the w3c validator at: https://validator.w3.org/#validate_by_upload+with_options

The footer of your email must contain: "You are receiving this promotion because you are a current NAMIC member." as well as your company contact information and a place to click to unsubscribe (NAMIC will add this link before your test email is sent).

Maximum email width: 640 pixels. All hex numbers must begin with a #. All content must reside between <body> and </body>. Some email clients purge everything outside of <body> tag, including the attributes defined in <body> tag.

Code all structure using the table element. For more complicated layouts, you should nest tables to build complex structures.

Inline all CSS before sending, you may use CSS style sheets for mobile display. Use media queries to adjust text sizes and display on small screens.

Don't design an email that's essentially one large or sliced-up image, they perform poorly.

Make the email responsive if the design allows for it.

Use basic, cross-platform fonts such as Arial, Verdana, Georgia, and Times New Roman.

Assume email images will be initially blocked by email clients or will fail to load. Provide alt text for all images; the email should make sense without graphics loading.

Use only absolute links for images and host those images on a reliable server.

Fulfillment Details: Upon purchase, you will work with our team at sponsorexperience@namic.org to select format options, send list, and send date. Limitations apply on all. **These details will dictate deadlines.**

PROMOTIONAL EMAIL BANNER

NAMIC sends promotional emails for events and products and services. They offer opportunities to reach targeted audiences. Please note, not all epromos are eligible for market member credit.

Rates	1 Placement
Promotional Email Banner Advertisement - Call for Options and Pricing	Starting at \$600

PROMOTIONAL EMAIL BANNER SPECS

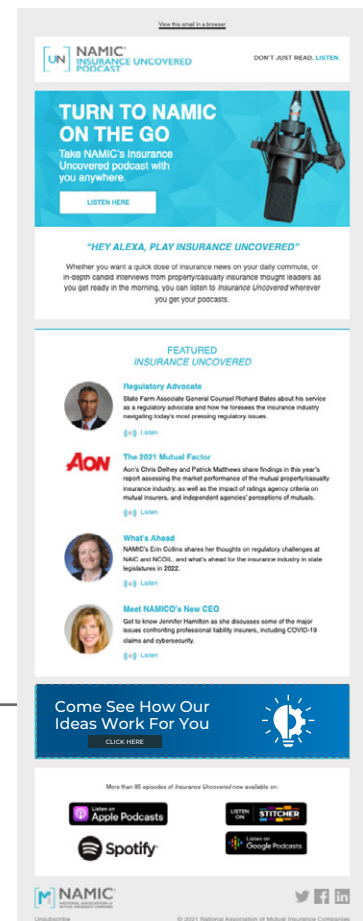
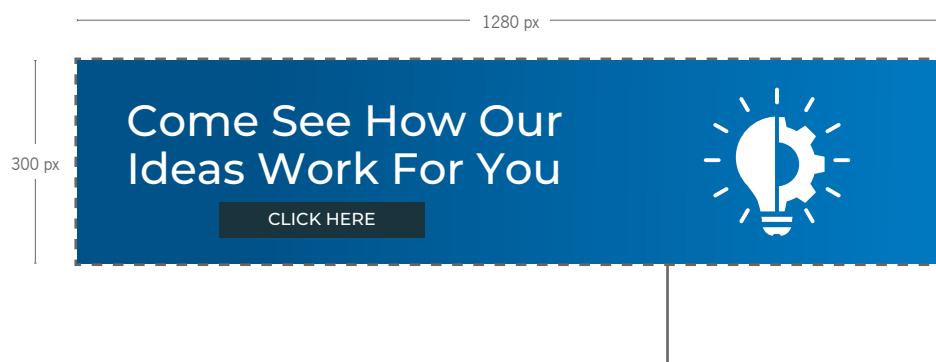
Content Policy: All Content subject to NAMIC approval and must link to a publicly accessible webpage.

Specifications: 1280 pixels wide x 300 pixels in .jpg or .png format. File names must be unique and NOT include spaces or special characters.

Fulfillment Details: Prior to purchase, work with our team to select a promotional email (subject to approval and availability) for banner placement.

Must provide URL.

Deadline: Artwork/content not submitted two weeks prior to run date or not conforming to the specifications/content policy will not run and refunds will not be provided. If you would like to use the content for multiple placements, please confirm all dates you would like it to run. Completed content, artwork, any image alt text, and/or URL should be emailed to sponsorexperience@namic.org.




MEMBER MARKETPLACE ENHANCEMENTS

All NAMIC market members are included in the NAMIC.org Member Marketplace – a widely recommended resource for primary carrier members looking for vendor products and services. Profile enhancement opportunities are available to showcase your company and increase traffic to your website and/or content.

BENEFITS INCLUDED


- Company Category (as many as two for navigation)
- Company Name
- Company Description (up to 50 words)
- Company Address
- Company Phone Number
- Company Website
- Logo


Profile Enhancements	1 Year
Contact Name and Email	\$100
Social Media Profile Links	\$100
Member Company Testimonial	\$100
Additional URL Link	\$100
PDF/Whitepaper	\$1,000
Banner Advertisement	\$1,000
Commercial Advertisement	\$1,000
First Placement on Marketplace Landing Page	\$1,000
Member Marketplace Landing Page Web Banner	\$10,000



[ADVOCACY](#)
[COMPLIANCE](#)
[NEWS & MEDIA](#)
[EDUCATION](#)
[RESOURCES](#)
[ABOUT NAMIC](#)
[MY ACCOUNT](#)





Member Marketplace - Full Demo

 [Return to Marketplace](#)



National Association of Mutual Insurance Companies
 3601 Virvennes Road
 Indianapolis, IN 46268
 Telephone (317)875-5250
 Website: www.namic.org

Second Website Link





 **Contact:** Jane Doe
 



NAMIC's strength is a reflection of its more than 1,500 member companies that come together to accomplish objectives more effectively as a group than as separate companies. Members connect to and through NAMIC on a wide variety of activities and topics, all designed to help them better serve their policyholders.

There are many opportunities to guide and direct the association by participating in one of the many boards, committees, task forces, and working groups that focus on important issues facing property/casualty insurers. The association offers a wide variety of educational events and programs as well as products and services, all for the benefit of its diverse membership.

The Virtual Forum was great and really gave me flexibility in balancing my workload in the afternoon while still receiving quality information from the speakers.

Department Supervisor, Loudon Mutual Insurance Company

INTERIOR WEBPAGE BANNER

Select NAMIC.org interior webpages allow for banners. Take advantage of this opportunity to reach a targeted audience including the NAMIC Member Marketplace and various NAMIC products and services pages.

	Rates
Interior Page Banner	Call for pricing

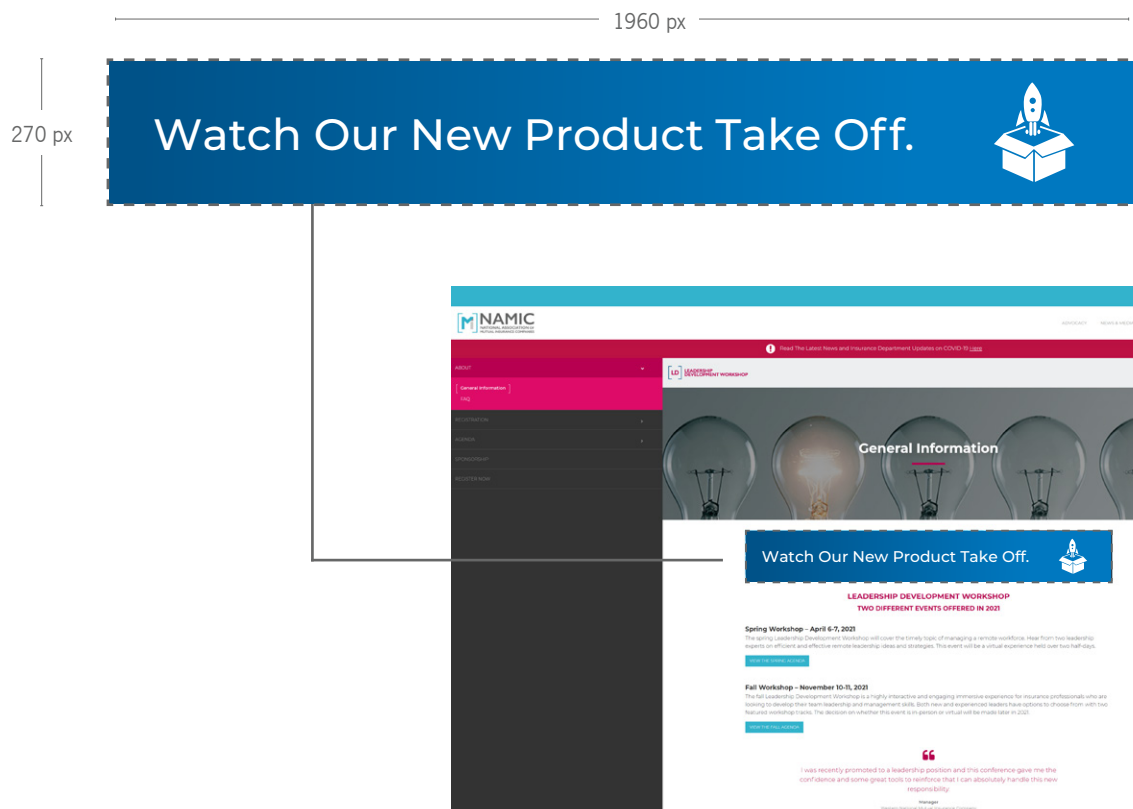
INTERIOR WEBPAGE BANNER SPECS

Content Policy: All content subject to NAMIC approval and must link to a publicly accessible webpage.

Specifications: 1960 pixels wide x 270 pixels high, .jpeg or .png. File names must be unique and NOT include spaces or special characters.

Fulfillment Details: Prior to purchase, work with our team to select an interior webpage on NAMIC.org (subject to approval and availability) for banner placement.

Deadline: Artwork/content not submitted two weeks prior to run date or not conforming to the specifications/content policy will not run and refunds will not be provided. If you would like to use the content for multiple placements, please confirm all dates you would like it to run. Completed content, artwork, any image alt text, and/or URL should be emailed to sponsorexperience@namic.org.



INSURANCE UNCOVERED PODCAST COMMERCIAL

Insurance Uncovered delivers news and in-depth interviews specifically designed for the property/casualty insurance market. The bi-weekly episodes highlight stories about innovation, critical state and federal issues, and industry events.

	Rates:	1 placement	2 placements	3 placements	4 placements
Insurance Uncovered Podcast Commercial		\$600	\$1,000	\$1,300	\$1,600

INSURANCE UNCOVERED PODCAST COMMERCIAL SPECS

Content Policy: All content subject to NAMIC approval.

Specifications: 30-second commercial in .mp3 or .wav format

Fulfillment Details: Completed commercial should be emailed to sponsorexperience@namic.org.

Deadline: Content not submitted two weeks prior to run date or not conforming to the specifications/content policy will not run and refunds will not be provided. If you would like to use the content for multiple placements, please confirm all dates you would like it to run. Completed content, artwork, any image alt text, and/or URL should be emailed to sponsorexperience@namic.org.



The advertisement features the NAMIC Insurance Uncovered Podcast logo on the left. In the center, the text reads "DON'T JUST READ. LISTEN." followed by "Uncover the latest insurance industry headlines straight from the experts." Below this, six circular icons represent various topics: Disasters, Drones, Blockchain, Autonomous Vehicles, Distracted Driving, and Talent Gap. At the bottom, logos for Apple Podcasts, Google Play, Spotify, and Stitcher are displayed. A man with a beard and glasses, wearing a suit and holding a smartphone, is shown on the right side of the ad, listening to the podcast.

EDITORIAL CALENDAR*

📅 SPRING 2024 THE NEW ERA OF RISK ISSUE		
Ad Reservation Deadline: December 12, 2023	Print Ad Artwork Deadline: January 12, 2024 Digital Ad Artwork Deadline: January 26, 2024	Magazine Mail Date: March 4, 2024 Digital Magazine Launch Date: March 11, 2024
📅 SUMMER 2024 THE TALENT ISSUE		
Ad Reservation Deadline: March 13, 2024	Print Ad Artwork Deadline: April 12, 2024 Digital Ad Artwork Deadline: April 26, 2024	Magazine Mail Date: June 3, 2024 Digital Magazine Launch Date: June 10, 2024
📅 FALL 2024 THE PSYCHOLOGY OF INSURANCE ISSUE (129 TH ANNUAL CONVENTION SPECIAL SECTION)		
Ad Reservation Deadline: June 13, 2024	Print Ad Artwork Deadline: July 12, 2024 Digital Ad Artwork Deadline: July 26, 2024	Magazine Mail Date: September 3, 2024 Digital Magazine Launch Date: September 10, 2024
📅 WINTER 2024 THE TECHNOLOGY ISSUE		
Ad Reservation Deadline: September 16, 2024	Print Ad Artwork Deadline: October 14, 2024 Digital Ad Artwork Deadline: October 28, 2024	Magazine Mail Date: December 6, 2024 Digital Magazine Launch Date: December 13, 2024

*Topics are subject to change without notice.

IN MAGAZINE PRINT ADVERTISING SPECS

Acceptable Formats: High-resolution Adobe Acrobat PDF with embedded fonts and images or InDesign packaged files including all fonts and links.

Image Instruction:

- Resolution: raster image resolution should conform to the following recommended specifications:
 - 266ppi for tones (either grayscale or color)
 - 500ppi-900ppi for combination tones (either grayscale or color)
 - 900ppi-1200ppi for monochrome (1-bit) images
- Compression: Zip or JPEG compression methods are recommended for tones, CCITT Group 4 is recommended for monochrome images; compression methods should conform to PDF/X-1a standards. JPEG 2000, JBIG, and JBIG2 compression are not acceptable.
- Embedding: high-resolution images must be embedded in the PDF; OPI image assignments are not acceptable

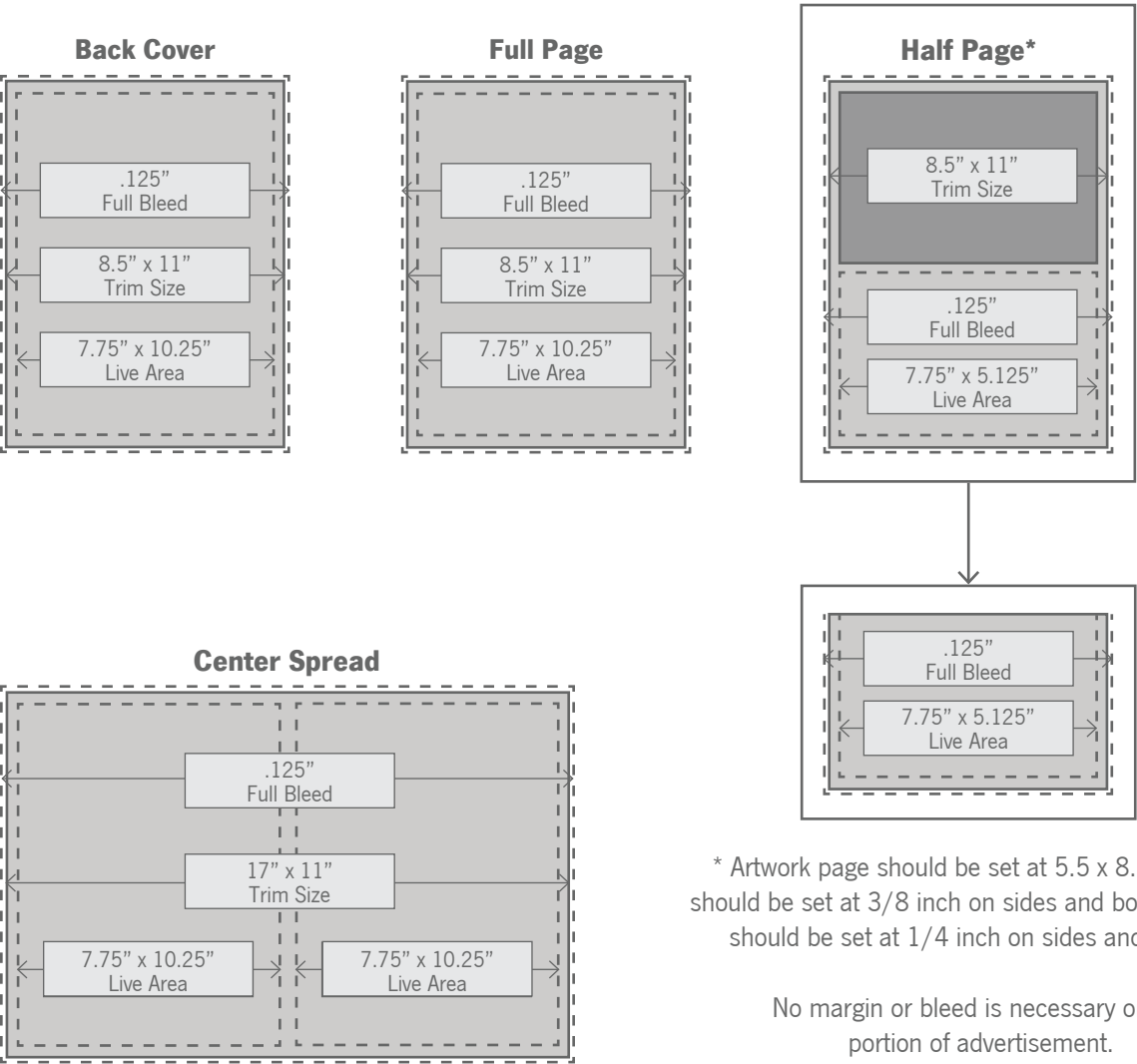
Color Instruction:

- Color space: must conform to print specifications for the title—grayscale or CMYK space for process color printing, or appropriate spot color(s) for PANTONE color printing; RGB or LAB color spaces are unacceptable
- Spot colors:
 - Must be defined as PANTONE color, not randomly named (e.g., name as PANTONE 186 C, not as “spot red”)
 - Must be defined unambiguously (same CMYK process color equivalent for PANTONE colors with same name)
 - Spot color gradients/blends must have been created spot-to-spot (e.g., 5% PANTONE color to 100% PANTONE color)
- Color management: files must be free of color functions, including PostScript color management, transfer curves, halftone screen assignments, and black generation functions; files should not include references to ICC profiles

All files must have a total area coverage of no more than 300 percent.

Fulfillment Details: Please include crop marks in your file to ensure proper placement. Full bleeds should be set at 1/8 inch. Margins should be set at 3/8 inch to ensure full visibility. Please email completed artwork to sponsorexperience@namic.org.

IN MAGAZINE PRINT ADVERTISING SPECS (CONTINUED)

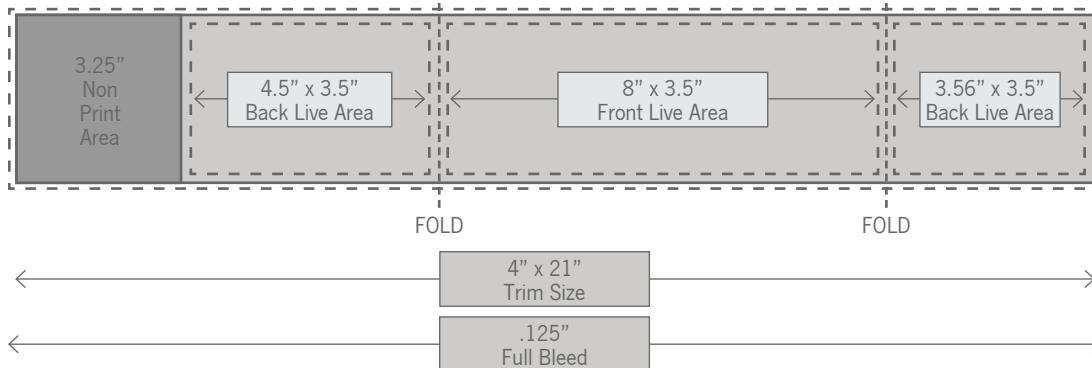


* Artwork page should be set at 5.5 x 8.5. Margins should be set at 3/8 inch on sides and bottom. Bleeds should be set at 1/4 inch on sides and bottom.

No margin or bleed is necessary on top portion of advertisement.

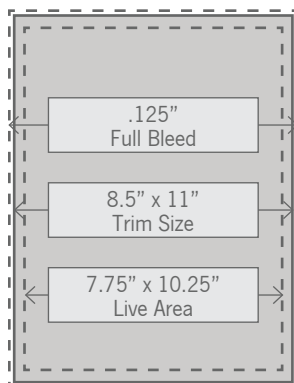
See more options on following page including gatefold cover, inserts, and outserts.

Standard Belly Band (For tip-in belly band specs, please ask.)

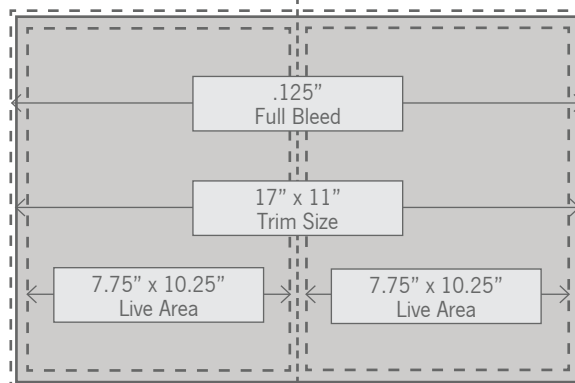


Gatefold Cover

Front Inside Cover



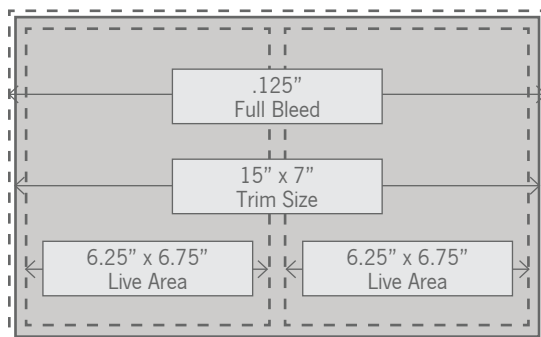
Inside - Folded Out



FOLD

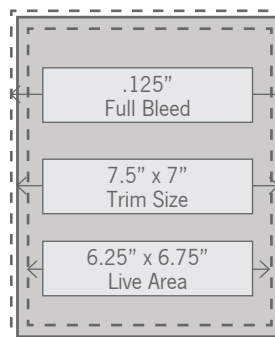
Insert - Option 1

2-sided center-stitch booklet



Insert - Option 2

2-sided stitched leaflet



IN MAGAZINE DIGITAL ADVERTISING SPECS

Inline Ad Basic - jpeg, png, or gif formats

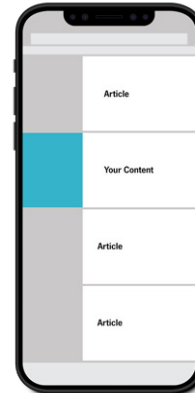
- 500 pixels by 240 pixels
 - (240 pixels by 240 pixels safe area)
- Three- to four-word title
- Link to a webpage of your choice

Inline Ad Enhanced - jpeg, png, or gif formats

- 500 pixels by 240 pixels
 - (240 pixels by 240 pixels safe area)
- Three- to four-word title
- Link to a webpage of your choice
- Up to 100 words of content (in addition to ad)

Inline Ad Enhanced Plus - jpeg, png, or gif formats

- 500 pixels by 240 pixels
 - (240 pixels by 240 pixels safe area)
- Three- to four-word title
- Link to a webpage of your choice
- Up to 500 words of content (in addition to ad)
- Content header image (1,024 pixels by 360 pixels)
- Embedded audio or video
- Additional link



Front Presentation Ad Basic -

- PDF format, same specs as a print full-page interior ad
- Link to a webpage of your choice

Front Presentation Page Ad Enhanced -

- PDF format
- Same specs as a print full-page interior ad
- Three- to four-word title
- Link to a webpage of your choice
- Up to 100 words of content (in addition to ad)

Front Presentation Page Ad Enhanced Plus -

- PDF format
- Same specs as a print full-page interior ad
- Three- to four-word title
- Link to a webpage of your choice
- Up to 500 words of content (in addition to ad)
- Content header image (1024 pixels by 360 pixels)
- Embedded audio or video
- Additional link



Interstitial Page Ad – PDF format

- Same specs as a print full-page interior ad
- Link to a webpage of your choice

Back Presentation Ad Basic -

- PDF format
- Same specs as a print full-page interior ad
- Link to a webpage of your choice

Back Presentation Page Ad Enhanced -

- PDF format
- Same specs as a print full-page interior ad
- Three- to four-word title
- Link to a webpage of your choice
- Up to 100 words of content (in addition to ad)

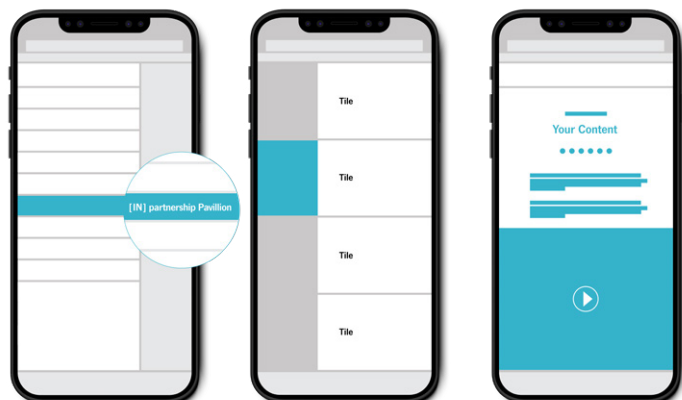
Back Presentation Page Ad Enhanced Plus -

- PDF format
- Same specs as a print full-page interior ad
- Three- to four-word title
- Link to a webpage of your choice
- Up to 500 words of content (in addition to ad)
- Content header image (1024 pixels by 360 pixels)
- Embedded audio or video
- Additional link

[IN]partnership Pavilion -

Recommended Assets Per Tile

- Tile image - (500 pixels by 240 pixels)
 - (240 pixels by 240 pixels safe area)
- Link to a webpage of your choice
- Content header image (1024 pixels by 360 pixels)
- Up to 500 words of content (in addition to ad)
- Embedded audio or video
- Additional link



Space Rates	1x	2x	3x	4x
Print & Digital				
Back Cover	\$6,100.00	\$6,039.00	\$5,795.00	\$5,490.00
Inside Front Cover	\$5,750.00	\$5,692.50	\$5,462.50	\$5,175.00
Inside Back Cover	\$5,750.00	\$5,692.50	\$5,462.50	\$5,175.00
Center Spread	\$5,750.00	\$5,692.50	\$5,462.50	\$5,175.00
Interior Spread	\$5,500.00	\$5,445.00	\$5,225.00	\$4,950.00
CEO [IN]sights Column Adjacent	\$4,500.00	\$4,455.00	\$4,275.00	\$4,050.00
Full Page - Interior	\$4,000.00	\$3,960.00	\$3,800.00	\$3,600.00
Half Page - Interior	\$3,000.00	\$2,970.00	\$2,850.00	\$2,700.00
Advertorial (one page)*	\$4,700.00	\$4,653.00	\$4,465.00	\$4,230.00
Advertorial Spread*	\$8,700.00	\$8,613.00	\$8,265.00	\$7,830.00
Digital Only				
Inline - Basic (link only)	\$250.00	\$247.50	\$237.50	\$225.00
Inline - Enhanced (link and up to 100 words of content)	\$300.00	\$297.00	\$285.00	\$270.00
Inline - Enhanced Plus (link, content header image, up to 500 words of content, embedded audio/video, extra link)	\$400.00	\$396.00	\$380.00	\$360.00
Front Presentation Page - Basic (link only)	\$1,200.00	\$1,188.00	\$1,140.00	\$1,080.00
Front Presentation Page - Enhanced (link and up to 100 words of content)	\$1,300.00	\$1,287.00	\$1,235.00	\$1,170.00
Front Presentation Page - Enhanced Plus (link, content header image, up to 500 words of content, embedded audio/video, extra link)	\$1,400.00	\$1,386.00	\$1,330.00	\$1,260.00
Back Presentation Page - Basic (link only)	\$1,000.00	\$990.00	\$950.00	\$900.00
Back Presentation Page - Enhanced (link and up to 100 words of content)	\$1,100.00	\$1,089.00	\$1,045.00	\$990.00
Back Presentation Page - Enhanced Plus (link, content header image, up to 500 words of content, embedded audio/video, extra link)	\$1,200.00	\$1,188.00	\$1,140.00	\$1,080.00
Interstitial - (link only)	\$1,200.00	\$1,188.00	\$1,140.00	\$1,080.00
[IN] Partnership Pavilion (includes three tiles; \$100 for each additional tile)	\$800.00	\$792.00	\$760.00	\$720.00
Print Only				
Belly Band **	\$10,000.00			
Belly Band with Tip-In to Center Spread **	\$14,500.00			
Insert (stitched to center)	\$10,000.00			
Vellum Cover **	\$10,000.00			
Gatefold Cover **	\$14,500.00			

* See advertorial guidelines on page 18 for additional information.

** While not required, polybags are recommended for quality purposes. Cost for polybags will be added to the list price.
For tip-in belly band specs, please ask.

ADVERTORIAL GUIDELINES

In effort to keep copy consistent, accurate, and objective, IN magazine staff has established the following guidelines for advertorials.

COPY REQUIREMENTS AND DEADLINES

The name(s) and contact information of the advertorial's author(s) must be provided with the advertising insertion order. When possible, topics and outlines for the advertorial should be submitted with the advertising insertion order. Topics and story angles for advertorial copy must be discussed with IN magazine's editorial staff. IN magazine's editorial staff reserves the right to contact authors to discuss the content being developed.

Advertorials must be written from a third-person perspective and include sources outside the advertising organization to support the advertiser's viewpoint. Ideas and/or thoughts and solutions in the advertorial must be presented clearly without using advertising language. Advertorial copy must not imply that NAMIC endorses the advertiser's organization or the content presented.

The due date for advertorial copy is **two weeks** prior to the ad artwork deadline listed in IN magazine's media kit. This allows time for editing and approval between IN magazine's editorial staff and the advertiser. Advertorial copy must be submitted in a format that can be edited by IN magazine's editorial staff. A Word document is preferred.

IN magazine's managing editor will discuss recommended copy changes with the advertiser/author(s) prior to final deadline to ensure the piece meets the advertorial guidelines and edits have not changed the meaning or scope of the article.

IN magazine reserves the right to edit any material in order to maintain proper word count, grammar, tense, and consistency with IN magazine's editorial style. IN magazine reserves the right to reject articles that are poorly written, inappropriate, conflict with NAMIC's mission as an association, or otherwise do not meet IN magazine's advertorial and editorial guidelines. No advertorial that is misleading, deceitful, discriminatory, fraudulent, or slanders another company or person inside or outside the insurance industry will be accepted.

Advertorials will be marked clearly as such.

REVIEWS AND APPROVALS

Edits made by IN magazine will be sent back to the advertiser for finalization of the advertorial, which will be due by the media kit's listed ad artwork deadlines. NAMIC staff is not responsible for the design of the advertorial. Final layouts must be presented to IN magazine in high-resolution PDF format based on the specs in NAMIC's media kit. Edits made by IN magazine will be sent back to the advertiser for finalization of the advertorial, which will be due by the media kit's listed ad artwork deadlines.

EVENT SPONSORSHIP OPPORTUNITIES

For sponsorship and advertising opportunities not listed in this media kit, check out namic.org/edu/sponsor. There you will find a list of prospectuses for NAMIC events and member resources. Please contact [Molly Keiser](#), sponsorship and advertising director, or [Conner Tribby](#), business development manager, with questions or for more details.



NAMIC
NATIONAL ASSOCIATION OF
MUTUAL INSURANCE COMPANIES

