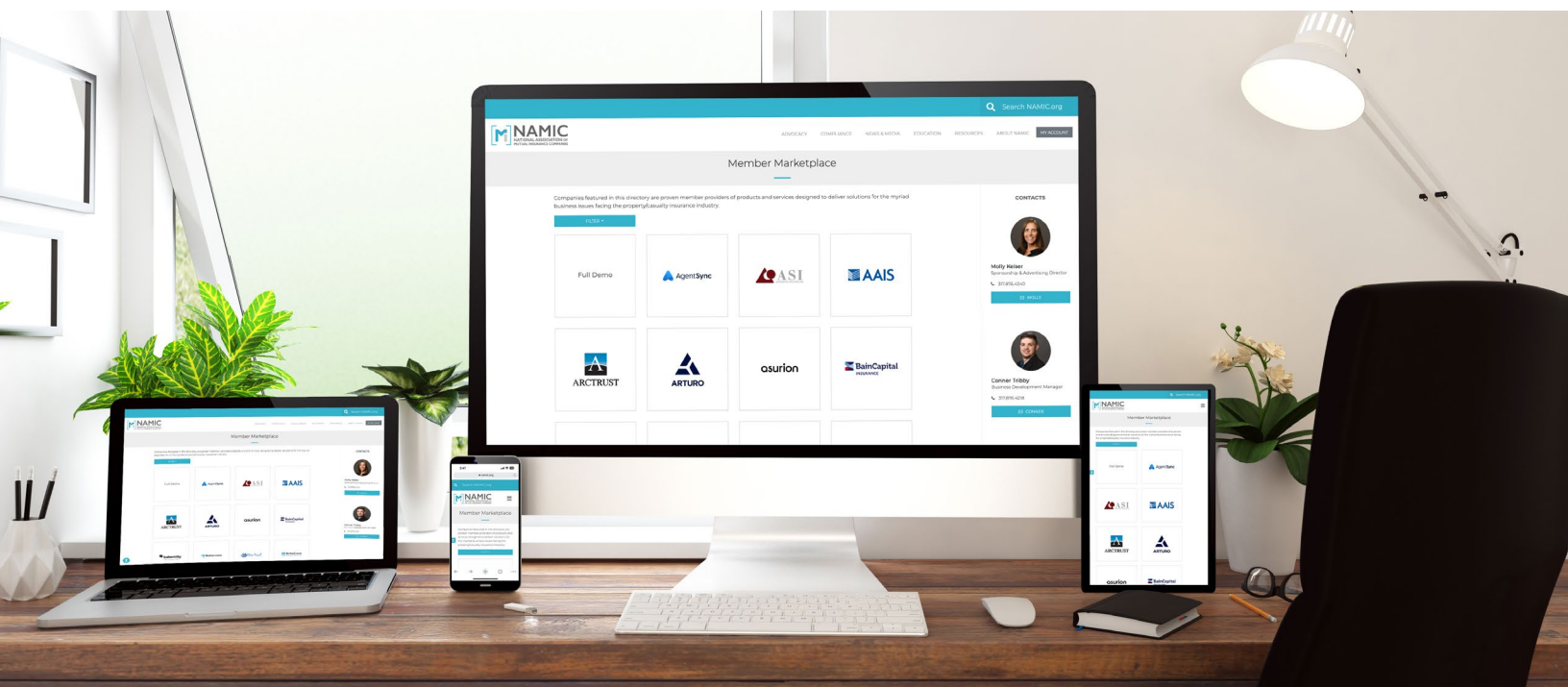


NAMIC DIGITAL MEDIA KIT



NAMIC DIGITAL MEDIA KIT: EVERYTHING YOU NEED TO KNOW

UPDATED: FEBRUARY 2023



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 \$357 billion in annual premiums and represent 69 percent of homeowners, 56 percent of automobile, and 31 percent of the business insurance markets.

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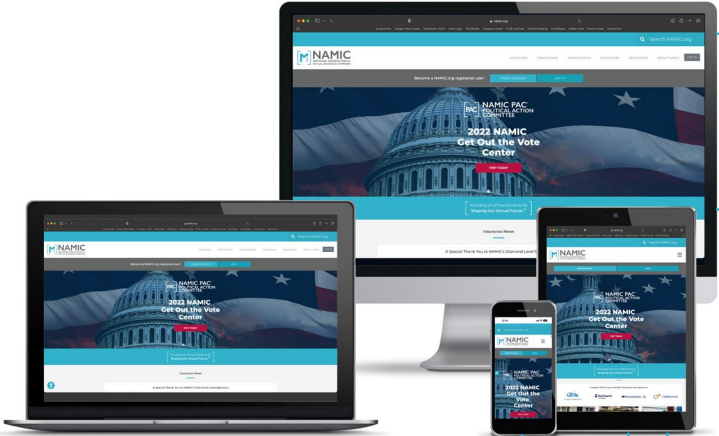
NAMIC DIGITAL MEDIA KIT

BRAND VISIBILITY WITH NAMIC

NAMIC offers several options to help boost your marketing strategy and reach the most engaged and active insurance professionals in the field – NAMIC’s more than 1,500 member companies.

We can help you develop a custom package that offers extensive brand visibility to property/casualty insurance company decision-makers.

DIGITAL STATISTICS



13%)

Morning News Summary annual average unique opens

57%)

Morning News Summary annual average daily click thru rate

26,338)

Page visitors per month on NAMIC.org

1 min and 17 sec

Average time spent on NAMIC.org homepage

42,947)

Insurance Uncovered podcast downloads
*as of August 2022

NAMIC DIGITAL MEDIA KIT

MORNING NEWS SUMMARY – CUBE ART

NAMIC Morning News Summary is a daily email compilation of news and viewpoints about the property/casualty insurance industry. More than 16,600 property/casualty insurance professionals subscribe to this email publication.

MORNING NEWS SUMMARY CUBE ART SPECS

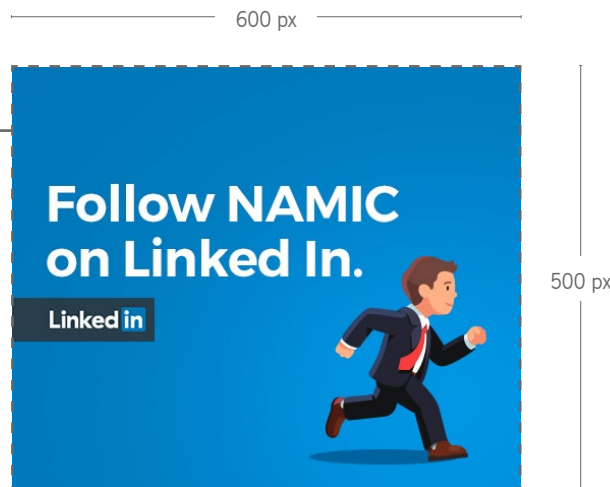
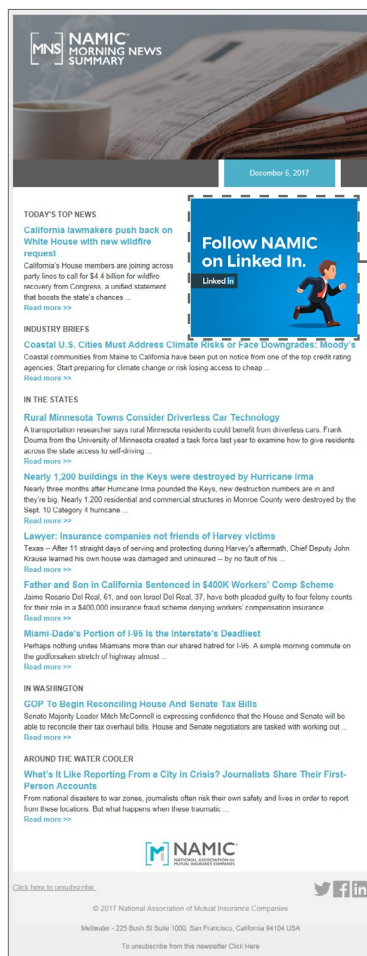
Rates	1 placement	10 placements	15 placements	20 placements
Morning News Summary Cube	\$400	\$3,250	\$4,500	\$5,000

Artwork Size: 600 pixels wide x 500 pixels high

Acceptable Formats: .jpg

Must **provide URL**. File names must NOT include spaces or special characters.

Artwork Policy: Artwork not conforming to the specifications will not run. Refunds will not be provided if unable to produce artwork per the specifications or deadlines.



NAMIC DIGITAL MEDIA KIT

MORNING NEWS SUMMARY – SPONSORED CONTENT

Exclusive Opportunity for Sponsors at Gold Level or Above: Share thought leadership content with the more than 16,600 property/casualty insurance professionals who subscribe to the Morning News Summary email.

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

MORNING NEWS SUMMARY CONTENT SPECS

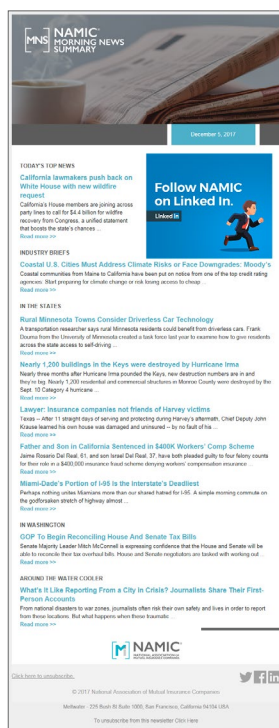
Location: Underneath the 'Around the Watercooler' section

Acceptable Content: Content must be thought leadership or educational in nature and relevant to NAMIC member interests.

Must provide headline (approximately 10 words), small excerpt that may trail off into content (approximately 25 words), and URL linking directly to content referenced.

Content must be provided 10 business days prior to run date.

Content Policy: Advertisements of goods and services are not permitted. Content must be accessible to all readers without requiring payment, popup, or login. Content must be accessible to all readers without requiring payment, popup, or login. Content not conforming to the specifications and will not run. Refunds will not be provided if unable to produce content per the specifications or deadlines.



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](#)

NAMIC DIGITAL MEDIA KIT

TARGETED EMAIL SERVICE

Exclusive Opportunity for Market Members: Design your own or use a NAMIC template to create a personalized email (one send) to as many as 5,000 unique addresses from the NAMIC database. Includes one test email, one round of edits, and unique open rate and click-through statistics upon request (once per send).

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

TARGETED EMAIL CONTENT SPECS

If you are providing a custom HTML email promotion, please follow the specifications below and make sure that your HTML code is valid (specifics on template options will be provided upon request).

Artwork Size: Maximum email width: 640px

Content Policy: NAMIC will not send emails with document attachments. All information should be included or linked to in the email body copy.

NAMIC will not send emails that include embedded video, animated gifs, background images, nested background colors, or CSS floats/positioning.

All emails are subject to NAMIC approval. NAMIC monitors usage of data and no address can be selected more than once in a two month period. Limitations exist with selection of addresses.

The footer of your email must contain: "You are receiving this promotion because you are a current NAMIC member." Use only absolute links for images and host those images on a reliable server. More complete specifications will be provided once template or custom HTML format is chosen.

Template Options:

1

HEADER/LOGO
width: 640px
maximum height: 150px

body copy

IMAGE
width: 250px
maximum height: 250px

body copy

body copy

2

HEADER/LOGO
width: 640px
maximum height: 150px

body copy

IMAGE
width: 640px
maximum height: 250px

body copy

body copy

3

HEADER/LOGO
width: 640px
maximum height: 150px

body copy

IMAGE
width: 250px
maximum height: 250px

body copy

body copy

NAMIC DIGITAL MEDIA KIT


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


Benefit	Frequency	Price
Contact Name and Email	Yearly	\$100
Social Media Profile Links	Yearly	\$100
Member Company Testimonial	Yearly	\$100
Additional URL Link	Yearly	\$100
PDF/Whitepaper	Quarterly	\$1,000
Banner Advertisement	Quarterly	\$1,000
Commercial Advertisement	Quarterly	\$2,500
Member Marketplace Landing Page Web Banner	Yearly	\$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 Vinennes Road
Indianapolis, IN 46268
Telephone (317)875-5250
Website: www.namic.org
[Second Website Link](#)





About our Company
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

NAMIC DIGITAL MEDIA KIT

HOMEPAGE FOOTER BANNER

This full-width banner on the NAMIC.org homepage can help gain brand visibility. NAMIC.org boasts more than 26,000 visitors monthly.

Rates	4-Week Placement	16-Week Placement	52-Week Placement
Homepage Footer Banner	\$500	\$1,450	\$4,750

HOMEPAGE FOOTER BANNER SPECS

Must **provide URL**.

Content Policy: Content not conforming to the specifications will not run. Refunds will not be provided if unable to produce content per the specifications or deadlines.

Items to be submitted to NAMIC:

1 Background Color:

You may either choose a white or color background. For a color background, you must provide a hex code, which is used to specify a color in a web setting. Often, these are within brand specifications that accompany a company's logo. If you don't have that hex code available, a hex code picker such as the one found at this [link](#) can be used. You can also use a hex code picker to help find a hex code from an image using a tool such as the one found at this [link](#).

2 Logo:

Reverse logo (white logo): .png or .eps format to be used on a color background.

Color logo: .png or .eps format to be used on a white background.

Text:

3 Headline Text: 40 character count limit, including spaces

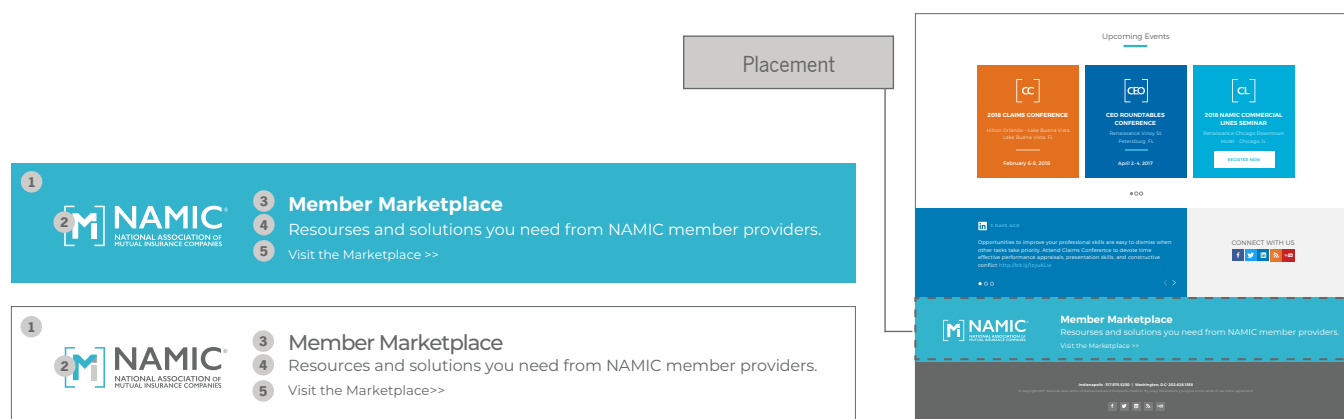
4 Second Line of Text: 95 character count limit, including spaces

5 Call-to-Action Text: 15 character count limit, including spaces

For color background, text will be in white.

For white background, text will be in black.

Placement



NAMIC DIGITAL MEDIA KIT

INTERIOR WEBPAGE BANNER

Select NAMIC.org interior webpages allow for banners. Take advantage of this opportunity to reach a targeted audience.

Rates	
Interior Page Banner	Call for pricing

INTERIOR WEBPAGE BANNER SPECS

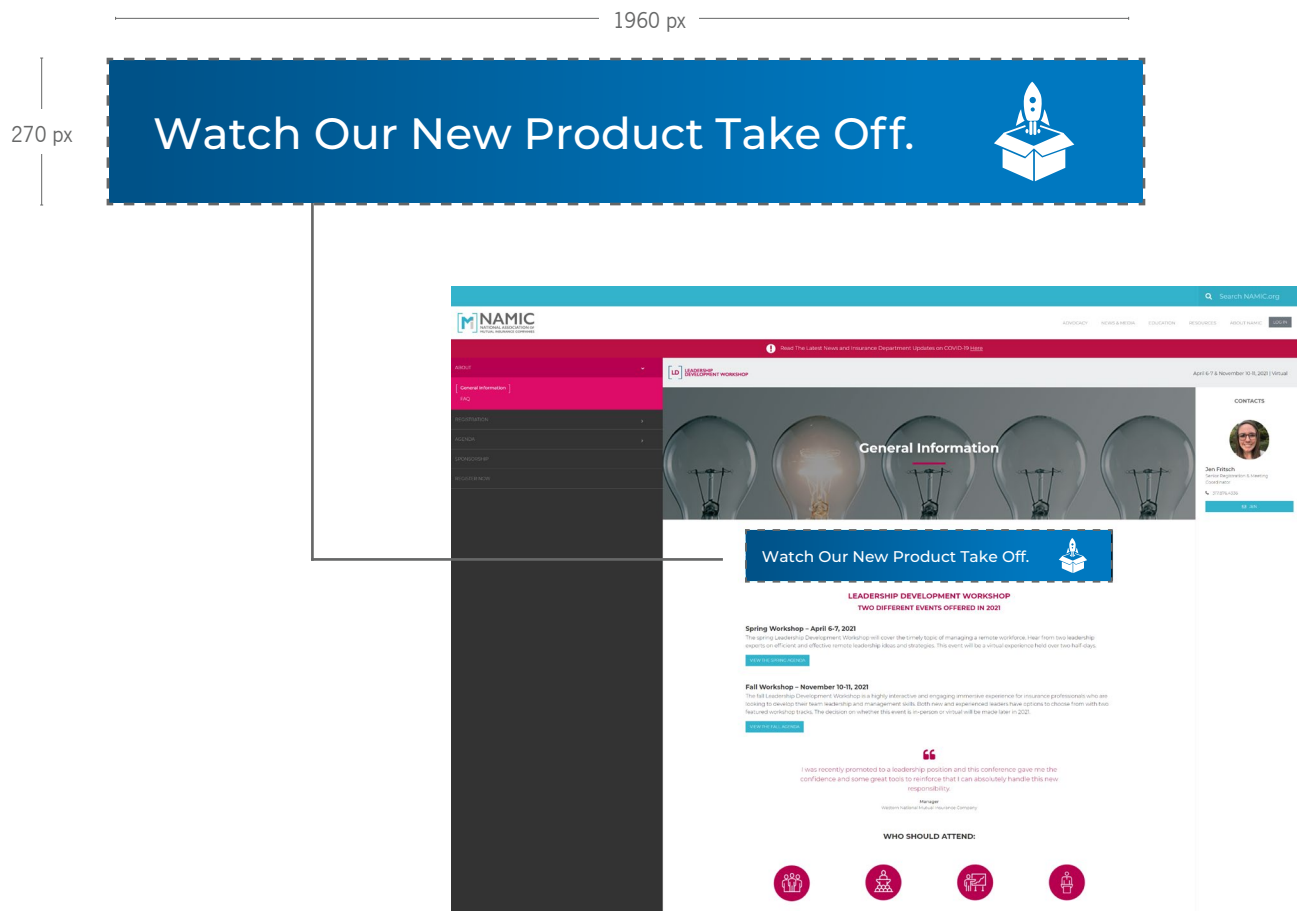
Details: Company selects an interior webpage on NAMIC.org (subject to approval and availability).

Artwork Size: 1960 pixels wide x 270 pixels high

Acceptable File Formats: .jpeg or .png

Must provide URL.

Artwork Policy: Artwork not conforming to the specifications will not run. Refunds will not be provided if unable to produce artwork per the specifications or deadlines.



NAMIC DIGITAL MEDIA KIT

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

Details: Select from one 30-second commercial spot or two 15-second commercial spots in one podcast.

Acceptable File Formats: .mp3 or .wav

Must **provide URL**.



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

[UN] NAMIC[®] INSURANCE UNCOVERED PODCAST

DON'T JUST READ. LISTEN.
Uncover the latest insurance industry headlines straight from the experts.

DISASTERS DRONES BLOCKCHAIN AUTONOMOUS VEHICLES DISTRACTED DRIVING TALENT GAP

Listen on Apple Podcasts GET IT ON Google Play Spotify STITCHER

Download new podcast episodes every two weeks on these platforms or at namic.org/insuranceuncovered.

NAMIC DIGITAL MEDIA KIT

PROMOTIONAL EMAIL BANNER

NAMIC's promotional emails offer opportunities to reach targeted audiences.

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

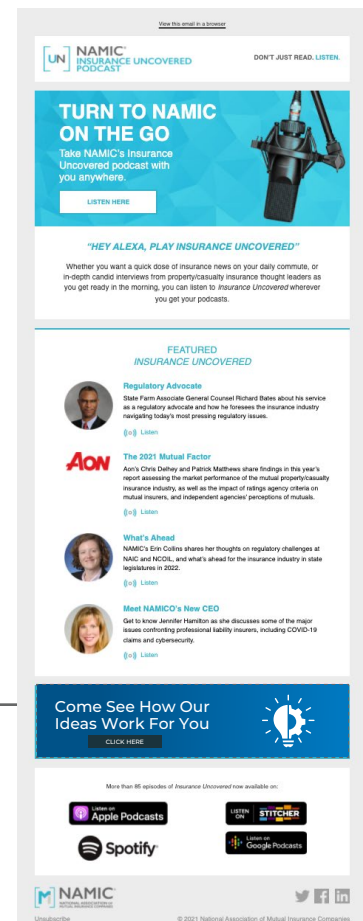
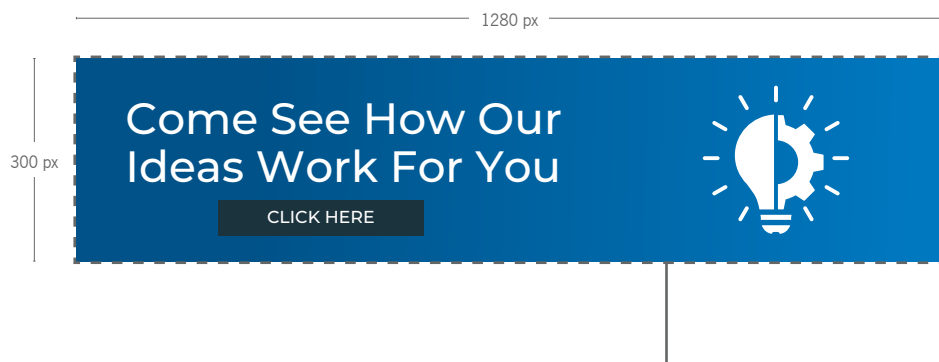
PROMOTIONAL EMAIL BANNER SPECS

Artwork Size: 1280 pixels wide x 300 pixels high

Acceptable File Formats: .jpeg or .png

Must provide URL.

Artwork Policy: Artwork not conforming to the specifications will be rejected. Refunds will not be provided if an advertiser is unable to produce artwork per the specifications.



NAMIC DIGITAL MEDIA KIT

CEO PERSPECTIVE EMAIL BANNER

NAMIC's CEO gives his perspective on industry topics in a first-person email that reaches more than 18,000 property/casualty insurance leaders.

Rates	1 Placement
CEO Perspective Email Banner - Limited Quantities Available	\$3,700

CEO PERSPECTIVE EMAIL BANNER SPECS

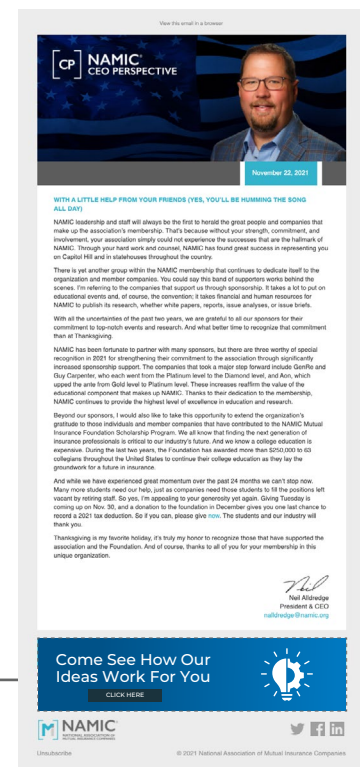
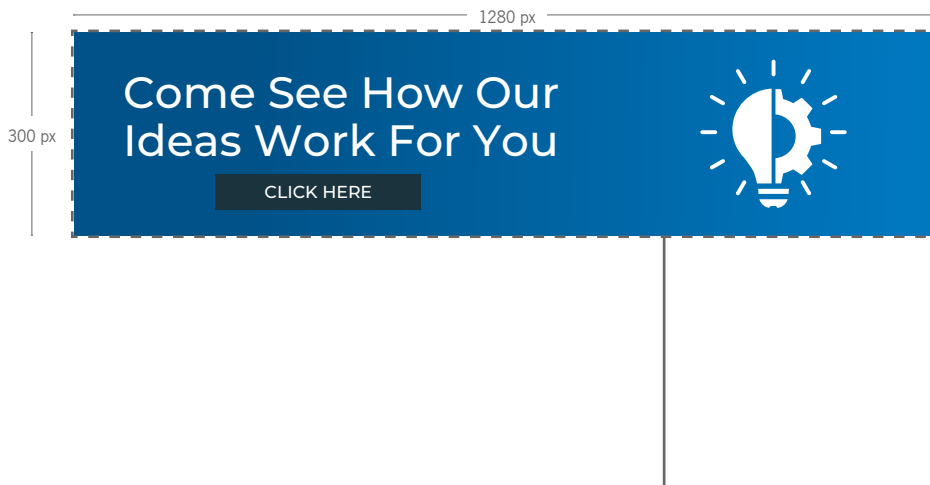
Artwork Size: 1280 pixels wide x 300 pixels high

Acceptable File Formats: .jpeg or .png

Must provide URL.

Artwork Policy: Artwork not conforming to the specifications will not run. Refunds will not be provided if unable to produce artwork per the specifications or deadlines.

Please Note: CEO Perspective emails are not prescheduled. Banner placement is based on date of purchase and availability.



NAMIC DIGITAL MEDIA KIT

OTHER OPPORTUNITIES

IN MAGAZINE

For more information on advertising in the print and/or digital versions of IN magazine, please visit the magazine's [media kit](#) or contact [Molly Keiser](#), sponsorship and advertising director, for details.

EVENT SPONSORSHIP OPPORTUNITIES

Event sponsorships with NAMIC are also available. Please contact [Molly Keiser](#), sponsorship and advertising director, or [Conner Tribby](#), business development manager, for details.



NAMIC
NATIONAL ASSOCIATION OF
MUTUAL INSURANCE COMPANIES

