PRINT & DIGITAL MEDIA ADVERTISING: EVERYTHING YOU NEED TO KNOW

UPDATED: FEBRUARY 2020
NAMIC membership includes more than 1,400 member companies. The association supports regional and local mutual insurance companies on main streets across America and many of the country’s largest national insurers. NAMIC member companies write $268 billion in annual premiums. Our members account for 59 percent of homeowners, 46 percent of automobile, and 29 percent of the business insurance markets.

For more information about sponsorship or advertising with NAMIC, please visit namic.org/edu/sponsor or contact:

Aaron Lifford
alifford@namic.org
Direct: 317.876.4255
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READERS MATTER

NAMIC understands the fundamental element of business is building strong relationships. NAMIC can help your company build these relationships with member companies through print and digital advertising.

ADVERTISER BENEFITS

Each printed issue of IN magazine reaches nearly 2,500 subscribers, including the leadership of the 1,400 insurer and industry-related companies in NAMIC’s membership.

Digital advertisements reach more than 12,000 daily subscribers with the Morning News Summary and more than 19,000 page visitors per month on NAMIC.org.

Your advertisement will be seen by the association’s members and is read by insurance company decision makers, including the C-suites and board of directors.

Magazine advertisements appear not only in the print version but also in the digital version. IN’s digital format is accessible to any of NAMIC.org’s more than 7,600 registered users.

Your advertising campaign can impact your company’s ability to build lasting relationships with current and prospective clients through brand recognition and trust.

IN MAGAZINE STATISTICS

TOPICS COVERED INCLUDE:

- Advocacy
- Compliance
- Governance
- Innovation
- Leadership
- Risk Management
- Technology
- Work Environment

97% of subscribers read the magazine regularly

71% of readers recommend an article or pass along a copy of the magazine to a colleague

81% of readers say they learn something new from each issue

*Numbers derived from the June 2018 IN magazine Reader Survey*
DIGITAL STATISTICS

- **21%**: Morning News Summary annual average unique opens
- **15%**: Morning News Summary annual average daily click thru rate
- **19,000**: Page visitors per month on NAMIC.org
- **1 Minute**: Average time spent on NAMIC.org homepage

For more about NAMIC advertising and sponsorship, please visit www.namic.org/edu/sponsor.
IN MAGAZINE AWARDS

Association Media and Publishing recognized IN magazine’s feature writing with a 2017 Bronze Excel Award.

Association Trends recognized IN magazine’s overall high quality and creativity with a 2017 Silver All Media Contest Award.

NAMIC WEBSITE AWARDS

The Insurance Marketing & Communications Association recognized NAMIC.org with a Showcase Award of Excellence and the Best of Show Award in 2018 for the website’s redesign.
## EDITORIAL CALENDAR*

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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(FARM/AGRICULTURE SPECIAL SECTION)</td>
<td></td>
<td>(125TH ANNUAL CONVENTION SPECIAL SECTION)</td>
<td></td>
<td>(PROFESSIONAL LIABILITY SPECIAL SECTION)</td>
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### Article Topic Possibilities:

- **SUMMER 2020**: Evolution of Loss Control; Prevention and Mitigation; Helping Policyholders With Loss Control; Assessments
- **FALL 2020**: Innovation; Social Inflation; Reinsurance; 125 Years of NAMIC; Convention in Boston
- **WINTER 2020**: Compliance from a Governance Perspective; Succession Planning; Mutual Factor 2020; EPLI; Directors and Officers Issues
- **SPRING 2021**: TBD
- **SUMMER 2021**: TBD

*Topics are subject to change without notice.*

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For more about NAMIC advertising and sponsorship, please visit [www.namic.org/edu/sponsor](http://www.namic.org/edu/sponsor).
IN MAGAZINE ADVERTISING SPECS

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

Color Instruction: All photos should be a minimum of 300 dpi and color images must be in CMYK format. All files must be in CMYK composite.

Placement: 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.

* 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.
For more about NAMIC advertising and sponsorship, please visit www.namic.org/edu/sponsor.
IN MAGAZINE ADVERTISING RATES

Rates: Rates are effective September 5, 2018, for advertising that appears in 2020 issues. All advertisements are full color. All rates are net; agencies add 15 percent for commission. See terms and conditions (page 12) for more information.

Space Reservations: All space must be reserved by signed contract or insertion order. We cannot accept verbal space reservations.

Cancellation Policy: Cancellations are not accepted after the space reservation deadline. Without materials or instructions, we reserve the right to repeat the advertiser’s most recent advertisement.

Specialty Advertisements: The cost of inserts or special advertising will be quoted upon request. Contact NAMIC’s sponsorship and advertising manager, Aaron Lifford at alifford@namic.org for pricing and details.

Artwork Policy: Artwork must be submitted per specifications. 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.

<table>
<thead>
<tr>
<th>Space Rates</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$5,600</td>
<td>$5,350</td>
<td>$5,100</td>
<td>$4,750</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$5,250</td>
<td>$5,000</td>
<td>$4,750</td>
<td>$4,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$5,250</td>
<td>$5,000</td>
<td>$4,750</td>
<td>$4,500</td>
</tr>
<tr>
<td>2-Page Center Spread</td>
<td>$5,250</td>
<td>$5,000</td>
<td>$4,750</td>
<td>$3,750</td>
</tr>
<tr>
<td>Interior Full Page</td>
<td>$3,500</td>
<td>$3,450</td>
<td>$3,150</td>
<td>$3,000</td>
</tr>
<tr>
<td>Interior Half Page</td>
<td>$2,500</td>
<td>$2,400</td>
<td>$2,250</td>
<td>$2,100</td>
</tr>
<tr>
<td>Advertorial* (per page)</td>
<td>$4,200</td>
<td>$4,000</td>
<td>$3,750</td>
<td>$3,600</td>
</tr>
<tr>
<td>Belly Band **</td>
<td>$9,750</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belly Band with Tip-In to Center Spread **</td>
<td>$14,250</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insert (stitched to center)</td>
<td>$9,750</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vellum Cover **</td>
<td>$9,750</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gatefold Cover **</td>
<td>$14,250</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* See advertorial guidelines on page 8 for additional information.
** While not required, polybags are recommended for quality purposes. Cost for polybags will be added to the cost of 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 must include sources outside the advertising organization to support the advertiser’s viewpoint. Ideas and/or thoughts and solutions within the advertorial must be presented clearly without using advertising language. Advertorial copy must not imply that IN magazine 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.

IN magazine or other 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 within NAMIC’s media kit.
MORNING NEWS SUMMARY ADVERTISEMENT

NAMIC Morning News Summary is a daily email compilation of news and opinion about the property/casualty insurance industry, NAMIC members, and association news; electronically distributed daily.

<table>
<thead>
<tr>
<th>Advertising Rates</th>
<th>1x</th>
<th>10x</th>
<th>15x</th>
<th>20x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning News Summary Ad</td>
<td>$300</td>
<td>$2,500</td>
<td>$3,375</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

MORNING NEWS SUMMARY ADVERTISING SPECS

Artwork Size: 300 pixels wide x 250 pixels high
Acceptable Formats: .jpg or .gif (no animated gifs)
Advertiser must provide URL link for advertisement.
Artwork Policy: Artwork must be submitted per specifications. 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.
BREAKING NEWS ADVERTISEMENT

Your company’s logo sits prominently above a set of six stories from the day’s Breaking Insurance News.

<table>
<thead>
<tr>
<th>Advertising Rates</th>
<th>4 Week Placement</th>
<th>16 Week Placement</th>
<th>52 Week Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breaking News Ad</td>
<td>$900</td>
<td>$2,750</td>
<td>$9,750</td>
</tr>
</tbody>
</table>

BREAKING NEWS ADVERTISING SPECS

Advertiser must provide URL link for advertisement.

Artwork Policy: Artwork must be submitted per specifications. 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.

Five items to be submitted to NAMIC:

1. Background color:
   You may either choose a white or colored background. For a colored background you must provide a hex code for the color to be used. This is a number used for a specific 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 hex code picker to help find a hex code from an image using a tool such as this.

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.

   If you do not have a logo in the required format, please contact your logo creator. You can also ask your NAMIC contact for a referral to NAMIC Market Tech, a professional marketing agency specializing in providing solutions to the insurance industry, and the firm can assist you with developing your logo suite for an additional fee.

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.

For more about NAMIC advertising and sponsorship, please visit www.namic.org/edu/sponsor.
HOME PAGE BANNER ADVERTISEMENT

Control a full-width section of the NAMIC homepage.

<table>
<thead>
<tr>
<th>Advertising Rates</th>
<th>4 Week Placement</th>
<th>16 Week Placement</th>
<th>52 Week Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Banner Ad</td>
<td>$500</td>
<td>$1,450</td>
<td>$4,750</td>
</tr>
</tbody>
</table>

HOME PAGE BANNER ADVERTISING ADVERTISING SPECS

Advertiser must provide URL link for advertisement.

Artwork Policy: Artwork must be submitted per specifications. 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.

**Five items to be submitted to NAMIC:**

1. **Background color:**
   
   You may either choose a white or colored background. For a colored background you must provide a hex code for the color to be used. This is a number used for a specific 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 hex code picker to help find a hex code from an image using a tool such as this.

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.
   
   If you do not have a logo in the required format, please contact your logo creator. You can also ask your NAMIC contact for a referral to NAMIC Market Tech, a professional marketing agency specializing in providing solutions to the insurance industry, and the firm can assist you with developing your logo suite for an additional fee.

3. **Text:**
   
   - **Headline text:** (40 character count limit, including spaces)
   - **Second line of text:** (95 character count limit including spaces)
   - **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.
1. Advertisements will be accepted only through the appropriate Insertion Order or signed Sponsorship Agreement. 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 association’s mission, 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 changed 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. NAMIC accepts advertorials for inclusion in IN magazine. In effort to keep advertorial copy consistent, accurate, and objective, IN magazine staff has established guidelines for advertorials. You can find those guidelines on page 8 of the Media Kit.

4. IN magazine advertising that is deemed by NAMIC to simulate editorial content must display the caption ‘ADVERTORIAL’ in no smaller than 10 point, all caps, bold san serif type at the top of the advertisement.

5. 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.

Advertisements and sponsorships may appear at discounted rates or on a complimentary basis, and are placed on a “space available” basis on a schedule and in positions selected at the discretion of NAMIC.

6. 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.

7. The Advertiser, Sponsor, and/or Agency agree not to make any promotional reference to NAMIC without the prior permission of NAMIC for each such use.

8. IN magazine advertising that is deemed by NAMIC to simulate editorial content must display the caption ‘ADVERTORIAL’ in no smaller than 10 point, all caps, bold san serif type at the top of the advertisement.

9. NAMIC assumes no duty or liability for uncorrected errors in content provided for any advertisement or sponsorship, or for failure to publish advertisements/sponsorships due to acts of God, strikes, accidents, or other occurrences beyond NAMIC’s control. Any failure to publish invalidates the insertion order but shall not constitute a breach of contract. Whenever possible, failure to publish in any particular issue or issues shall be made up or rate adjusted. In no event shall NAMIC be liable for any damages, including but not limited to consequential damages, arising from failure to publish, in part or in whole, any advertisement or sponsorship.

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.

10. NAMIC will not be mediator of 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.

11. These terms and conditions are subject to change without advance notice.