

NAMIC MEDIA KIT



NAMIC MEDIA KIT: EVERYTHING YOU NEED TO KNOW

UPDATED: JULY 2025



The National Association of Mutual Insurance Companies consists of more than 1,300 member companies, including six of the top 10 property/casualty insurers in the United States. The association supports local and regional mutual insurance companies on main streets across America as well as many of the country's largest national insurers. NAMIC member companies write \$383 billion in annual premiums and represent 61 percent of homeowners, 48 percent of automobile, and 25 percent of the business insurance markets.

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NAMIC.org

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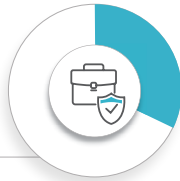
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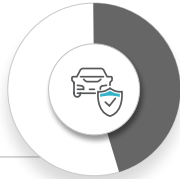
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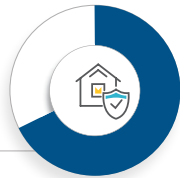
25%
Business
Insurance
Market



48%
Auto
Insurance
Market



61%
Homeowners
Insurance
Market



Six of the Top 10
Property/Casualty Insurers



More than **1,300**
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



\$383 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.

MORNING NEWS SUMMARY CUBE ART SPECS

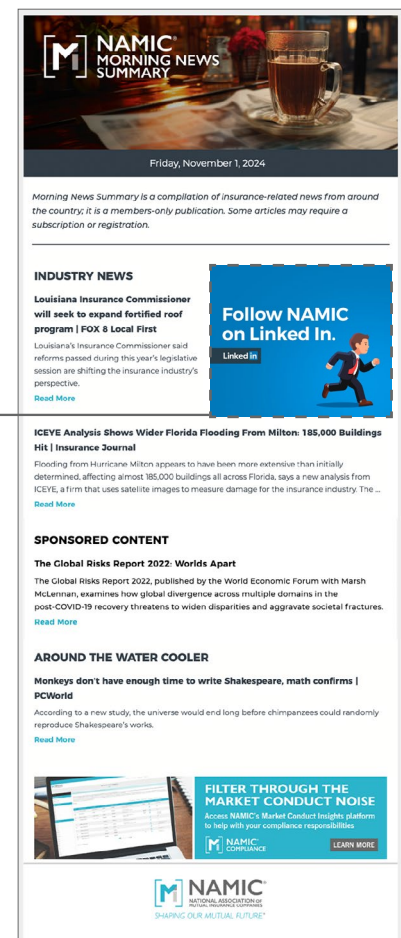
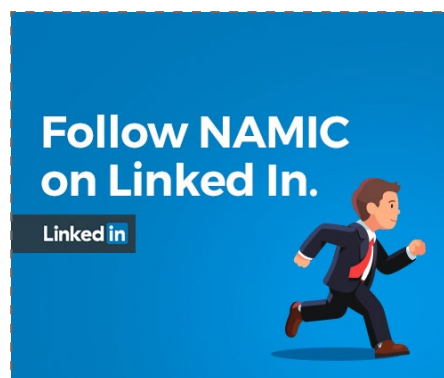
Rates	1 placement	10 placements	15 placements	20 placements
Morning News Summary Cube	\$400	\$3,250	\$4,500	\$5,000

Content Policy: All content is subject to approval and must not promote what NAMIC deems a competing event/service. Links must lead to a publicly accessible webpage. Any use of the NAMIC logo must comply with NAMIC logo usage requirements, which can be found on page 19.

Specifications: Please submit art at 600 pixels wide x 500 pixels high in .jpg format to ensure best resolution. Ad will run at a smaller size. 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 10 days prior to send 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

Share thought leadership content with property/casualty insurance professionals via the Morning News Summary email. **This opportunity is now open for all NAMIC members.**

Rates	1 placement	15 placements
Morning News Summary Sponsored Content	\$600	\$6,750

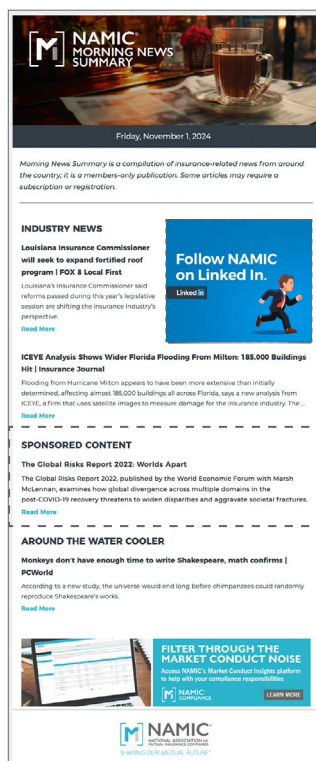
MORNING NEWS SUMMARY CONTENT SPECS

Content Policy: All content is subject to approval and must not promote what NAMIC deems a competing event/service. Content must be thought leadership/educational in nature and relevant to NAMIC member interests. Links must lead to a publicly accessible webpage. Any use of the NAMIC logo must comply with NAMIC logo usage requirements, which can be found on page 19.

Specifications: URL (to be linked to the Read More), headline (approx. 10 words), and small excerpt that may trail off into content (approx. 25 words) to be provided by sponsor.

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 within 10 days prior to send 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.



SPONSORED CONTENT

The Global Risks Report 2022: Worlds Apart

The Global Risks Report 2022, published by the World Economic Forum 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](#)

AROUND THE WATER COOLER

Monkeys don't have enough time to write Shakespeare, math confirms | PCWorld

According to a new study, the universe would end long before chimpanzees could randomly reproduce Shakespeare's works.

[Read More](#)

TARGETED EMAIL SERVICE

Use a NAMIC template to create one personalized email to send to as many as 5,000 unique addresses from the NAMIC database. **This opportunity is open for all NAMIC members.**

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 content is subject to approval and must not promote what NAMIC deems a competing event/service. Links must lead to a publicly accessible webpage. Any use of the NAMIC logo must comply with NAMIC logo usage requirements, which can be found on page 19. Includes singular test email and round of edits. Limitations exist with selection of addresses.

Email Recipients: The majority of recipients are using Outlook on desktop and the iPhone email app on mobile. Recipients are also using Apple Mail, Gmail, and others which means that differences in email display will be encountered. The technical specifications and guidelines listed below will help to minimize display issues.

Technical Specifications:

- Email width: 640px.
- NAMIC will not send emails with document attachments. All information should be included within the email body copy. If you are providing an external link to a document, please ensure 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. Please note that video, JavaScript, and Flash are largely unsupported by email clients.
- The footer of your email must contain the following:
 - “You are receiving this promotion because you are a current NAMIC member.”
 - Your Company Contact Information
 - A place for unsubscribe information. NAMIC will add this link before your test email is sent.

CONTENT GUIDELINES

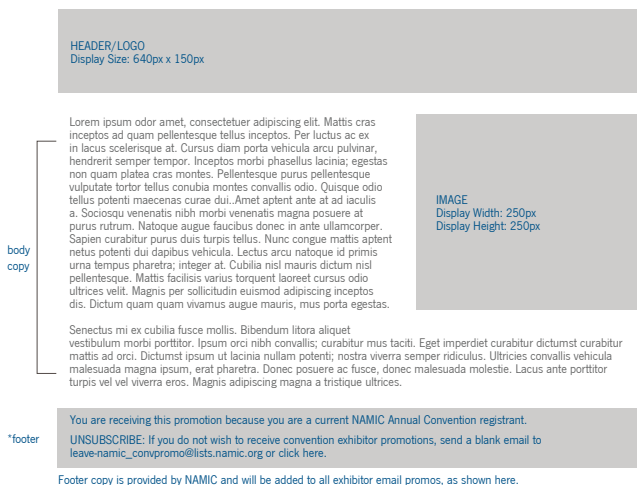
Fulfillment Details: Upon purchase, you will work with our team at sponsorexperience@namic.org to select format options, send list, and send date. Limitations apply on all.

Deadline: Artwork/content not submitted four weeks prior to send 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.

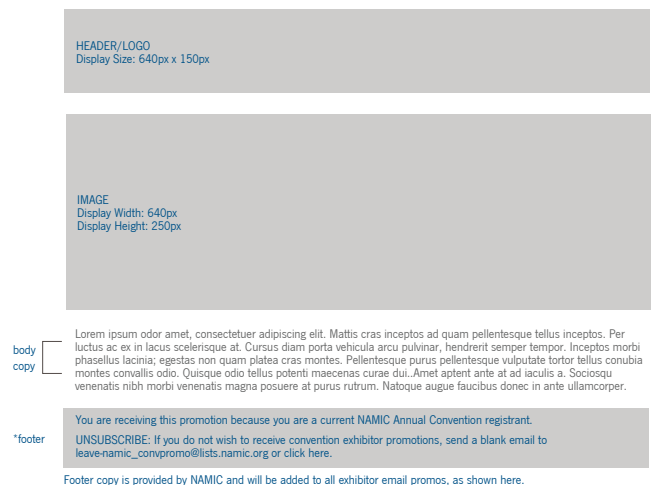
Artwork Submission Size

	Header	Logo	Image	Copy
Template 1	Image Size: width: 1280px, height:300px, resolution 72dpi, format jpg or png. File size approx.: 100-150 kb (suggested)	Logo Size: 300px wide at 72dpi.	Image dimensions: width: 500px, height: 500px at 72dpi, format jpg or png.	Please supply copy in a Microsoft Word file. You may bold or italicize any copy that you feel is appropriate. There is no word or character limit. You may include links in the copy.
Template 2			Image dimensions: width: 1280px, height: 500px, resolution72dpi, format jpg or png. File size approx.: 100-150 kb (suggested)	

Template 1



Template 2



PROMOTIONAL EMAIL BANNER

NAMIC sends promotional emails for events, 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

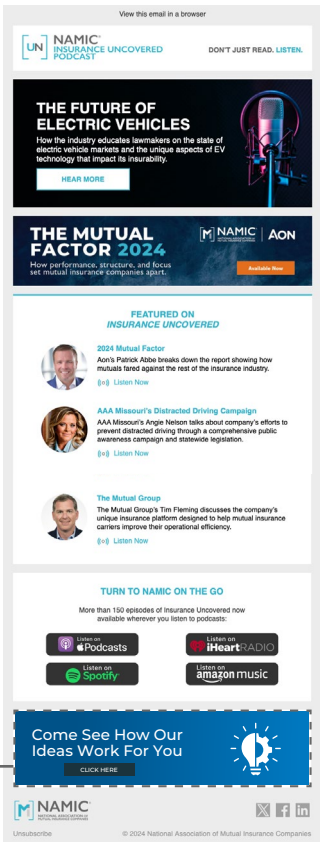
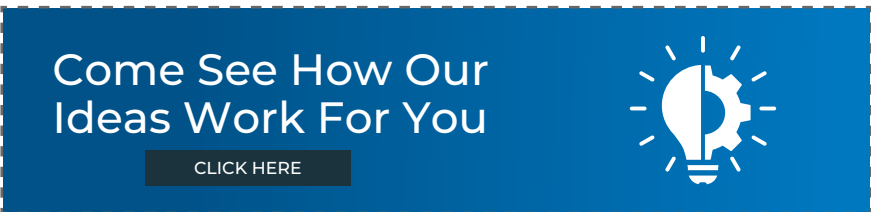
Content Policy: All content is subject to approval and must not promote what NAMIC deems a competing event/service. Links must lead to a publicly accessible webpage. Any use of the NAMIC logo must comply with NAMIC logo usage requirements, which can be found on page 19.

Specifications: Please submit art at 1456 pixels wide x 180 pixels in .jpg or .png format to ensure best resolution. Ad will run at a smaller size. 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 send 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](#)
[Events & Education](#)
[Media & Publications](#)
[Resources](#)
[About Us](#)

National Association of Mutual Insurance Companies



NAMIC has been serving the best interests of mutual property/casualty insurance companies and their policyholders for more than 125 years.

NAMIC is the foremost advocate and thought leader for the mutual insurance industry. The association works every day to be the indispensable partner for member success.




Board Portal Discount

NAMIC has partnered with Nasdaq BoardVantage® to offer members a 15% discount on new-customer subscriptions to this powerful corporate governance communication platform. Visit [NAMIC.org](#) to learn more.

[LEARN MORE](#)


Board Portal Discount Offered By: Nasdaq BoardVantage®

Additional Information

[Second Website Link](#)




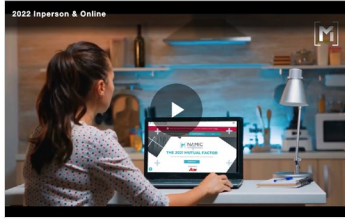
The Virtual Forum was great and really gave me flexibility in balancing my workload in the afternoon while still receiving quality information from the speakers.

Department Supervisor, Loudon Mutual Insurance Company







Cannabis: From Criminality To Commercial Enterprise

A better understanding of why the U.S. insurance regulators and industry cannot agree to an EU-type capital requirement may provide some context for meaningful discussions at the C20, the FSB, Congress, and among other policymakers before such a standard is adopted. In this paper, NAMIC provides background about the U.S. insurance supervisory system and group capital efforts at the IAIS, National Association of Insurance Commissioners, and Federal Reserve to outline the real need for a directional change at the IAIS.



2022 Inperson & Online

Badges

Location

3601 Vincennes Road
Indianapolis, IN 46268




Contact Name

Jane Doe

Phone Number

(317) 875-5250

Share

[Go to Website](#)

[Email](#)

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

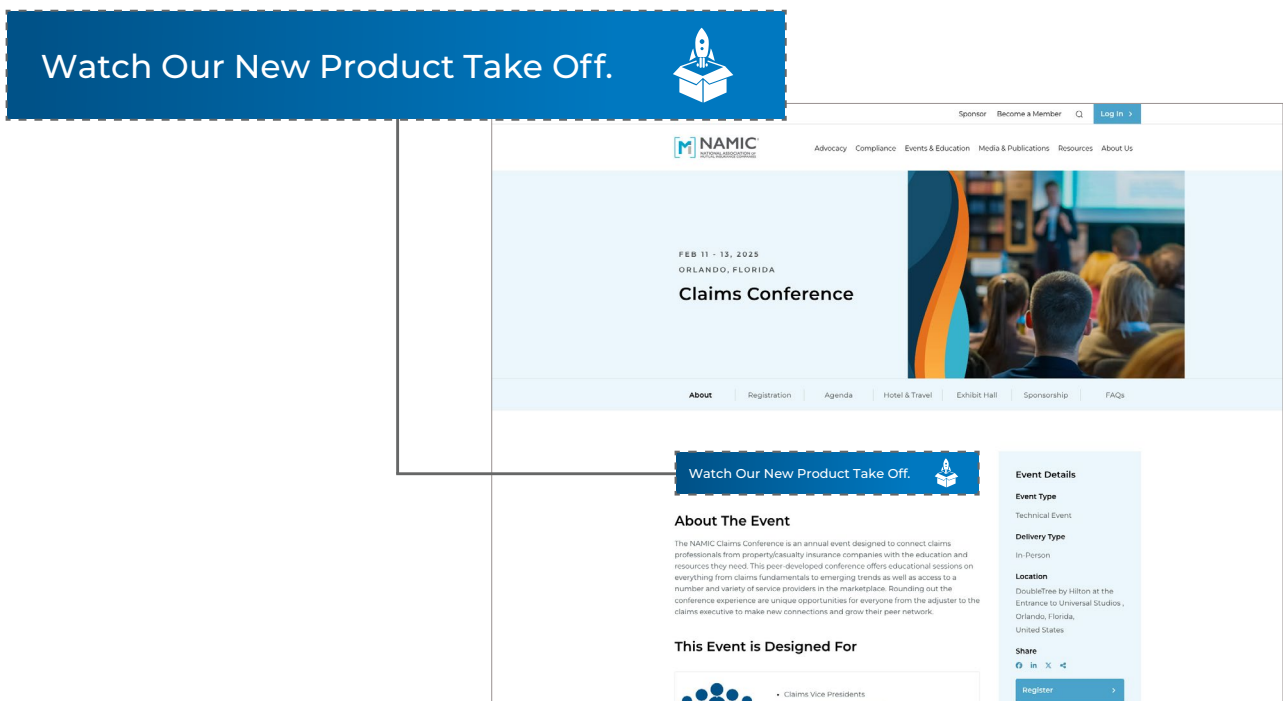
INTERIOR WEBPAGE BANNER SPECS

Content Policy: All content is subject to approval and must not promote what NAMIC deems a competing event/service. Links must lead to a publicly accessible webpage. Any use of the NAMIC logo must comply with NAMIC logo usage requirements, which can be found on page 19.

Specifications: Please submit art at 1960 pixels wide x 270 pixels high, .jpg or .png. to ensure best resolution. Ad will run at a smaller size. 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.



NAMIC AMBASSADOR PROGRAM

Program Overview

The NAMIC Member Ambassador Program is a premier affinity initiative designed to connect market members with NAMIC primary carrier members by showcasing exclusive, high-value offers. Limited to just 10 participating companies annually, this program offers a unique opportunity to drive qualified leads, elevate brand visibility, and deliver value to NAMIC's membership.

	Rates
Exclusive Affinity Opportunity for Market Members (<i>Limited to 10 Participants</i>)	\$7,500

Eligibility

- Open exclusively to NAMIC market members in good standing
- Participants must offer a minimum 15 percent discount or a comparable, exclusive benefit available only to NAMIC primary carrier members

Offer Requirements

- Clearly described and transparent
- Valid for a minimum of 12 months

Member Engagement & Verification

- Each participating market member will receive a dedicated landing page in the Member Ambassador Program section of NAMIC.org
- Your page will include:
 - Company profile and branding
 - Offer details and terms
 - Customized inquiry form to capture lead information and route directly to your team
 - Built-in membership verification process, ensuring only eligible NAMIC primary carrier members can redeem the offer

Marketing & Promotion by NAMIC

NAMIC will promote the Member Ambassador Program as a whole, ensuring consistent visibility for all participating, a mix of association marketing channels and limited external promotion. Activation efforts will drive NAMIC primary carrier members to the dedicated program webpage, where each participating market member is featured with a branded landing page and lead capture form. Program-level promotion includes:

- Visibility on a dedicated Member Ambassador Program webpage on NAMIC.org
- Inclusion in a run-of-site advertisement on NAMIC.org promoting the participants
- Quarterly promotional emails sent to primary carrier members
- Social media posts showcasing the program and directing members to explore participating offers
- Program advertisement in IN magazine, featuring participant logos as part of the Member Ambassador Program promotion

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 is subject to approval and must not promote what NAMIC deems a competing event/service.

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 a dark green background with a torn paper effect. At the top, the NAMIC Insurance Uncovered Podcast logo is displayed. Below it, a white banner reads "UNCOVER SOLUTIONS FOR A NEW ERA OF RISK". In the center, a smartphone displays the podcast app interface, showing a "WILDFIRE MITIGATION" episode with a "LISTEN NOW" button. To the right of the phone, two white earbuds are shown next to a "LISTEN NOW!" text and a QR code. At the bottom, logos for Apple Podcasts, iHeartRadio, Spotify, and Amazon Music are listed, along with a sponsorship by HOLBORN.

EDITORIAL CALENDAR*

📅 SPRING 2025 THE APPETITE FOR DATA ISSUE		
Ad Reservation Deadline: December 13, 2024	Print Ad Artwork Deadline: January 13, 2025 Digital Ad Artwork Deadline: January 31, 2025	Magazine Mail Date: March 3, 2025 Digital Magazine Launch Date: March 10, 2025
📅 SUMMER 2025 THE RISING AND REAL COST OF UM/UIM		
Ad Reservation Deadline: March 12, 2025	Print Ad Artwork Deadline: April 9, 2025 Digital Ad Artwork Deadline: April 25, 2025	Magazine Mail Date: June 2, 2025 Digital Magazine Launch Date: June 9, 2025
📅 FALL 2025 THE INSURER-AGENT RELATIONSHIP ISSUE (130 TH ANNUAL CONVENTION SPECIAL SECTION)		
Ad Reservation Deadline: June 13, 2025	Print Ad Artwork Deadline: July 9, 2025 Digital Ad Artwork Deadline: July 25, 2025	Magazine Mail Date: September 2, 2025 Digital Magazine Launch Date: September 8, 2025
📅 WINTER 2025 THE PARAMETRIC LANDSCAPE ISSUE		
Ad Reservation Deadline: September 17, 2025	Print Ad Artwork Deadline: October 13, 2025 Digital Ad Artwork Deadline: October 31, 2025	Magazine Mail Date: December 8, 2025 Digital Magazine Launch Date: December 12, 2025

*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.

Content Policy: All content is subject to approval and must not promote what NAMIC deems a competing event/service. Links must lead to a publicly accessible webpage. Any use of the NAMIC logo must comply with NAMIC logo usage requirements, which can be found on page 19.

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

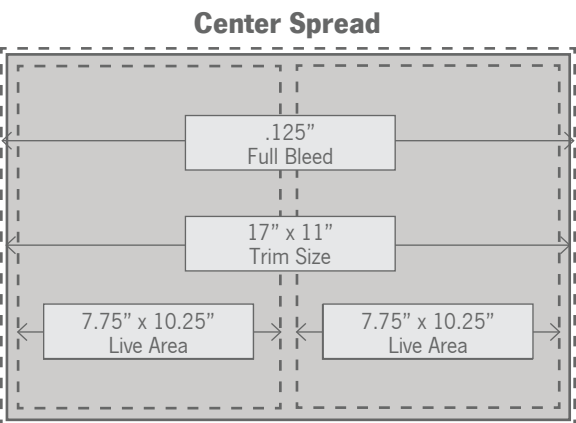
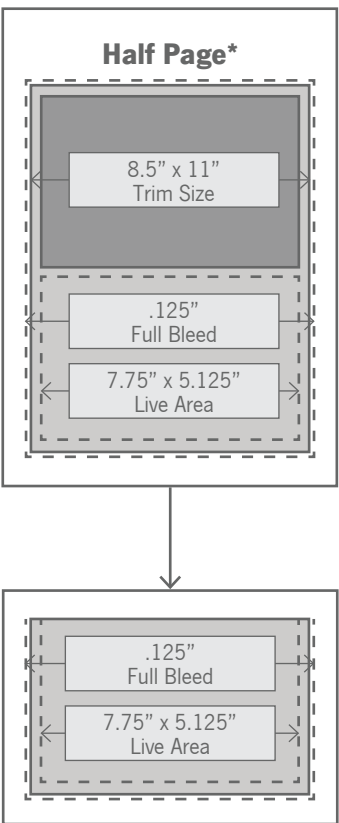
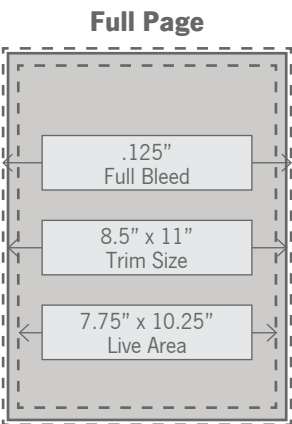
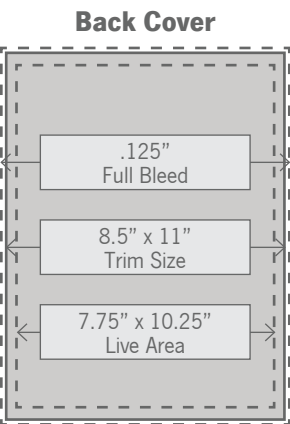
Color Instruction:

- 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)

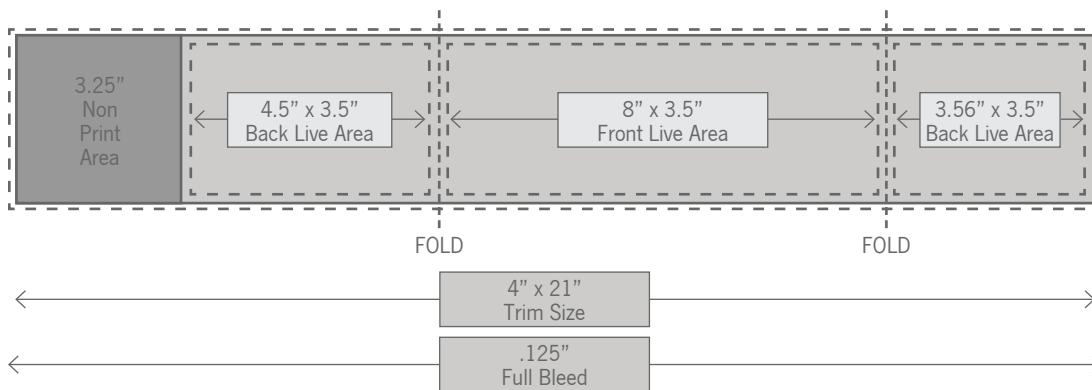


* Artwork page should be set at 5.5 x 8.5. Margins should be set at 3/8 inch on sides and bottom. Bleeds should be set at 1/4 inch on sides and bottom.

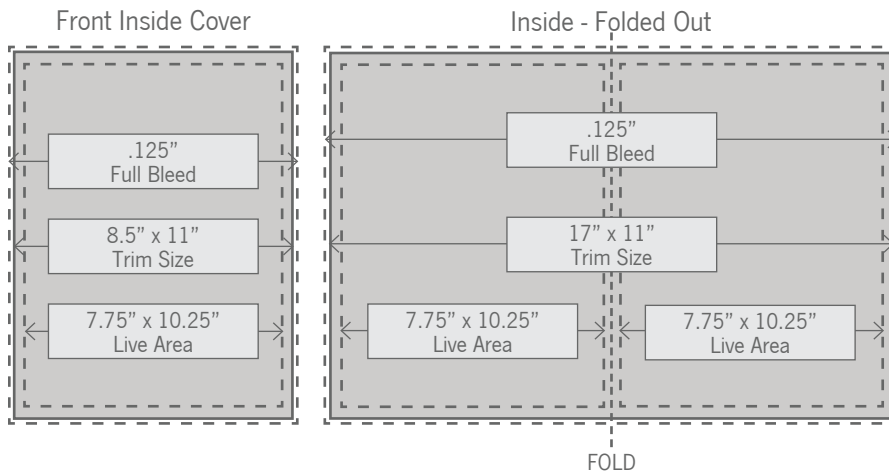
No margin or bleed is necessary on top portion of advertisement.

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

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

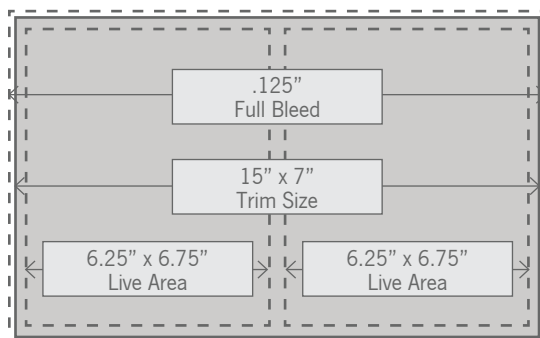


Gatefold Cover



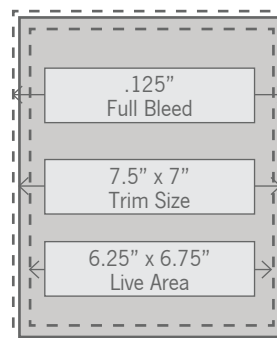
Insert - Option 1

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 -

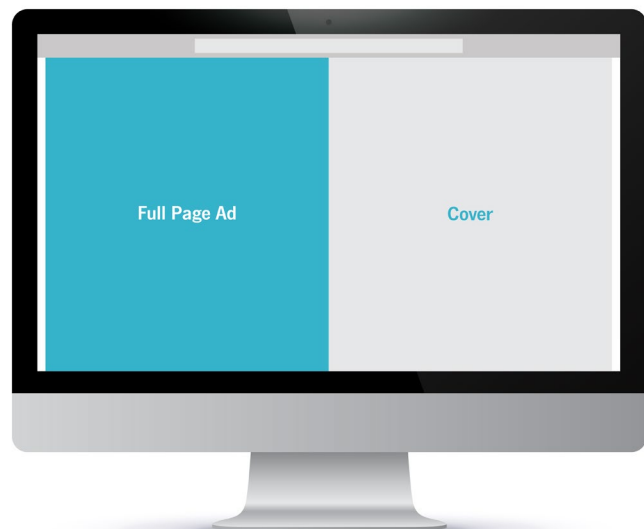
- PDF format, same specs as a print full-page interior ad
- Link to a webpage of your choice

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)

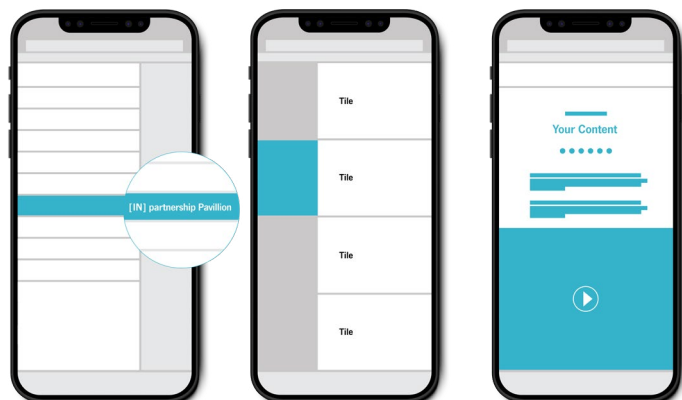
Back Presentation Page Ad Enhanced Plus -

- 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.

Company agrees that any material submitted for publication in IN magazine will adhere to the terms and conditions provided in the NAMIC Media Kit which is hereby incorporated by reference. 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 sans serif type at the top of the advertisement.

EVENT SPONSORSHIP OPPORTUNITIES

For sponsorship and advertising opportunities not listed in this media kit, check out namic.org/about-namic/sponsorship-advertising/. 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 LOGO USAGE

NAMIC does allow members, sponsors, and/or advertisers limited use of NAMIC corporate and NAMIC member logos. If you would like to use either NAMIC logo, please contact the NAMIC sponsorship department at sponsorexperience@namic.org



NAMIC
NATIONAL ASSOCIATION OF
MUTUAL INSURANCE COMPANIES

