

The Anchor

2021

Advertising Rates and Specifications
EFFECTIVE NOVEMBER 1, 2020

The Anchor is the official publication of the Independent Insurance Agents of Rhode Island, the largest association for independent insurance agents in RI.

IIARI is affiliated with the Independent Insurance Agents & Brokers of America.

Circulations

The Anchor has a circulation of approximately 600 subscribers.

Subscriptions

Our subscription rate for members and associate members is \$75 per year. (Included in dues for voting members and associate sponsors.)

Editorial Matter

Editorial content for The Anchor includes news and information concerning the state and national insurance industry, and the programs and services of IIARI.

Issue	Ad Deadline
Winter	February 1
Spring	April 1
Summer	July 1
Fall	October 1

• If an ad deadline falls on a weekend or holiday, closing is deemed to be the first business day immediately preceding the closing date schedules.

To reserve ad space - please contact:

Toni Drowne
tdrowne@iiari.com
401-732-2400
or
Jean Nagle,
jeann@iiari.com
401-732-2400

Mail & UPS Delivery:
Independent Insurance
Agents of Rhode Island
2400 Post Road,
Warwick, RI 02886

Contract & Copy Regulations

- a. No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the publisher's stated policies, will be binding on the publisher.
- b. Contracts may be discontinued by either party with 30 days written notice.
- c. If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.
- d. The advertiser agrees to hold publisher blameless from claims, damages and expenses arising out of any advertising accepted.
- e. Advertising subject to publisher's approval.
- f. The publisher's liability for any error will not exceed the charge for the advertisement in question.
- g. When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in previous issue will be inserted.
- h. Publisher reserves the right to hold advertiser and or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- i. If advertiser offer an insurance product that can only be sold by a licensed Rhode Island agency, agent or broker, the advertiser warrants it is properly licensed and/or registered to do business in Rhode Island, and any program, product or service that is advertised is legally permissible in Rhode Island.
- j. Advertisers will receive one confirmation copy of their ad(s) with the invoice.
- k. Payment due within 30 days of invoice date. Any advertiser whose account is more than forty-five (45) days past due may not advertise in the current issue or any future issue unless the account is paid in full.
- l. Materials will be destroyed by the publisher if disposition instructions are not furnished by the advertiser within one year.
- m. Members with IIARI are entitled to a 10% discount on display advertising space. IIARI Partners are entitled to a 20% discount on display advertising space.



INDEPENDENT INSURANCE
AGENTS of RHODE ISLAND

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Production Charges

Any ad submitted requiring alterations or additional production to meet our specifications will be subject to charges of \$100 per hour for typesetting and production. (Also see mechanical requirements.)

Discounts

IIARI members (and associate sponsors) are eligible for a 10% discount on net rates on display ads. Partners of IIARI will receive an additional 10% discount on net rates on display ads (total of 20% discount). Partners discount good for ads run during 2018.

Preferred Position Rates

10% premium for advertiser-requested special position.

Bleeds

No extra charge. Applies to full-page ads only. Full page bleed size: 8 3/4" x 11 1/4". Trims to 8 1/2" x 11"

Insert Rates

Determined by nature of insert. Call for information, or send sample for consideration.

Size	1x	4x
Full Page	\$750	\$725
2/3 Page	\$595	\$570
1/2 Page	\$485	\$460
1/4 page	\$320	\$300
Business Card	\$125	\$100

**Earned rates are based on number of insertions used in 12 months. Advertising will be billed at rates prevailing at time of insertion contract. No contracts. accepted over two years in advanced.*

Mechanical Requirements

We prefer that all ads be submitted digitally or electronically in a JPG or PDF format, with color or black-and-white proofs.

Ads saved as PDF or JPG files (300 dpi) may be submitted electronically as e-mail attachments or may be mailed to us on a CD, or emailed via a file sharing service such as dropbox.

Please label disks with name of advertiser, file name and file format.

All disks will be kept for one year unless otherwise directed by advertiser.

Printed offset; saddle stitched.
Trim size: 8 1/2" x 11"

If you have questions, please contact us!

Size	Width	Depth
Full Page	7.5"	9.75"
Full Page No Bleed	8.5"	11"
2/3 Page	7.5"	6"
1/2 Page	7.5"	4.5"
1/4 page	7.5"	2"
Business Card	3.5"	2"

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THE INDEPENDENT INSURANCE AGENTS OF RHODE ISLAND MAGAZINE

Rates Effective NOVEMBER 1, 2020.

Advertising Insertion Form (for Business Card Ad fill out all sections except section 3)

The Anchor is a publication of the Independent Insurance Agents of Rhode Island

1. I hereby authorize you to reserve the following advertising space in IIARI's quarterly magazine, *The Anchor*, in accordance with the rates and requirements listed on the current rate card: (Measurements are given by width x height.)

- Full Page (7.5" x 10" or 8.5 x 11) 1/2 Page (7.5" x 4.5") Business Card Ad (3.5" x 2")
 2/3 Page (7.5" x 6") 1/4 Page (7.5" x 2")

2. Please schedule my ad(s) in the following issue(s): Please check appropriate month(s).

- Winter 2020 Spring 2020
 Summer 2020 Summer 2020

3. Please add the current charge to my monthly bill for the following options:

a. Special Positioning (10% over Insertion Rate):

- Front Inside Cover Back Inside Cover Back Half Page

b. Production (\$100 per hour for typesetting and production): CD Enclosed

4. Advertising copy: New ad enclosed.
 Ad will be forwarded to reach IIARI by the 1st of the month preceding publication.
 Repeat ad from _____ *The Anchor*
(month & year)

5. Future ads: Same ad will run for all insertions. New ad will be sent for each insertion.

6. Invoices for advertising should be sent to: Advertiser Ad agency listed below.

7. *I realize IIARI prefers ads submitted digitally or electronically (as EPS or PDF files) and any artwork, typesetting or design handled by IIARI will be billed at cost. Also, if the advertiser offers an insurance product that can only be sold by a licensed Rhode Island agency, agent or broker, the advertiser warrants it is properly licensed and/or registered to do business in Rhode Island, and any program, product or service that is advertised, is legally permissible by Rhode Island.*

Signed,

Authorized Signature

8. Company _____ Phone _____ Fax _____

Address _____ City/State/Zip _____

Person Authorizing Ad _____ E-Mail _____

9. **To be completed by an advertising agency:**

Ad Agency Name _____ Phone _____ Fax _____

Address _____ City/State/Zip _____

Agency Representative _____ E-Mail _____