

Insurance
Insight
 The Journal of the Independent Insurance Agents of IL

Rates & Requirements 2010-2011

MECHANICAL REQUIREMENTS:

Ad size	Width	Depth
Full page	7 1/2"	10"
2/3 page	5"	10"
1/2 page (horizontal)	7 1/2"	5"
1/2 page (vertical)	4 3/4"	7"
1/3 page (horizontal)	4 3/4"	5"
1/3 page (vertical)	2 1/2"	10"

Trim size: 8 1/2 x 11 inches

Bleeds: must be at least 3/8" on all sides

Specified Position: 30% additional charge.

(Call for availability)

Additional Opportunitites Available

Insert Cards

Page 3

Banner Ads

(Call for availability/pricing)

Acceptable formats include:

Adobe Pagemaker

(must include fonts and artwork)

Adobe Photoshop File or Photoshop EPS

Generic EPS

(must have all fonts converted to outlines)

TIFF or TIF

JPEG

PDF Files

(black and white or four-color ads only, fonts MUST be embedded)

Additional formats must be approved prior to deadline

Artwork-other than line art and bitmapped files-should be 300dpi placed at 100%. Files may be zipped or stuffed and placed on an Iomega Zip disk, CD or 3.5" floppy disk

Please include full-size proof with ALL ads

RATES:

(ALL PRICES ARE NET)

Size	Rate	B&W	B+1 C	B+2 C	4 Color
Full page	1x	927.00	1204.00	1482.00	1761.00
	6x	810.00	1055.00	1298.00	1541.00
	12x	630.00	819.00	1010.00	1144.00
2/3 page	1x	703.00	914.00	1124.00	1335.00
	6x	613.00	796.00	980.00	1163.00
	12x	470.00	612.00	752.00	893.00
1/2 page	1x	528.00	684.00	844.00	1001.00
	6x	444.00	577.00	710.00	844.00
	12x	363.00	472.00	580.00	687.00
1/3 page	1x	367.00	496.00	745.00	752.00
	6x	322.00	434.00	546.00	660.00
	12x	255.00	344.00	433.00	522.00

We accept digital artwork ONLY!

Please call for specific instructions

DEADLINES:

All ads and ad contracts are due the 1st of the month prior to the month of publication in which you wish your ad to appear. You may obtain space by phone or e-mail with fax verification. For more information, contact:

Deann French

4360 Wabash Avenue

Springfield, IL 62711

Phone: (217) 793-6660, ext. 3022 – Fax: (217) 793-6744

E-mail: dfrench@iiaofillinois.org

CANCELLATIONS:

Full payment is required in the event of a cancellation of any insertion, unless cancellation is received 60 days prior to publication deadline, which is the 1st of the month preceding month of publication in which the advertisement is to appear.

The IIA of IL reserves the right to edit/refuse any ads deemed detrimental to the association & its beliefs.

No ad will run without an IIA of IL contract in place.
NO EXCEPTIONS!