

**PROFESSIONAL**  
**INSURANCE AGENTS**  
**OF**  
**LOUISIANA, INC.**

**MEDIA KIT**

*Advertise with PIA of Louisiana*



YOUR BEST TARGET IS HERE...

## PROFESSIONAL INSURANCE AGENTS

# 2 WAYS TO REACH AGENTS

### PRINT *THE AGENT'S VOICE*

*The Agent's Voice* is a magazine that PIA of Louisiana publishes **10 times a year**. It is distributed to almost **700 people** and organizations throughout Louisiana.

We are very proud of the publication and the opportunity it allows us to get up-to-date information out to agents and companies that service the industry.

Keep in mind that the circulation is growing for the publication, therefore you can profit more with every issue. We welcome press releases and original articles for publication.

### ELECTRONIC *THE AGENT'S LINK*

*The Agent's Link* is an electronic newsletter that is sent to more than **2,000 people** active in the insurance industry through the e-mail system. It is sent in a format that drives readers to the PIA Web site; therefore, your ads are also seen on the PIA Web site, which provides you an even better exposure to countless viewers.

*The Agent's Link* is published approximately twice a month. There are an estimated 24 issues published throughout the year. The advertiser chooses the quantity of ads to be run in the issues within the month desired not to exceed two (2) in a one month period.

All ads are published in **full color**. You can also have an **active link** to your company's Web site inside your ad.

## MEMBER DISCOUNTS

**FOR EACH PUBLICATION!**



MAGAZINE

# THE AGENT'S VOICE

## CIRCULATION

Independent insurance agents and their employees in the state of Louisiana, executives and representatives of fire, property/casualty and life insurance companies.

## EDITIONS

There are 10 issues printed in a calendar year. The issues are the following:

January/February	July/August
March	September
April	October
May	November
June	December

## CLOSING DATES

All advertisements are due the 15th day of the month prior to publication. Not meeting this deadline will require the most recent insertion to run. Should the 15th fall on a weekend, then new advertisement must be submitted prior to the 15th.

Please notify the associate editor one week prior to the 15th if an advertisement might not meet the deadline.

## PAYMENT

Payment is due in full at the signing of the contract with a discount of 5% for full-year advertisers. Monthly invoicing is also available. Net due within 30 days upon receipt of invoice and tearsheet.

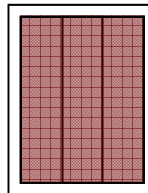
## MAILING INSTRUCTIONS

Address original electronic files, insertion orders, contracts and correspondence to:

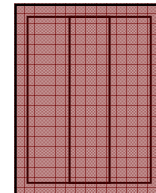
**Professional Insurance Agents of Louisiana, Inc.**  
**Attn: Associate Editor, *The Agent's Voice***  
**8064 Summa Avenue, Suite C**  
**Baton Rouge, LA 70809**

**Phone: (800) 349-3434**  
**Fax: (225) 766-7770**  
**E-mail: [jody@piaoflouisiana.com](mailto:jody@piaoflouisiana.com)**

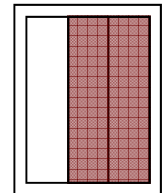
## ADVERTISING DIMENSIONS



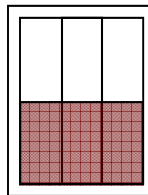
**Full Page**  
7.5" X 10"



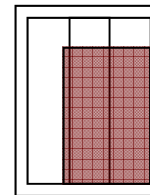
**Full Page Bleed**  
8.75" X 11.25"



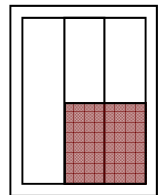
**2/3 Page**  
5" X 10"



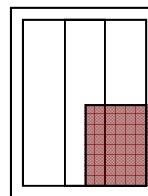
**1/2 Page**  
7.5" X 4.875"



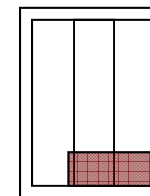
**1/2 Page Island**  
4.875" X 7.5"



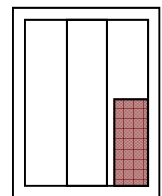
**1/3 Page Square**  
4.875" X 4.875"



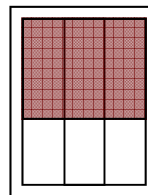
**1/4 Page**  
3.625" X 4.875"



**1/6 Page Horiz.**  
4.875" X 2.33"



**1/6 Page Vert.**  
2.33" X 4.875"



**Back Cover**  
7.5" X 6"



**MAGAZINE**

# THE AGENT'S VOICE

**ADVERTISING RATES for Black & White Ads**

Size	1-5 Times	6-9 Times	10 Times
<b>Full Page</b>	\$380	\$340	\$300
<b>2/3 Page</b>	\$345	\$305	\$230
<b>1/2 Page</b>	\$305	\$260	\$220
<b>1/2 Page Island</b>	\$260	\$220	\$210
<b>1/3 Page Square</b>	\$240	\$195	\$160
<b>1/4 Page</b>	\$205	\$170	\$135
<b>1/6 Page</b>	\$185	\$150	\$120

**PREMIUM POSITION CHARGES**

Size	1-5 Times	6-9 Times	10 Times
<b>Center Spread</b>	\$630	\$575	\$540
<b>Inside Cover</b>	\$420	\$395	\$370
<b>Back Cover</b>	\$415	\$390	\$365
<b>Inserts</b>	\$345	\$285	\$230

**COLOR RATES**

**TWO COLOR**

\$300 per issue\*

**FOUR COLOR**

\$600 per issue\*

\*In addition to advertising rates listed above

**DISCOUNTS**

Members: 10%

Full year contract paid in full: 5%

**ARTWORK**

All artwork should be at 300 dpi to ensure quality printing.

Editor requires a digital hard copy of all original files and a PDF version to be sent to PIA prior to the publication deadline. This is to guarantee accurate color match and quality. Ads will not be altered.

Ads must be the correct dimensions as indicated on the previous page to prevent distortion. Editor will not be responsible for distorted ads that result from incorrect dimensions.

Fonts must be embedded in the file.

**COLOR SPECIFICATIONS**

Color ads must be converted to CMYK. Black type should not be converted to CMYK.

**PRODUCTION SPECIFICATIONS**

- Printing: Offset, saddle-stitched
- Page size: Overall 8.5" X 11"
- Stock: 80 pound enamel
- Subscription rate: \$50 per year for non-member or \$5.00 per issue
- Mailing: Entered as third-class mail at the Baton Rouge, LA Bluebonnet post office.
- Agency Discounts: PIA does not honor agency commissions of cash discounts. All rates are net.
- Contracts: Advertising contracts must be completed and returned to PIA before ad is published.
- Contract and Copy Regulations: Advertisers agree to indemnify *The Agent's Voice* and/or Professional Insurance Agents of Louisiana, Inc. against any claims or expenses resulting from unauthorized use of any materials in the advertisement or copy accepted and published.





## 2011 Advertising Contract

# The Agent's Voice Magazine

The official publication of the Professional Insurance Agents Association of Louisiana, Inc.

Office Use:  
Contract Date: \_\_\_\_\_

Advertiser: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, ZIP: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
FAX Number: \_\_\_\_\_  
Contact Person: \_\_\_\_\_

### Please check the size of the advertisement:

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Full page       | <input type="checkbox"/> 1/2 page-Horizontal | <input type="checkbox"/> 1/6 page-Horizontal |
| <input type="checkbox"/> Inside Back Cover  | <input type="checkbox"/> 2/3 page        | <input type="checkbox"/> 1/3 page-Square     | <input type="checkbox"/> 1/6 page-Vertical   |
| <input type="checkbox"/> Outside Back Cover | <input type="checkbox"/> 1/2 page-Island | <input type="checkbox"/> 1/4 page            |  |

### Check the issue number this ad should be inserted:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Issue #1 *(January/February) | <input type="checkbox"/> Issue #5 *(June)        | <input type="checkbox"/> Issue #8 *(October)   |
| <input type="checkbox"/> Issue #2 *(March)            | <input type="checkbox"/> Issue #6 *(July/August) | <input type="checkbox"/> Issue #9 *(November)  |
| <input type="checkbox"/> Issue #3 *(April)            | <input type="checkbox"/> Issue #7 *(September)   | <input type="checkbox"/> Issue #10 *(December) |
| <input type="checkbox"/> Issue #4 *(May)              |  |  |

\* These are approximate times of year the issues are released. There are 10 issues printed a year, the actual month that the publication is released is approximate.

All art or changes to advertisements are due in the PIA office the 15<sup>th</sup> of the month prior to publication to ensure its printing.

If an advertising agency or public relations firm is involved with this contract, please complete the following:

Agency/Firm: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, ZIP: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
FAX Number: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Recipient of invoice & tearsheet: \_\_\_\_\_

**Value of this contract: (# of insertions \_\_\_\_\_) x (cost per insertion \$ \_\_\_\_\_) - (discounts \_\_\_\_\_) = \$ \_\_\_\_\_ (total contract)**

\*\* PIA will honor a 10% discount to all members and a 5% discount to full-year advertisers who pay their contract up-front and in-full.

**PIA Membership & Partner non-renewals occurring mid-contract year will result in defaulting contract to full advertising prices, prorated, to be billed to advertiser.**

Approved for publication by: \_\_\_\_\_ Date: \_\_\_\_\_

\*\*\* Separate charges will be added for any artwork prepared by the publisher. The above signature approves publication of this ad at the regulations and specifications outlined in the Media Kit and authorizes the preparation and cost of artwork for purposes of this contract.

**PIA of Louisiana, Inc. \* 8064 Summa Avenue, Suite C \* Baton Rouge, Louisiana 70809**

**Phone: (800) 349-3434 \* Phone: (225) 766-7770 \* FAX: (225) 766-1601**

E-NEWSLETTER

THE AGENT'S LINK

CIRCULATION

More than 2,000 active in the insurance industry through the e-mail system and on the Web site.

EDITIONS

The Agent's Link is published approximately twice a month. There are an estimated 24 issues published throughout the year. The advertiser chooses the quantity of ads to be run in the issues within the month desired not to exceed two (2) in a one month period.

CLOSING DATES

All advertisements are due the 15th day of the month prior to publication. Not meeting this deadline will require the most recent insertion to run. Should the 15th fall on a weekend, then new advertisement must be submitted prior to the 15th.

Please notify the associate editor one week prior to the 15th if an advertisement might not meet the deadline.

PAYMENT

Payment is due in full at the signing of the contract or monthly invoicing is also available. Net due within 30 days upon receipt of invoice and tearsheet.

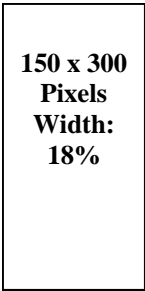
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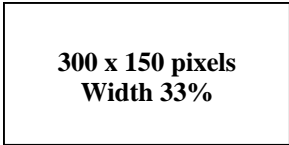
Professional Insurance Agents of Louisiana, Inc.
Attn: Associate Editor, The Agent's Voice
8064 Summa Avenue, Suite C
Baton Rouge, LA 70809

Phone: (800) 349-3434
Fax: (225) 766-7770
E-mail: jody@piaoflouisiana.com

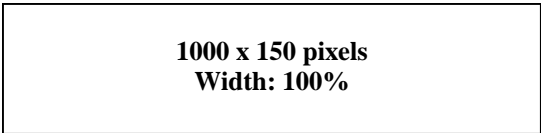
ADVERTISING DIMENSIONS\*



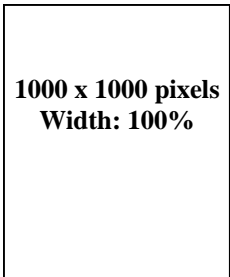
Vertical ad



Horizontal ad



Banner Ad



Pop-up Ad

\*See attached page for a better idea of the layout.



E-NEWSLETTER

THE AGENT'S LINK

ADVERTISING RATES per advertisement insert

Size	Monthly Rate 2 advertisements	Quarterly Rate 6 advertisements	Half Year Rate 12 advertisements	Full Year Rate 24 advertisements
Vertical ad	\$50	\$45	\$40	\$35
Horizontal ad	\$75	\$70	\$65	\$60
Banner ad	\$100	\$95	\$90	\$85
Pop-up ad	\$150	\$145	\$140	\$135

COLOR RATES

All ads are displayed in full color at no additional charge.

DISCOUNTS

Members: 10%

ARTWORK

All artwork should be at 300 dpi to ensure quality printing. High resolution image files produce the best advertisements due to the fact that the newsletter is distributed as a PDF file upon completion.

Editor requires a digital hard copy of all original files and a PDF or picture image to be sent to PIA prior to the publication deadline. This is to guarantee accurate quality. Ads will not be altered.

Fonts must be embedded in the file.

If you have any questions, please send a copy of your ad to jody@piaoflouisiana.com and she can confirm if your ad will work.

ACTIVE WEBLINK

Advertisements may also act as a direct weblink to your company's Web site for just an additional \$20 fee per advertisement.

PRODUCTION SPECIFICATIONS

- Page size: Overall 8.5" X 11"
- Placement: Placement of advertisements is at the discretion of the editor.
- Agency Discounts: PIA does not honor agency commissions of cash discounts. All rates are net.
- Contracts: Advertising contracts must be completed and returned to PIA before ad is published.
- Contract and Copy Regulations: Advertisers agree to indemnify *The Agent's Link* and/or Professional Insurance Agents of Louisiana, Inc. against any claims or expenses resulting from unauthorized use of any materials in the advertisement or copy accepted and published.





# 2011 Advertising Contract

## The *Agent's Link* eNewsletter

*An official publication of the Professional Insurance Agents of Louisiana, Inc.*

### Rates Per Issue (All ads are full color)

Type (Please Check Size)	Specs	Monthly Rate (2 advertisements)	Quarterly Rate (6 advertisements)	Half Year Rate (12 advertisements)	Full Year Rate (24 advertisements)
<input type="checkbox"/> Vertical ad	Width 18%	\$50	\$45	\$40	\$35
<input type="checkbox"/> Horizontal ad	Width 33%	\$75	\$70	\$65	\$60
<input type="checkbox"/> Banner ad	Width 100%	\$100	\$95	\$90	\$85
<input type="checkbox"/> Pop-up ad	Width 100%	\$150	\$145	\$140	\$135

Please choose the desired advertising package and months of issues in which insertions should be published. There are an estimated 24 issues published throughout the year. Advertisements are not to exceed two (2) in a one month period. A full year contract would equal 24 ads over 12 months with 2 ads per month and one ad per issue. Placement in the newsletter is strictly at the discretion of the editor.

Advertising Packages:  Monthly (2 ads)     Quarterly (6 ads)     Half Year (12 ads)     Full Year (24 ads)

Months of Publication: (Please choose desired months as based on the package purchased)

- January     March     May     July     September     November  
 February     April     June     August     October     December

All art or changes to advertisements are due in the PIA office the 15<sup>th</sup> of the month prior to publication to ensure its printing.

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Web site: \_\_\_\_\_

*\*Contract must be completed and returned to PIA before the ad is published.*

#### Value of Contract Based on Advertising Package:

(Cost per insert \$ \_\_\_\_\_) X (# of insertions \_\_\_\_\_) — (Discounts \_\_\_\_\_) = \$ \_\_\_\_\_ Total Contract

\*\*PIA will honor a 10% discount to all PIA members.

*PIA Membership & Partner non-renewals occurring mid-contract year will result in defaulting contract to full advertising prices, prorated, to be billed to advertiser.*

Approved for publication by: \_\_\_\_\_ Date: \_\_\_\_\_

*\*\*\*Separate charges will be added for any artwork prepared by the publisher. The above signature approves publication of this ad at the regulations and specifications outlined in the Media Kit and authorizes the preparation and cost of artwork for purposes of this contract.*

PIA of Louisiana, Inc. \* 8064 Summa Avenue, Suite C \* Baton Rouge, Louisiana 70809  
 Watts: (800) 349-3434 \* Phone: (225) 766-7770 \* Fax: (225) 766-1601