

# **THE ALABAMA INDEPENDENT**

**The Magazine of Alabama Independent Insurance Agents, Inc.**

## 2011 ADVERTISING CONTRACT

**CIRCULATION**

*The Alabama Independent* is published quarterly and primarily targets our Independent Insurance Agents in the Alabama market. We currently print approximately 1100 magazines and direct mail 1000 copies to agents, regional companies, industry officials and insurance companies across the nation. Remaining issues are distributed at industry meetings.

**BILLING INFORMATION**

Company Name: \_\_\_\_\_ Ad Agency: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address, City, Zip: \_\_\_\_\_

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

**DESIRED ISSUES** (Please check all which apply)

\_\_\_\_\_ Winter \_\_\_\_\_ Spring \_\_\_\_\_ Summer \_\_\_\_\_ Fall

**ADVERTISING RATES PER ISSUE FOR MEMBERS ONLY** (Effective for Winter - Fall 2011 issues)  
**NON-MEMBERS WILL BE CHARGED A 25% SURCHARGE OVER RATES LISTED BELOW**

FULL COLOR	REGULAR RATE (1-2 Issues)	FREQUENCY RATE (3-4 Issues)	INSERTION P.O. # (If applicable)
Cover 2,3,4	Not Available	\$925	
Full Page	\$750	\$650	
2/3 Page	\$650	\$600	
1/2 Page	\$600	\$550	
1/3 Page	\$500	\$450	
1/4 Page	\$475	\$425	
1/6 Page	\$350	\$300	
BLACK & WHITE	REGULAR RATE (1-3 Issues)	FREQUENCY RATE (4 Issues)	INSERTION P.O. #
Full Page	\$600	\$475	
2/3 Page	\$550	\$425	
1/2 Page	\$500	\$390	
1/3 Page	\$375	\$325	
1/4 Page	\$350	\$300	
1/6 Page	\$325	\$250	

**The Alabama Independent**  
Advertising Specifications and Guidelines

**Mechanical Requirements:**

<b><u>Bleed Ads</u></b>	<b><u>Width</u></b>	<b><u>Depth</u></b>
Full Page Bleed:	8 3/4"	11 1/4"
Will Be Trimmed to:	8 1/2"	11"
<b><u>Non-Bleed Ads</u></b>		
Full Page	7"	10"
2/3 Page Vertical	4 1/4"	10"
2/3 Page Square	7"	6 5/8"
1/2 Page Vertical	4 5/8"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/3 Page Vertical	2 1/8"	10"
1/3 Page Square	4 5/8"	4 7/8"
1/4 Page Horizontal	5"	4"
1/6 Page Vertical	2 1/8"	4 7/8"
1/6 Page Horizontal	4 5/8"	2 1/4"

**Line Screen:**

Line Screen for Color Ads is 150.

Line Screen for Black and White Ads is 133.

**Medium**

We will accept documents created on either a PC or MAC. **You must submit your ad on a disk or via email in the following formats. We will not be able to accept slicks or film. Your disk can be returned.**

Quark - Quark Document

Pagemaker 6.0 / 6.5 - Pagemaker Document



If using either of these, you must include all .tif or .eps files with the document.

Illustrator - .eps file

Corel - .eps or .tif file

Photoshop - .tif file

**Issue, Insertion and Closing Dates:**

Insertion orders must be received by the respective closing date for each issue.

<b><u>Issue Date</u></b>	<b><u>Closing Date</u></b>
Winter - February 15	January 15th
Spring - April 15	March 15th
Summer - July 15	June 1st
Fall - October 15	September 15th

**Cancellation Policy:**

All cancellations are subject to a cancellation fee and must be in writing. Cancellations must be received by the closing date. No cancellations will be accepted after the closing date.

**Acceptance of Advertising:**

All ads are subject to approval. The publisher reserves the right to place the word "Advertisement" on any ads which resemble editorial material.

*If you have any questions regarding advertising in The Alabama Independent please contact Alison King at (205) 326-4129, extension 106 or email at [aray@aiaa.org](mailto:aray@aiaa.org).*