

The Alabama Independent Insurance Agents Membership Directory
Advertising Specifications and Guidelines

Mechanical Requirements:

<u>Non-Bleed Ads</u>	<u>Width</u>	<u>Depth</u>
Full Page	7 1/2"	10"
1/2 Page	7 1/2"	5"

Line Screen:

Line Screen for Black and White Ads is 133.

Medium

We accept documents created on either a PC or MAC. We will not accept slicks or film. Please include PDF version or a printed copy of ad for proofing. Please email ads to aray@aiaa.org or by US mail on a disk in the designated format:

Quark - Quark Document If using either of these, you must include all
Pagemaker 6.0 / 6.5 - Pagemaker Document .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 September 1, 2005 in order to be placed in the annual directory. Ads are sold on a first come, first serve basis. Ads must be received no later than September 1, 2005!

Cancellation Policy:

All cancellations must be in writing and 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 questions regarding advertising, please contact Alison Ray King at (205) 326-4129 or e-mail at aray@aiaa.org.

Alabama Independent Insurance Agents Membership Directory



YEAR 2005 ADVERTISING CONTRACT

CIRCULATION

The Membership Directory of the Alabama Independent Insurance Agents is published annually and is sent to more than 400 member agencies across the state and 125 company members. The directory is a constant source of reference and information for the more than 4,000 licensed agents, CSRs and general office personnel of our agent members.

BILLING INFORMATION

Company Name: _____ Ad Agency: _____

Contact Name: _____

Address, City, Zip: _____

Phone: _____ Fax: _____

ADVERTISING RATES

Rates quoted below are Member-Only rates. Non-members subject to a 25% surcharge. Please submit payment with your order.

Available Sections:

Please indicate the desired SECTION location by circling below. Space is limited and will be sold on a first come, first serve basis. If you would like to advertise on the back cover, please call for rates.

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|------------------------|------------------------------|-----------------|
| AIIA Staff & Calendar | AIIA Leadership & Committees | Regular Members |
| Membership by District | Associate Members | Member Services |
| Education | General Information | |

PAGE SIZE	BLACK & WHITE RATE	COLOR RATE
Full Page	\$550	\$800
Half Page	\$400	\$600