

2024 ADVERTISING RATES

BIG "I" Washington

Independent Insurance Agents & Brokers of Washington

Contact: Eric Johnson – 414.708.2059, Fax - 414.354.5317 • Eric@bluewaterpublishers.com

Circulation: The *Big I Washington* reaches over 2,500 highly-targeted decision makers each quarter with timely features and association activities for professionals in the independent insurance industry; including agents, brokers, owners, agencies, and vendors; it's the official publication of the IAB of Washington Association.

Digital Versions: The magazine is posted online at www.wainsurance.org and includes hyperlinks from ads to the advertiser's website, including your company web URL in the index section.

Blue Water Publishers also launched an IAB News website for even more digital engagement. It features the magazine, advertiser logos and online news content. As an advertiser, the site welcomes your insurance industry stories, product and service releases, case studies and more. Please check out <https://IABNews.com> for more information.

Frequency & Format: Published four times per year, 24 to 48 pages – full color (CMYK), 70 lb. glossy stock, 175-line screen with saddle stitch, and 8.375 x 10.875" magazine trim size.

Ad Specifications: High resolution (300dpi) PDF format (CMYK – no RGB or spot colors) and send to: art@bluewaterpublishers.com

Ad Size/Dimensions/Rates: Net pricing per annum and for a single insertion.

| | WIDTH X HEIGHT | ANNUAL | SINGLE |
|------------------------|------------------|--------|--------|
| Full Page (with bleed) | 8.625" x 11.125" | \$3776 | \$944 |
| Full Page (no bleed) | 7.875" x 10.375" | \$3776 | \$944 |
| 1/2 Page Vertical | 3.5" x 10" | \$2184 | \$546 |
| 1/2 Page Horizontal | 7.875" x 5" | \$2184 | \$546 |
| 1/3 Page Square | 5" x 5" | \$1520 | \$380 |
| 1/4 Page Vertical | 3.5" x 5" | \$1232 | \$308 |
| Biz Card | 3.375" x 2.375" | \$616 | \$154 |



Back cover and inside front cover – additional \$800.00 or \$200.00 ea.

Inside back cover, page 3 and 5 – additional \$400.00 or \$100.00 ea.

Sponsored content advertisement – additional 10%

Association member discount 10% and any additional charges will be billed to the advertiser as quoted. Discounts are available based on the volume of additional publication and insertion participation.

Payments per annum, the invoice is mailed with the first issue tear sheet at time of the magazine distribution – statement (only) with tear sheet for additional insertions. Payments by credit card are subject to a 3% bank transaction fee.

2024 Planning Calendar - Official IAB State Association Publication:

| ISSUE | SPACE RESERVED | ART DEADLINE |
|--------------------------|----------------|--------------|
| Spring – Mailed Apr 2024 | Mar 5, 2024 | Mar 14, 2024 |
| Summer – Mailed Jul 2024 | Jun 6, 2024 | Jun 18, 2024 |
| Fall – Mailed Sep 2024 | Aug 27, 2024 | Sep 10, 2024 |
| Winter – Mailed Dec 2024 | Nov 7, 2024 | Nov 19, 2024 |

PRINT IS...TANGIBLE, CREDIBLE, AND ENGAGING! ELEVATING YOUR BRAND, HELPING YOU REACH YOUR TARGET AUDIENCE TO ESTABLISH AND INSTILL YOUR MESSAGE.

Blue Water Publishers, LLC • 9406 N. 107th Street • Milwaukee, WI 53224
414.354.0200 ext 106 • Fax: 414.354.5317