

## 2025 ADVERTISING RATES

### BIG "I" Washington

Independent Insurance Agents & Brokers of Washington

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**Readership:** The *Big I Washington* reaches over 2,500 highly-targeted decision makers bi-annually with 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 IIAB of Washington.

**Digital Versions:** The magazine is posted online at **wainsurance.org** and includes hyperlinks from ads to the advertiser's website, including your company web URL in the index section. We post on social media platforms as well.

Blue Water Publishers has an IIAB News website for additional 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 **IIABNews.com** for more information.

**Frequency & Format:** Published two times per year, 24 to 48 pages – 8.375 x 10.875" magazine trim size.

**Ad Specifications:** High resolution (300dpi) PDF format (CMYK – no RGB or spot colors) 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"	\$1888	\$944
Full Page (no bleed)	7.875" x 10.375"	\$1888	\$944
1/2 Page Vertical	3.5" x 10"	\$1092	\$546
1/2 Page Horizontal	7.875" x 5"	\$1092	\$546
1/3 Page Square	5" x 5"	\$760	\$380
1/4 Page Vertical	3.5" x 5"	\$616	\$308

Back cover and inside front cover – additional \$400.00 or \$200.00 ea.

Inside back cover, page 3 and 5 – additional \$200.00 or \$100.00 ea.

Sponsored content advertisement – additional 10%



Association members receive a 10% discount on their ad total. Further 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.

### 2025 Planning Calendar • Official IIAB State Association Publication:

ISSUE	SPACE RESERVED	ART DEADLINE
Spring – Mailed Apr 2025	Mar 18, 2025	Mar 27, 2025
Fall – Mailed Nov 2025	Oct 7, 2025	Oct 16, 2025

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