



IndependentInsuranceAgentsOfVirginia



iiavirginia

liav.com

INDEPENDENT INSURANCE AGENTS OF VIRGINIA MEDIA GUIDE



**REACH IIAV MEMBERS IN A \$1.7 BILLION
INDUSTRY**

IIAV Insurance Matters eNewsletter / IIAV Membership Directory & Users' Guide

FOR MORE INFORMATION, PLEASE CONTACT:





The Trusted Choice®

IIAV QUICK FACTS



Insurance professionals in Virginia are responsible for an estimated **\$1.7 billion** in buying power.*



Our members are responsible for more than **80%** of the total commercial lines market and **75%** of the independent insurance personal lines market



We represent **6,000 insurance professionals** throughout the Commonwealth



IIAV is the **largest and fastest growing** insurance association in Virginia.

IIAV DISTRIBUTION

In addition to independent agents, IIAV communications are distributed to:

500+ AGENCIES

and branches include the majority of VA's 20 largest agencies

4,000 LICENSED AGENTS

1338 LIFE & HEALTH AGENTS

116 COMPANIES

Source: IBISWorld Industry Report 52421; IIAV



IIAV MEMBERSHIP DIRECTORY & USERS' GUIDE

Connect with IIAV members throughout the year!



IIAV INSURANCE MATTERS ENEWSLETTER

Reach 3,000+ Inboxes!

NAYLOR ASSOCIATION SOLUTIONS

MEMBERSHIP DIRECTORY & USERS' GUIDE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

| Full-Color Rates | 1x |
|-----------------------------------|------------|
| Double Page Spread | \$3,699.50 |
| Outside Back Cover | \$3,029.50 |
| Inside Front or Inside Back Cover | \$2,899.50 |
| Tab | \$2,779.50 |
| Full Page | \$2,379.50 |
| 2/3 Page | \$1,849.50 |
| 1/2 Page | \$1,279.50 |
| 1/3 Page | \$ 999.50 |
| 1/4 Page | \$ 779.50 |
| 1/6 Page | \$ 579.50 |
| 1/8 Page | \$ 429.50 |

| Black-and-White Rates | 1x |
|-----------------------|-------------|
| Full Page | \$ 1,449.50 |
| 2/3 Page | \$ 1,269.50 |
| 1/2 Page | \$ 869.50 |
| 1/3 Page | \$ 699.50 |
| 1/4 Page | \$ 539.50 |
| 1/6 Page | \$ 409.50 |
| 1/8 Page | \$ 329.50 |

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship | \$ 859.50

Skyscraper | \$ 859.50

Ad "Jolt"Upgrade | \$ 259.50

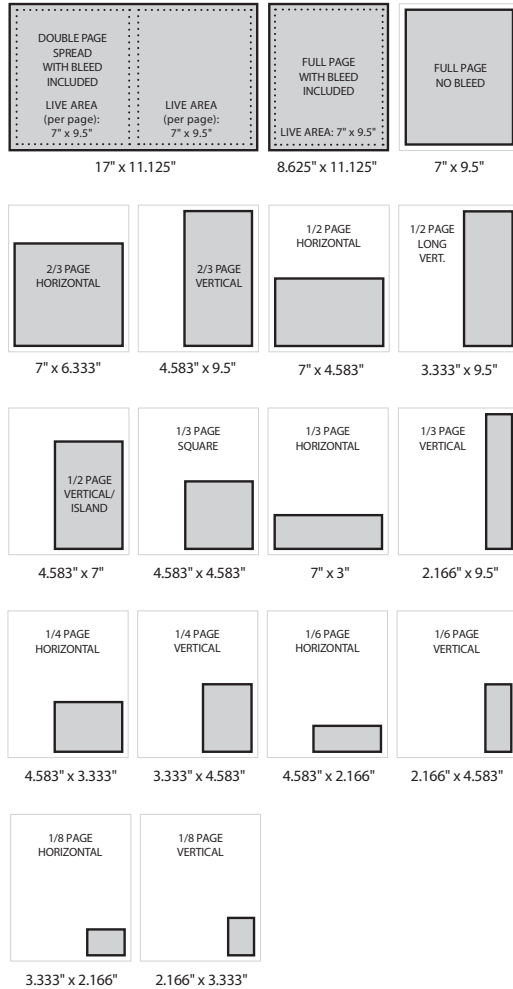
Toolbar | \$ 539.50

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of July 2017

PRINT ADVERTISING SPECIFICATIONS

IIAV MEMBERSHIP DIRECTORY & USERS' GUIDE

Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

Membership Directory & Users' Guide

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flysheets: 8.5" x 11"

Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

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IIAV MEMBERSHIP DIRECTORY & USERS' GUIDE

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

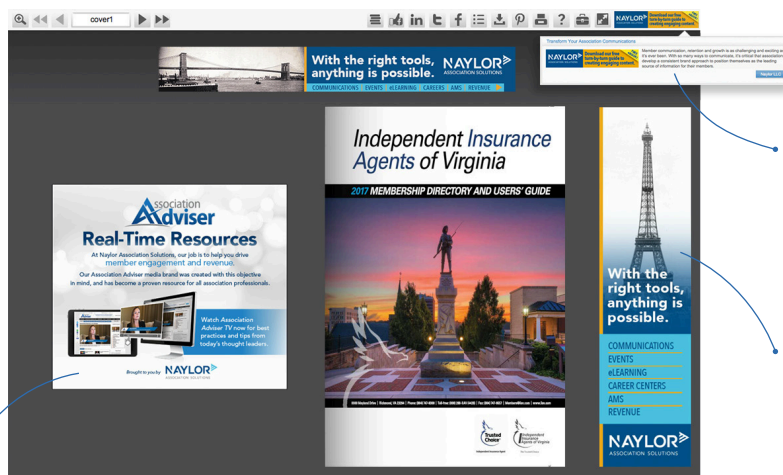
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on IIAV's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the IIAV Membership Directory & Users' Guide is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Last years' edition averaged over 3,000+ page views!

MEMBERSHIP DIRECTORY & USERS' GUIDE DIGITAL EDITION



Toolbar | \$539.50

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$859.50

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure

Ad "Jolt" Upgrade | \$259.50

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

Sponsorship* | \$859.50

Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

IIAV MEMBERSHIP DIRECTORY & USERS' GUIDE

IIAV INSURANCE MATTERS ENEWSLETTER

INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- Agency Management Software
- All Property Casualty Insurance
- Architects
- Automobile Insurance
- Bonds
- Brokers
- Builders Risk & Contractors
- Commission
- Claims Services
- Commercial Auto
- Commercial Premium Financing
- Computers - Hardware/Software
- Consultants
- Disaster Restoration Specialists
- Document Management
- Educational Programs
- Employment/Recruiting
- Engineers
- Excess Lines Coverage
- Financial Services
- Forest Products Insurance
- General Liability
- Health Insurance
- Hotels & Conference Centers
- Insurance
- Insurance Agents Errors and Omissions
- Insurance Associations/Meetings
- Insurance Companies
- Insurance Education & Training
- Insurance Forms
- Insurance Licensing Services
- Insurance Premiums & Financing
- Internet Services
- IRAs/Retirement Plans
- Lawyers
- Lenders
- Managing General Agents/Third Party Administrators
- Marketing Services
- Mortgage Brokers
- Mortgage Insurers
- Mortgage Law
- Mortgage Lenders
- Mortgage Services
- Mortgage Solutions Provider
- Mortgage Technology
- National Lenders
- National Mortgage Companies
- Notification Services
- Office Equipment
- One-stop Broker Programs
- Personal/Commercial Lines Insurance
- Private Sector Mortgages
- Program Management
- Property and Casualty Insurance
- Residential Equity
- Risk Management
- Securities
- Specialty Programs
- Umbrella/Excess Insurer
- Wholesale/Surplus Lines
- Workers Compensation
- Other: _____

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$ _____

Initial: _____ Date: _____

IIAV MEMBERSHIP DIRECTORY & USERS' GUIDE

DIRECT-MAIL AND BELLY BAND OPPORTUNITIES

Catch readers' attention by placing a flier, brochure or postcard inside the clear bag in which the *IIAV Membership Directory & Users' Guide* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around the *IIAV Membership Directory & Users' Guide* with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.



YOUR MESSAGE HERE



Net Rates—Pieces Furnished by Advertiser

| Surfaces | Print & Digital Distribution |
|-----------------------|------------------------------|
| Belly Band | \$3,489.50 |
| 1-Page (2 surfaces.) | \$1,379.50 |
| 2-Page (4 surfaces)** | \$1,839.50 |
| Postcard | \$1,379.50 |

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (VIA-D0018)

Please sign and return to:

IIAV MEMBERSHIP DIRECTORY & USERS' GUIDE

Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. All positions are exclusive and will be awarded on a first-come, first-served basis.

Select from the following options:

- Digital Edition Skyscraper | \$859.50
- Digital Edition Sponsorship | \$859.50
- Digital Edition Toolbar | \$539.50
- Ad "Jolt" Upgrade | \$259.50

All rates are per insertion. Invoices are issued upon publication.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:



The Trusted Choice®



IIAV MEMBERSHIP DIRECTORY & USERS' GUIDE

PROFESSIONAL SERVICES MARKETPLACE

Advertise your professional services in a full-color, high-profile section of IIAV's *Membership Directory and Users' Guide*. Our Professional Services Marketplace is designed to highlight those companies that work in the independent insurance industry throughout Virginia and want to showcase their services. This opportunity gives you the chance to be in front of the leaders you want to do business with for the entire year. You will also gain additional exposure as this section is listed in the Table of Contents. Complete the form below and return it to your Naylor account executive today to reserve your space.

1. Select from the following full-color options:

- 1/2-page: **\$1,209.50**
- 1/4-page: **\$649.50**
- 1/8-page: **\$339.50**

2. Select from the following Marketplaces:

- | | |
|---|--|
| <input type="checkbox"/> Insurance Carriers | <input type="checkbox"/> Excess & Surplus Lines |
| <input type="checkbox"/> Software | <input type="checkbox"/> Auto & Auto Maintenance |
| <input type="checkbox"/> Restoration | <input type="checkbox"/> Managing General Agent |
| <input type="checkbox"/> Premium Finance | <input type="checkbox"/> Lifestyle/Luxury |



Sample

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:

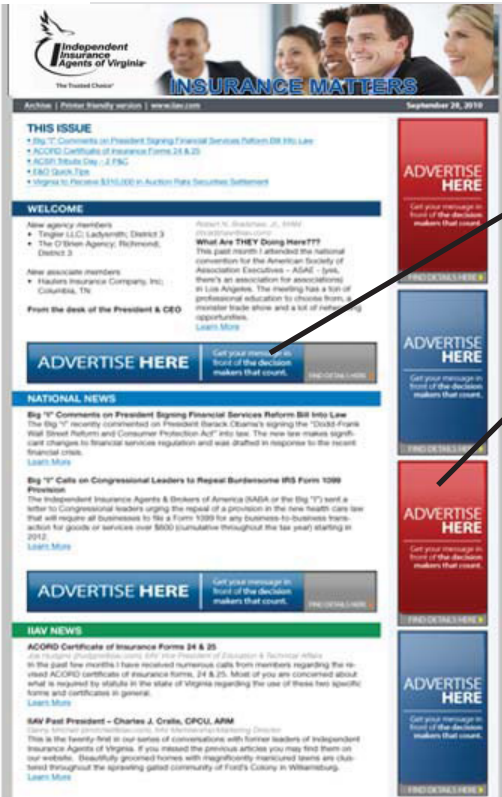
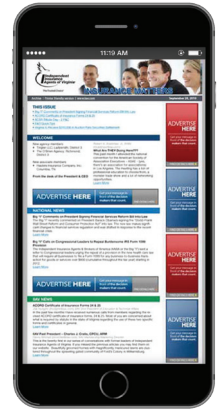
IIV INSURANCE MATTERS ENEWSLETTER

ABOUT THE ENEWSLETTER – WWW.NAYLORNETWORK.COM/VIA-NWL/

Now more than ever, professionals consume information on the go. Our *IIV Insurance Matters eNewsletter* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of **3,000+** decision-makers on a regular basis
- In addition to **3,000+** members, opt-in subscription means that engaged professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other IIVA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



Horizontal Banner

12 Months | \$2,125 6 Months | \$1,150 3 Months | \$325

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Vertical Banner

12 Months | \$2,125 6 Months | \$1,150 3 Months | \$325

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Distributed Every Month!

Sections include

- From the Desk of the President and CEO
- National News
- IIV News
- Upcoming Events
- Education
- VAIA - Virginia Association of Insurance Agents
- Member Resources
- E&O Spotlight
- Press Releases

For more information, visit:
www.naylor.com/onlinespecs

IIAV INSURANCE MATTERS ENEWSLETTER

ENEWSLETTER BRANDING OPPORTUNITIES

To be included in the IIVA's *Insurance Matters eNewsletter*, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

Horizontal Banner

- 3 Month** | \$2,125
- 6 Month** | \$1,150
- 12 Month** | \$325

Vertical Banner

- 3 Month** | \$2,125
- 6 Month** | \$1,150
- 12 Month** | \$325

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (VIA-N0018)

Please sign and return to:

IIAV MEMBERSHIP DIRECTORY & USERS' GUIDE

IIAV INSURANCE MATTERS ENEWSLETTER

PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Independent Insurance Agents of Virginia and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of IIAV.

- **A AAA Mid-Atlantic**
- **Agents Insurance Markets**
- **All Risks Ltd.**
- **Allstar Financial Group**
- **AMERISAFE**
- **Amerisafe**
- **AmTrust North America**
- **Anderson & Murison Inc**
- **Apogee Insurance Group**
- **Assurant Specialty Property/American**
- **Atlantic Specialty Lines, Inc.**
- **Bankers Insurance Company of Florida**
- **Berkley Mid-Atlantic Group**
- **Bloss & Dillard, Inc., CMGA**
- **Brethren Mutual Insurance**
- **Burns & Wilcox**
- **CNA Commercial Ins**
- **Coastal Agents Alliance**
- **Coastal Agents Alliance**
- **Commonwealth Underwriters Ltd**
- **Commonwealth Underwriters Ltd.**
- **Donegal Insurance Group**
- **Editorial Advertisement**
- **Encompass Insurance Company**
- **Gateway Specialty Insurance**
- **Goodville Mutual**
- **Grange Insurance**
- **GuideOne Insurance**
- **Hanover Ins Co**
- **Hanover Insurance Company**
- **Harleysville Insurance**
- **Harleysville Insurance Companies**
- **Imperial PFS. Credit Companies, Inc.**
- **Interstate Insurance Management, Inc.**
- **Iroquois Mid-Atlantic**
- **Iroquois Mid-Atlantic**
- **Johnson & Johnson**
- **Markel FirstComp**
- **Markel FirstComp**
- **Medmarc Insurance Group**
- **MEMIC**
- **Mid Atlantic Insurance Services, Inc.**
- **Millers Mutual Insurance Company**
- **Nationwide**
- **Nationwide**
- **Northern Neck Insurance Company**
- **Northern Neck Insurance Company**
- **OPTIMA Health Plan**
- **Penn National Insurance**
- **Premium Assignment Corporation**
- **Prime Insurance Company**
- **QuickIns.com**
- **Royal Oak Underwriters, Inc.**
- **Sagamore Ins Co.**
- **Southern Insurance Company of Virginia**
- **Windsor-Mount Joy Mutual Insurance Company**
- **Xanatek, Inc**