



# 2020 ADVERTISING RATES

Big "I" Virginia - Independent Insurance Agents & Brokers of Virginia

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

**Circulation:** *The Big "I" Virginia* reaches over 4,600 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 IIA of Virginia.

**Digital Versions:** The magazine is posted online at [www.iiav.com](http://www.iiav.com) 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, 40 to 56 pages – full color (CMYK), 70 lb. glossy stock, 175-line screen with saddle stitch, and 8.375 x 10.875" magazine trim size.

**AdSpecifications:** High resolution (300dpi) PDF format (CMYK – no RGB or spot colors) and send to: [art@bluewaterpublishers.com](mailto: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"	\$4196	\$1049
Full Page (no bleed)	7.875" x 10.375"	\$4196	\$1049
1/2 Page Vertical	3.5" x 10"	\$2430	\$607.50
1/2 Page Horizontal	7.875" x 5"	\$2430	\$607.50
1/3 Page Square	5" x 5"	\$1690	\$422.50
1/4 Page Vertical	3.5" x 5"	\$1370	\$342.50



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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.

## 2020 Planning Calendar for this Official PHCC State Association Publication:

ISSUE	SPACE RESERVED	ART DEADLINE	FEATURED
Spring – Mailed Feb 2020	Jan 14, 2020	Jan 23, 2020	Annual Conference (Jun.)
Summer – Mailed June 2020	Apr 21, 2020	Apr 30, 2020	Young Agents (Oct.)
Fall – Mailed Sept 2020	Aug 4, 2020	Aug 13, 2020	
Winter – Mailed Nov 2020	Oct 6, 2020	Oct 15, 2020	

**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 112 • Fax: 414.354.5317

