

Independent Insurance Agents of Virginia

2015-Magazine Advertising Rates

(Ad Rates Include ALL FOUR ISSUES)

Contact Person: Jim Aitkins 360-805-6474

Email: jima@bluewaterpublishers.com

Magazine Name: *Big "I" Virginia*

Format: 40-56 pages, 8 ½ x 11, full color gloss, with timely feature articles for people with an interest in the independent insurance agent industry. Magazine also appears in digital version at www.iiav.com

Frequency: Published four times per year – Ad costs include ALL FOUR ISSUES

Circulation: Approx 5500 highly targeted decision makers each quarter.

Distributed To: Independent insurance agents and brokers (both members and prospective members) and other businesses within the insurance industry in Virginia.

Electronic Version Bonus: Full cover-to-cover version online with interactive links to advertiser's website and social networks such as Facebook, Twitter, etc.

Dimensions/Rates:

(Rates include insertion into all four issues and are net)

	<u>W</u>	<u>H</u>	<u>B/W</u>	<u>Full Color</u>
Full Page (no bleed)	7.375" x 9.875"		\$3995 includes 4 insertions*	\$4195 includes 4 insertions*
Full Page (with bleed)	8.625" x 11.125"		\$3995 includes 4 insertions*	\$4195 includes 4 insertions*
1/2 Page Vertical	3.725" x 9.875"		\$2230 includes 4 insertions	\$2430 includes 4 insertions
1/2 Page Horizontal	7.675" x 4.9"		\$2230 includes 4 insertions	\$2430 includes 4 insertions
1/3 Page Square	5" x 4.9"		\$1490 includes 4 insertions	\$1690 includes 4 insertions
1/4 Page Vertical	3.725" x 4.9"		\$1170 includes 4 insertions	\$1370 includes 4 insertions

- ◆ Back cover and inside front cover - add \$800 (full page color only)
- ◆ Inside back cover and page 3 and 5 - add \$400 (full page only)
- ◆ Any additional production charges, if needed, will be billed to the advertiser

Specifications:

Please send ads electronically in high resolution (300 dpi) pdf format, saved as CMYK.

Line Screen: 175

Trim: 8.375 x 10.875

Planning Calendar 2015

<u>ISSUE</u>	<u>ART DEADLINE</u>	<u>SPACE DEADLINE</u>
First issue: Winter (Dec '14)	Nov 7, 2014	Nov 1, 2014
Second issue: Spring (Mar '15)	Jan 15, 2015	Jan 15, 2015
Third issue: Summer (June '15)	Apr 15, 2015	April 15, 2015
Fourth issue: Fall (Sept '15)	July 15, 2015	July 15, 2015

(*Space commitment is for all four issues)

Artwork is to be sent to: art@bluewaterpublishers.com or,

Jim Aitkins

Blue Water Publishers LLC

22727 161st Ave SE Monroe, WA 98272