2017/2018

Advertising Rates Oregon Agent

Independent Insurance Agents & Brokers of Oregon

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Format: 32 to 48 pages, full-size 8 ½ x 11, full color, with timely features for professionals in the independent insurance industry. A live link appears online at www.iiabo.org.

Frequency: Published four times per year – Ad costs are NET and include ALL FOUR ISSUES and FULL COLOR ADS

Readership: *Oregon Agent* reaches approximately 5,500 targeted decision makers each quarter.

Distribution: *Independent Insurance Agents and Brokers (both members and prospective members) and related businesses within the Oregon insurance industry.*

Online Version: The magazine appears online at www.iiabo.org and includes hyperlinks from ads to the advertiser's website. Also interactive with social media.

Specifications: High resolution (300 dpi) pdf format. Save as CMYK, Line Screen: 175, please embed fonts and links. Trim size: 8.375 x 10.875

Dimensions/Rates: (Rates include insertion into all four issues, ads are full color and are net)

	W H	Full Color
Full Page (no bleed)	7.375" x 9.875"	$4195 (includes all 4 issues)
Full Page (with bleed)	8.625" x 11.125"	$4195 (includes all 4 issues)
1/2 Page Vertical	3.725" x 9.875"	$2430 (includes all 4 issues)
1/2 Page Horizontal	7.675" x 4.9"	$2430 (includes all 4 issues)
1/3 Page Square	5" x 4.9"	$1690 (includes all 4 issues)
1/4 Page Vertical	3.725" x 4.9"	$1370 (includes all 4 issues)

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

2017/2018 Planning Calendar:

ISSUE	SPACE RESERVED	ART DEADLINE
Summer - Mailed June 2017	May 3, 2017	May 17, 2017
Fall - Mailed Oct 2017	Aug 18, 2017	Sept 1, 2017
Winter - Mailed Jan 2018	Dec 1, 2017	Dec 11, 2017
Spring - Mailed March 2018	Feb 1, 2018	Feb 15, 2018

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