



2024 MEDIA KIT



THE POWER OF ADVERTISING

KIA&B



▶ ADVERTISE IN KIA&B

KAIA's bi-monthly, full color magazine – the only magazine in Kansas that offers industry specific news and explores the many issues and concerns facing independent insurance agents! Each issue of KIA&B also includes lifestyle features to showcase our members in a personal, unique way. These personal, lifestyle features, along with important industry news, make KIA&B a must-read publication with agents in Kansas.

The circulation includes nearly 3,000 agency employees in Kansas, the Kansas Insurance Department, Independent Insurance Agents & Brokers of America, plus business leaders and professionals in related fields. An online version is also included and can be found on the KAIA website at kaia.com/kiab.



▶ THE NUMBERS



KAIA Member News & Updates
2,710 subscribers



Non-Member KAIA News & Updates
1,650 subscribers



Capitol Notes
2,220 subscribers



Fans:
1,200



Followers:
953



Followers:
914



Unique Visits:
5,500/mo



Open Rate:
32%



KIA&B Reach:
3,300+



Annual Convention:
550+ attendees



Young Agent Members: 100+



Women In Insurance Members: 90+



Education Program Participants:
1000+ annually



Members:
385

KIA&B MAGAZINE 2024 EDITORIAL CALENDAR

ISSUE	RSVP Deadline	Content Deadline	Sent to Printer	Focus Areas
Jan./Feb.	11/22/2023	12/15/2023	1/24/2024	Agency Management
March/April	1/24/2024	2/16/2024	3/20/2024	Human Resources
May/June	3/29/2024	4/12/2024	5/22/2024	Personal Lines
July/Aug.	5/24/2024	6/7/2024	7/12/2024	Professional Development
Sept./Oct.	7/26/2024	8/9/2024	9/13/2024	Tech/Cyber
Nov./Dec.	10/4/2024	10/18/2024	11/27/2024	Commercial Lines

KIA&B MAGAZINE PLACEMENT PRICING

Ad size	1x	6x
Full page	\$1650	\$1375 (per issue)
Half page	\$1440	\$1220 (per issue)
Quarter page	\$900	\$860 (per issue)

Premium positions available for an additional 10% of the full-page rate.

KIA&B MAGAZINE FILE SPECIFICATIONS

KIA&B has a print circulation of about 650 copies per bi-monthly issue with digital circulation for each issue as well. Our publications are produced using a digital workflow to ensure the highest quality reproduction. We will only accept digital ad materials. Please call our office for coordination of materials or questions.

- All fonts and graphic links must be included and all colors must be in CMYK mode
- All colors must be converted to CMYK mode (no Spot, RGB, or Pantone colors.)
- EPS files with fonts must be converted to outlines
- PDF Presets at press-ready settings/compressions (PDF/X-1a2001) export setting
- Line art should be at least 600 dpi
- Photos should be at least 300 dpi.

KIA&B is not responsible for reproduction quality of ads that do not meet these specifications.



AD DETAILS

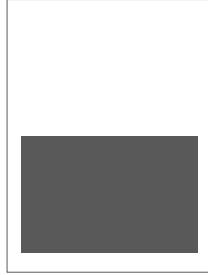
Advertising Contact:
Valerie Gardner, Marketing Manager
vgardner@kaia.com

FILE SIZING FOR KIA&B AND MARKETPLACE REPORTS

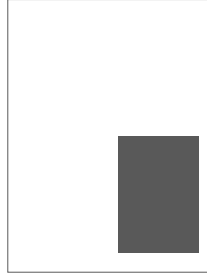
Final magazine trim size is 8.5x11"



FULL PAGE
8.5 X 11"
+.25" Bleed



HALF PAGE
7.25 x 4.5"



QUARTER PAGE
3.5 x 4.75"

Note: Bleeds are only available on full page ads. An accurate color proof must be provided. We are not responsible for inaccuracies in color. Submissions that do not meet the file specifications will be returned for correction with possibility of space forfeiture.

DIGITAL AD PLACEMENT PRICING

KAIA MEMBER NEWS & UPDATES NEWSLETTER	IP / Non-Partner
Square Ad: 300x250 or Leaderboard: 728x90	\$400 / \$480 (per quarter)
KAIA Marketplace Report	IP / Non-Partner
Square Ad: 300x250 or Leaderboard: 728x90	\$400 / \$480 (per quarter)
CAPITOL NOTES LEGISLATIVE UPDATES	IP/Non-Partner
2024 Kansas Legislative Session (10 ads)	\$800 / \$960

DIGITAL AD FILE SPECIFICATIONS

The deadline to submit web banners is the first of each month. Banners can be submitted in .jpeg, or .png format

- Maximum file size: 300k.
- 72 dpi
- Leaderboard Banner - 728 x 90 px
Square Banner Ad - 300 x 250 px

Changes can be made once during the contracted period. Please send all changes to vgardner@kaia.com.

KAIA reserves the right to make final insertion decisions based on space; the ad size options are first come, first serve.

If you have any questions or would like to book your placements, please contact Valerie Gardner at vgardner@kaia.com or 785-289-9232.

