

2024 Advertising Rates

The Alabama Independent

Alabama Independent Insurance Agents, Inc. /

Alabama Insurance Management Services, Inc.

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Circulation: The Alabama Independent reaches more than 1,400 highly targeted decision makers each quarter with timely features and association activities for professionals in the independent insurance industry; including agents, agencies, companies, brokers, underwriters, owners and vendors.

Digital Versions: The magazine is posted online at www.aiia.org and includes hyperlinks from ads to the advertiser's website including your company web URL in the index section.

Frequency and Format: Published four times a year, averaging 36 pages per issue.

Ad Format & Specifications: Full color (CMYK), 70 lb. glossy stock, 175-line screen with saddle stitch and 8.375" x 10.875" magazine trim size. Send artwork to aray@aiia.org

High Resolution (300 dpi), PDF format (CMYK – no RGB or spot colors.)

Ad Size & Rates:

	WIDTH X HEIGHT	ANNUAL	SINGLE
Full Page w/ Bleed	8.625" x 11.125"	\$ 4,000	\$ 1,000
Full Page no Bleed	7.875" x 10.375"	\$ 4,000	\$ 1,000
1/2 Page Vertical	3.5" x 10"	\$ 2,200	\$ 550
1/2 Page Horizontal	7.875" x 5"	\$ 2,200	\$ 550
1/3 Page Square	5" x 5"	\$ 1,800	\$ 450
1/4 Page Vertical	3.5" x 5"	\$ 1,400	\$ 350
Business Card	3.375" x 2.375"	\$ 1,000	\$ 250

→ Inside Front Cover, Back Cover - Additional \$200 per issue

→ Inside Back Cover, page 3, Additional \$150 per issue

→ AIIA First STEP Sponsors receive discounts based on sponsorship level.

→ While we encourage press releases with photos, we reserve the right to determine Sponsored / Advertorial content, which is \$175 per page.

Invoices are mailed with each issue with tear sheet at the time of magazine distribution unless otherwise requested.

ISSUE	ART DEADLINE	CONTENT
Spring	February 1	Legislative
Summer	May 1	Convention
Fall	August 1	Young Agents
Winter	October 1	Fall Events & Holiday

