



PIA of Tennessee **Media Kit**



PIA Magazine— an advertising advantage

Professional Insurance Agents Magazine is dedicated to providing independent insurance producers with the information they need to stay on top of their industry.

Information is POWER

PIA Magazine gives its readers just that—the power to grow their business in a competitive marketplace. As an advertiser, you can tap into those readers and gain a competitive edge.

Award winning look and format

PIA has increased its distribution and leave-behind readership by creating an eye-catching format that is designed to highlight your ads. *PIA Magazine* has won numerous MarCom design awards in recent years.

A pair of glasses with thin frames is resting on a stack of magazines. The background is a soft-focus indoor setting with a window and greenery. The glasses are positioned in the center of the frame, with the top of the stack of magazines visible in the foreground.

Contact Tom Gernt

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2020 Editorial calendar

March

Next generation

June

Industry development

September

Preparedness

December

InsurTech for agents

What's inside our pages

- Connect—ways technology can help your business
- E&O—professional E&O advice
- Federal—a look at national issues
- Industry trends—current events
- Learn—tips from industry education experts
- Legal—current legal points
- Life/Health—issues affecting life/health agents
- Risks—considerations for agencies beyond E&O, case studies
- Sales—tips on sales and marketing
- Staffing—HR concerns for your business
- Tech—research and new developments



Mechanical requirements

Format

Magazine size: 8½" x 11"

Live matter margin: 7½" x 10"

Column depth: 10"

Column width: 2⅜" (3 column)

Required material

- Adobe PDF set to print-quality specifications.
- Fonts must be embedded.
- All images must be 300 dpi.
- Convert all RGB images and spot color plates to CMYK before creating the PDF file. If PDF is black and white, convert all images and text to grayscale.

Ads that do not open or do not fit the specifications will need to be corrected and resubmitted.

Ad deadlines

Space reservations **must be made by the 5th of the month**, two months prior to publication. The deadline for camera-ready ads is the 1st of the month, one month prior to publication.

Need help creating an ad?

We have award-winning designers available to help with artwork. PIA's staff can assist you in the design and preparation of your ad. **Contact design.print@pia.org for your customized quote.**

Contract and copy regulations:

PIA of Tennessee Inc. reserves the right to refuse advertising. Advertisers and advertising agencies assume liability for all content, photographs, trademarks and copyrights included in their advertisement. Advertisers and advertising agencies are responsible for observing Tennessee advertising laws and regulations. Advertisers and advertising agencies agree to indemnify PIA of Tennessee Inc. for any claims arising from their advertisement made against the publisher.

Billing:

Rates are net. Cancellations after the due date of materials will be billed at 75 percent. Advertisers and advertising agencies jointly are responsible for payment insertions.



Advertising rates

(Net rates per insertion)

Ad sizes

Full-page ad non-bleed	7½" x 10"	\$650
Full-page ad full bleed	8¾" x 11¼"	\$650
<i>Bleed is included in document size. Live area for type falls 1/8" from document edges on all sides. Set bleeds beyond the document page.</i>		
2/3 page	4¾" x 9¾"	\$550
½ page island	4¾" x 7¾"	\$525
½ page	7½" x 4¾"	\$500
1/3 page square	4¾" x 4¾"	\$425
1/3 page vertical	2¼" x 9¾"	\$425
¼ page	4¾" x 3½"	\$375
1/6 horizontal	4¾" x 2¼"	\$325
1/6 vertical	2¼" x 4¾"	\$325
Inside Front Cover	8¾" x 11¼"	\$775
Inside Back Cover	8¾" x 11¼"	\$725
Back Cover	8¾" x 11¼"	\$700

Discounts available for 2020 Company Partners:

Platinum 20% discount

Gold 10% discount

Silver 5% discount





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