

# THE INSURANCE MARKETPLACE<sup>®</sup>

**NATIONAL MARKET DIRECTORY OF EXCESS,  
SURPLUS, SPECIALTY LINES & INDUSTRY SERVICES**

## 2021 Media Kit

Reservation Deadline:

September 15, 2020

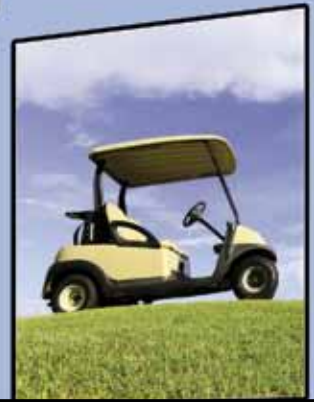
Publication Date:

December 2020



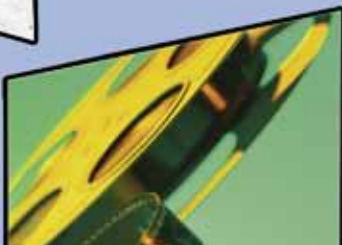
# GET CONNECTED

Connect your specialty  
products and markets with  
top agents nationwide



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# THE INSURANCE MARKETPLACE®

**Digital** version online at  
[www.insurancemarketplace.com](http://www.insurancemarketplace.com)  
[www.roughnotes.com](http://www.roughnotes.com)

Advertise in our directory  
and get a **FREE**  
storefront online

## New Category Listings in the 2021 IMP

**Marijuana Cultivators**  
**Marijuana Processors**

**Marijuana Manufacturers/  
Infusion Centers**

**Marijuana Wholesale  
Distributors/Transporters/  
Secure Transportation**

**Marijuana Retail  
Dispensaries**

## Put your specialty front and center!





Connect instantly with agents who need your specialty products. Be confident that polished, knowledgeable professionals on the IMP customer service team will help agents find top-tier providers like you for solutions to manage their challenging and unique risks.


Agents can connect with IMP free via phone, fax, email or online at [www.insurancemarketplace.com](http://www.insurancemarketplace.com). Our highly trained IMP experts will locate the right market and product for the coverage you need. In turn, you will get value, customers and RESULTS! Let our team get you connected!


**Boost your sales power with a message in**  
**THE INSURANCE MARKETPLACE®**


# FACTS ABOUT THE INSURANCE MARKETPLACE


 **What is IMP?** Published since 1963, it is a National Market Directory of Excess, Surplus, Specialty Lines and Industry Services. It is the only directory published separately and not included in a monthly or bi-weekly magazine.

 **Who does IMP reach?** Each December, it is mailed to over 40,000 independent insurance agents across the country. It is also published online and receives more than 20,000 hits a month from agents looking for a specialty market.

 **Why do agents use IMP?** It is the industry standard for finding specialty coverages that lists providers by state, region and nation. It also has a section of Lloyd's Qualified Representatives. If agents can't find a market, we have an IMP toll-free number and fax for additional assistance. Our highly trained IMP experts will help locate the right market and product for the coverage they need.

 **What is unique about IMP?** Each specialty coverage category listing is followed by a definition so the agent can better understand the complexity of the coverage. There are more than 700 coverage categories updated quarterly online. IMP is the only directory that has coverage definitions.

 **What are the benefits of advertising?** Your advertisement not only appears in the directory mailed to over 40,000 agents but the directory is published online for FREE. Therefore, your "storefront" is free with your advertisement in IMP and also can appear next to the specialty product category for instant recognition.

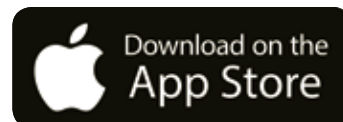
 **Other advertising benefits.** Links from your advertisement to your homepage so agents can contact you directly. You can position your own video in your ad or we will help you create one at a reduced cost.

# FREE The Insurance Marketplace App.

From **The Rough Notes Company**



Now you can find specialty coverage providers listed by state, region and territory with our **FREE** The Insurance Marketplace app. The Insurance Marketplace is the only directory that defines the coverages in categorized lists so you can better understand the complexity of them.





As the agent's #1 specialty market directory, **THE INSURANCE MARKETPLACE**, puts you in front of agency decision makers—and delivers top returns on your advertising dollar.

### The Perfect Package

Start with your print ad in **IMP**—strategically placed in your chosen category—and know that your message is reaching 43,000 verified agent readers who use **IMP** to find quality specialty markets like yours.

For just the cost of your print ad, you get exclusive access to **IMP**'s powerful kit of business-building tools—*absolutely FREE!*



Your own digital storefront on the **IMP** website—**FREE!** And you can update your storefront at any time—**FREE!** Plus you are in our IMP app—**FREE!**

Plus these great **IMP** discounts:



A discounted **60-second video** with your purchase of a full-page or half-page ad



Special discount on your **program video**



Special note—our **IMP** content is also used by the USA Insurance Network, Vertafore's Specialty Markets, and AgenciesOnline and is incorporated into RoughNotes Advantage-Plus, RoughNotes-Pro and the Big I's Virtual Risk Consultant.

The screenshot displays the homepage of The Rough Notes Company, Inc., which serves the insurance industry since 1878. The website features a navigation bar with links to HOME, ABOUT, PUBLICATIONS, BLOG, PRODUCTS & SOLUTIONS, MEDIA KITS, CONTACT US, and SHOP. A search bar is also present. The main content area is divided into several sections, each featuring a featured article with a title, image, and a brief description. The articles include:

- FOCUS ON SOCIAL SERVICES AND NONPROFITS**: An article by Lori Widmer discussing how retailers can navigate a hardening market, with a mention of the Boy Scouts of America filing for Chapter.
- BOAT INSURANCE**: An article by Joseph S. Harrington, CPCU, discussing the recreational boat market's recovery and changes.
- CONSTRUCTION INSURANCE**: An article by Joseph S. Harrington, CPCU, discussing the market's cooling due to labor shortages and capacity limits.
- FOCUS ON CANNABIS INSURANCE**: An article by Lori Widmer discussing the "thicket" of an emerging industry, mentioning Colorado's Amendment 64.
- COMMERCIAL AUTO INSURANCE**: An article by Joseph S. Harrington, CPCU, discussing rate hikes and telematics in a distressed market.

On the right side of the page, there are two subscription buttons: "Subscribe/Renew For Free To Rough Notes Magazine" and "Subscribe For Free To Rough Notes Blog". At the bottom right, there is a large advertisement for The Sitkins Network, featuring the text "SELL MORE RETAIN MORE EARN MORE" and "EXPLORE MEMBERSHIP AT WWW.SITKINS.COM/TSM | 877.SIT.KINS".

**Excess and Specialty Lines** is a monthly newsletter that also is posted on our homepage that deals with a specialty lines topic. We interview experts in the field to gain their insights.

## In THE INSURANCE MARKETPLACE for 2021 ... The retail agent's trusted source for specialty products!

### Construction

The construction industry consists of businesses primarily engaged in constructing and maintaining buildings and other structures. The three major types of construction are: (1) building construction, land subdivision, and land development; (2) heavy construction such as highways, power plants, and pipelines; (3) artisan construction by special trade contractors. The following actively insure this industry:

**All Risks, Ltd.**  
**AmWINS Group, Inc.**  
**Arlington/Roe**  
**\*Ascisure Specialty Risk**

CONDOMINIUMS (CONT.)

Construction Professional Liability

Contractors Design and Build (Project Managers)

Contractors Equipment Insurance

Contractor Controlled Insurance Plan (CCIP) aka Contractor's Wrap-Up

**Vindati**  
POWERED BY CONSTRUCTION

Concise, accurate descriptions of each category help agents understand the exposures their clients face and the coverages they need.

CONDOMINIUMS (CONT.)

Construction Professional Liability

Contractors Design and Build (Project Managers)

Contractors Equipment Insurance

Contractor Controlled Insurance Plan (CCIP) aka Contractor's Wrap-Up

### Contractor Controlled Insurance Plan (CCIP) aka Contractor's Wrap-Ups

General contractors may purchase liability and workers compensation insurance for all operations on a specific construction project, including those performed by subcontractors. Many states have criteria for approving such programs and they must meet certain contract cost requirements. The use of wrap-ups brings all construction insurance costs and coverages into a single workers compensation policy and a single CGL policy, which can eliminate gaps in coverage and non-concurrency of limits and policy language. These specialists underwrite wrap-ups:

Advertisers get **FREE** listings in **IMP**  
and a **FREE** storefront.

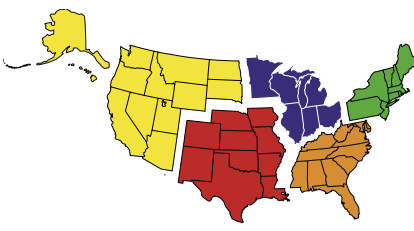
**THE INSURANCE MARKETPLACE**  
MIDWEST  
NATIONAL MARKET DIRECTORY OF EXCESS, SURPLUS, SPECIALTY LINES & INDUSTRY SERVICES

Published by The Rough Notes Company, Inc. since 1963 • www.insurancemarketplace.com



# AGENTS WANT TO CONNECT WITH YOU!

## National Market Directory



This is a marketing guide for nonstandard coverages and specialty lines. The listings include the more commonly written Professional Liability, Errors and Omissions and Malpractice forms, as well as many other Liability and Property insurance categories which are often difficult for the agent or broker to place, or require special underwriting treatment. We develop these listings through annual questionnaires from insurance companies and underwriting managers. The star (\*) means that the company listed is operating as a program administrator, underwriting manager or principal market for the coverage. Absence of any symbol indicates that the listed company is simply a market for the coverage. Frequently, other qualifications for a company's underwriting policy are indicated. These listings do not otherwise reflect the companies' underwriting requirements for the acceptance of certain risks. A star (\*) does not indicate an endorsement of the lister.

**Abstracters Professional Liability**  
This coverage insures against claims that arise from alleged negligent acts, errors, or omissions in researching the validity of real estate property titles and any notices on them. Coverage applies to claims that arise due to an abstractor providing either faulty or incomplete information about the title. It is usually written subject to a minimum deductible per claim and is often combined with Title Agents Errors and Omissions coverage. Markets for this coverage include:

**Abstractors Professional Liability**  
This coverage insures the legal liability of an abstractor or accounting firm for injury or damage that results from professional services it renders or did not render, caused or allegedly caused by neglect, error, omission, dishonesty, misrepresentation, fraud, libel, slander, or defamation of character. Certified public accountants and accounting and bookkeeping firms that rely on abstracts are eligible. Markets that provide this specialty coverage include:

**Accountants Professional Liability**  
This coverage insures the legal liability of an accountant or accounting firm for injury or damage that results from professional services it renders or did not render, caused or allegedly caused by neglect, error, omission, dishonesty, misrepresentation, fraud, libel, slander, or defamation of character. Certified public accountants and accounting and bookkeeping firms that rely on abstracts are eligible. Markets that provide this specialty coverage include:

## COMPANY DIRECTORY

This is a list of the home addresses of the companies listed under the coverage categories. For your convenience, a listing of the names of the companies is also provided in alphabetical order. Each of the coverages with which a company is identified is a specialty line. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.

**Abstract Insurance Brokers**  
2512 Wabash Blvd.  
Santa Monica, CA 90403  
Tel: 310-314-3701  
Fax: 310-314-3701  
E-MAIL: abstract@abstract.com  
URL: www.abstract.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.

**Adriatic Insurance Company**  
5801 N. Chaucery Blvd., Ste. 100  
Metairie, LA 70002  
Tel: 504-835-8100  
Tel: 504-835-8100  
Tel: 504-835-8100  
E-MAIL: adriatic@adriatic.com  
URL: www.adriatic.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.

**Aero Insurance, LLC**  
2001 West 10th Street  
Tulsa, OK 74103  
Tel: 918-436-1111  
Tel: 918-436-1111  
Tel: 918-436-1111  
E-MAIL: aero@aero.com  
URL: www.aero.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.

**AFC Insurance, Inc.**  
3111 Everett Blvd., Ste. 318  
Berkeley, CA 94705  
Tel: 916-835-5553  
Tel: 916-835-5553  
Tel: 916-835-5553  
E-MAIL: afc@afc.com  
URL: www.afc.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.

**All Risks, Ltd.**  
1515 York Rd., Ste. 215  
Hartford, CT 06105  
Tel: 860-234-2100  
Tel: 860-234-2100  
Tel: 860-234-2100  
E-MAIL: allrisks@allrisks.com  
URL: www.allrisks.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.

**AmWins Group, Inc.**  
4727 Piedmont Row Dr., Ste. 600  
Charlotte, NC 28217  
Tel: 704-375-6000  
Tel: 704-375-6000  
Tel: 704-375-6000  
E-MAIL: amwins@amwins.com  
URL: www.amwins.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.

**AmWins Program Underwriters**  
1 New Hampshire Ave., Ste. 200  
Portland, ME 04101  
Tel: 207-859-2000  
Tel: 207-859-2000  
Tel: 207-859-2000  
E-MAIL: amwins@amwins.com  
URL: www.amwins.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.

**Arlington/Roe**  
8000 Keystone Crossing, 9th Floor  
Indianapolis, IN 46240  
Tel: 317-554-8500  
Tel: 317-554-8500  
Tel: 317-554-8500  
E-MAIL: arlington@arlington.com  
URL: www.arlington.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.


The IMP National Market Directory lists providers for more than 700 coverage categories, with more to be added for 2021.

Agents will find your website, email, phone, and other contact info in the IMP Company Directory, which precedes the National Market Directory.

Each of the five regional sections of IMP features two groups of listings: (1) Excess & Surplus and Specialty Lines providers and (2) Lloyd's Qualified Representatives based in the United States. When appropriate, your specialty coverages are listed here.

## CONNECT with YOUR region.


### Southeast Region



**Lloyd's Qualified Representatives**

**General**  
Arlington/Roe, Inc.  
8000 Keystone Crossing, 9th Floor  
Indianapolis, IN 46240  
Tel: 317-554-8500  
Tel: 317-554-8500  
Tel: 317-554-8500  
E-MAIL: arlington@arlington.com  
URL: www.arlington.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.


### Midwest Region



**Lloyd's Qualified Representatives**

**General**  
Arlington/Roe, Inc.  
8000 Keystone Crossing, 9th Floor  
Indianapolis, IN 46240  
Tel: 317-554-8500  
Tel: 317-554-8500  
Tel: 317-554-8500  
E-MAIL: arlington@arlington.com  
URL: www.arlington.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.


### Southwest Region



**Lloyd's Qualified Representatives**

**General**  
Arlington/Roe, Inc.  
8000 Keystone Crossing, 9th Floor  
Indianapolis, IN 46240  
Tel: 317-554-8500  
Tel: 317-554-8500  
Tel: 317-554-8500  
E-MAIL: arlington@arlington.com  
URL: www.arlington.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.


### Western Region



**Lloyd's Qualified Representatives**

**General**  
Arlington/Roe, Inc.  
8000 Keystone Crossing, 9th Floor  
Indianapolis, IN 46240  
Tel: 317-554-8500  
Tel: 317-554-8500  
Tel: 317-554-8500  
E-MAIL: arlington@arlington.com  
URL: www.arlington.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.

### Northeast Region



**Lloyd's Qualified Representatives**

**General**  
Arlington/Roe, Inc.  
8000 Keystone Crossing, 9th Floor  
Indianapolis, IN 46240  
Tel: 317-554-8500  
Tel: 317-554-8500  
Tel: 317-554-8500  
E-MAIL: arlington@arlington.com  
URL: www.arlington.com  
A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.

### Midwest Region

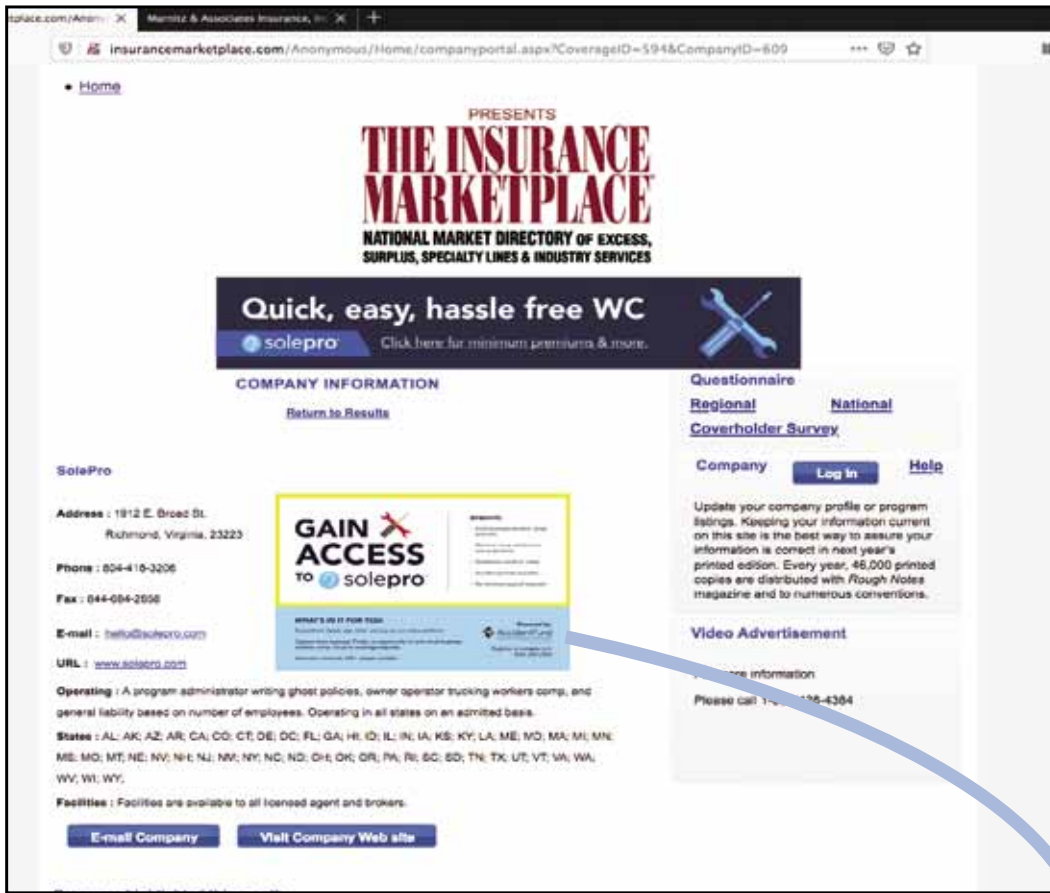
**Lloyd's Qualified Representatives**

These offices have direct facilities for placing specialty or nonstandard coverage with Underwriters at Lloyd's, London. Each office places at least 25% or more of their excess and surplus line business directly with Lloyd's each year; many place 50% or more of this business through a Lloyd's correspondent. Information was furnished to us by these firms through questionnaires provided for that purpose.

Asterisk (\*) denotes firm has binding authority from a London broker

<p><b>Illinois</b> Chicago</p> <p><b>Prime Insurance Company</b> 200 S. Madison St., Ste. 2075 Chicago, IL 60606 Tel: 312-467-0000 Tel: 312-467-0000 Tel: 312-467-0000 E-MAIL: prime@prime.com URL: www.primetrust.com (Countrywide) Firm is an insurance company and a member of A.M.A. (NAFTA, PLS, CNA, WSA and the State Surplus Lines Association)</p> <p><b>Geneva</b> Arlington/Roe, Inc. 8000 Keystone Crossing, 9th Floor Indianapolis, IN 46240 Tel: 317-554-8500 Tel: 317-554-8500 Tel: 317-554-8500 E-MAIL: arlington@arlington.com URL: www.arlington.com A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.</p>	<p><b>Indiana</b> Ft. Wayne</p> <p><b>Arlington/Roe</b> 8000 Keystone Crossing, 9th Floor Indianapolis, IN 46240 Tel: 317-554-8500 Tel: 317-554-8500 Tel: 317-554-8500 E-MAIL: arlington@arlington.com URL: www.arlington.com A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.</p> <p><b>Indianapolis</b> Arlington/Roe, Inc. 8000 Keystone Crossing, 9th Floor Indianapolis, IN 46240 Tel: 317-554-8500 Tel: 317-554-8500 Tel: 317-554-8500 E-MAIL: arlington@arlington.com URL: www.arlington.com A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.</p>	<p><b>Michigan</b> Grandview</p> <p><b>Arlington/Roe</b> 8000 Keystone Crossing, 9th Floor Indianapolis, IN 46240 Tel: 317-554-8500 Tel: 317-554-8500 Tel: 317-554-8500 E-MAIL: arlington@arlington.com URL: www.arlington.com A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.</p> <p><b>Minneapolis</b> Arlington/Roe, Inc. 8000 Keystone Crossing, 9th Floor Indianapolis, IN 46240 Tel: 317-554-8500 Tel: 317-554-8500 Tel: 317-554-8500 E-MAIL: arlington@arlington.com URL: www.arlington.com A marketing guide for nonstandard coverages and specialty lines. The listing of the company's name and address is intended to be a marketing guide for nonstandard coverages and specialty lines.</p>
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## YOUR DIGITAL FREE STOREFRONT.....

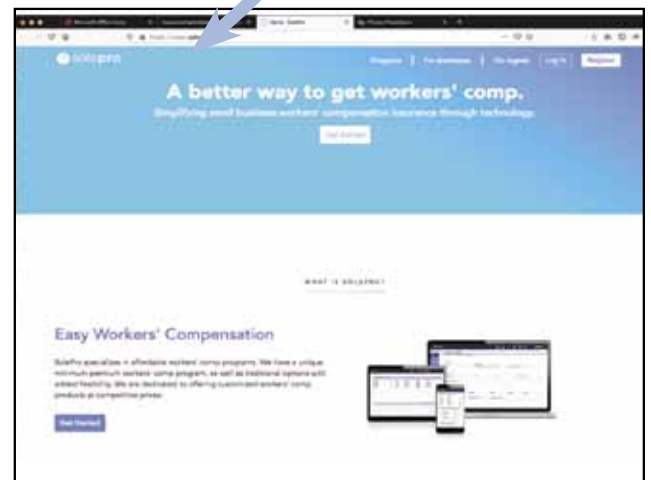


Links 43,000 agents nationwide to your storefront and then directly to your website

**IMP + Your message = Power Connection**

### THE INSURANCE MARKETPLACE 2021

- Published on the Rough Notes website at [www.roughnotes.com](http://www.roughnotes.com)
- Access through our acclaimed agents' resources, RoughNotes Advantage-Plus and RoughNotes-Pro
- Connect with agents 24/7, 365 days a year
- Remote access - from work or home or while traveling



Design your IMP Digital Storefront with banner ads and animation

# BUILD YOUR BUSINESS WITH IMP, The Ultimate Specialty Market Power Tool.

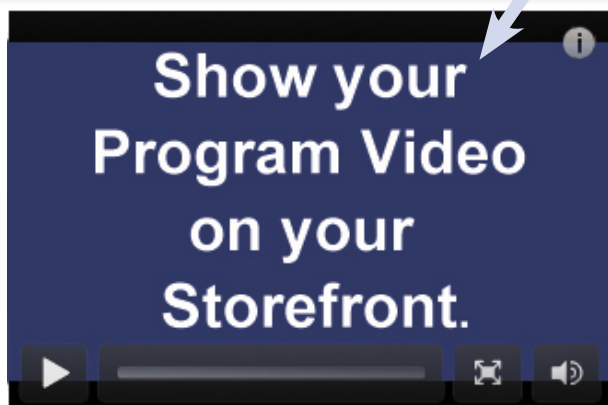


## IMP Banner & Storefront Rates

Storefront (free to advertisers) - \$2,000

Banner in category - \$1,000

*Must place print ad in IMP to be eligible for banner ads*



Top agents are looking for you! Make sure they find your products! Dynamic videos and banner advertisements will help you make the connection quickly and efficiently with agents that need your specialty. It's time to SHINE!

**Polish your message! Let it SHINE in a banner.**



## Rough Notes Digital Services...



Rough Notes Digital Services professional video creators will write, tape, edit, and produce a video starring you, your brand, your programs and products. Visual demonstration is the ideal way to connect with agents searching for products that will serve their specialty risks and the needs of their clientele. Boost your visibility in IMP—let us create a high-impact video to impress agents with your offering. No hassle! Your way!

- Green-screen technology
- Affordable and high-definition
- Video packages start at \$3,000
- One-stop, state-of-the-art, turnkey service
- Studio or on location
- Web design, search engine optimization (SEO)



# BROADCAST YOUR SPECIALTY PROGRAM



*Contact: Marc Basis at (866) 461-3045 or [marcb@roughnotes.com](mailto:marcb@roughnotes.com)  
or  
Eric Hall at (800) 428-4384, ext. 1022 or [ehall@roughnotes.com](mailto:ehall@roughnotes.com)*



Sell  
Communicate  
Educate  
Entertain



**Smile! Your prospects are watching!**

**Reservation Deadline: September 15, 2020**  
**Publication Date: December 2020**

**Rates include your IMP Digital Storefront**

### Market Directory Guaranteed Position

Placement within, adjacent to, or facing a specific coverage category in the National Market Directory:  
 10% extra space charge.

### Covers

2nd (Inside Front)	Extra 15% of space rate
3rd (Inside Back)	Extra 10% of space rate
4th (Outside Back)	Extra 15% of space rate

### Preprinted Inserts

Up to four pages	Available and commissionable
Over four pages	Available and commissionable
Postcard	Available and commissionable

### Multiple Advertisement Discounts

Because *The Insurance Marketplace* is a business placement guide to specialty lines coverages and services, you may wish to advertise in more than one coverage category. If so, your price and savings will vary depending on the number of standard size units. Please ask your advertising representative for details.

### Color

(Note: 2-color = Black + one PMS Color)

Metallic/Fluorescent .....	\$835
Each Matched (PMS) Color .....	\$825

### Online Insurance Marketplace Banner Ads

**Call for pricing: (800) 428-4384**

(Regions include 1-5)

Black/White	1 Region	2 Regions	3 Regions	National
Full Page	7,680	10,750	13,825	16,800
2/3 Page	5,030	7,040	9,055	12,375
1/2 Page	3,895	5,455	7,010	9,430
1/3 Page	3,085	4,320	5,555	6,395
1/4 Page	2,330	3,260	4,195	5,625
1/6 Page	1,555	2,175	2,800	3,920
2-Color	1 Region	2 Regions	3 Regions	National
Full Page	8,505	11,575	14,650	17,625
2/3 Page	5,855	7,865	9,880	13,200
1/2 Page	4,720	6,280	7,835	10,255
1/3 Page	3,910	5,145	6,380	7,220
1/4 Page	3,155	4,085	5,020	6,450
1/6 Page	2,380	3,000	3,625	4,745
4-Color	1 Region	2 Regions	3 Regions	National
Full Page	8,705	11,775	14,850	17,975
2/3 Page	6,055	8,065	10,080	13,550
1/2 Page	4,920	6,480	8,035	10,605
1/3 Page	4,110	5,345	6,580	7,570
1/4 Page	3,355	4,285	5,220	6,800
1/6 Page	2,580	3,200	3,825	5,095

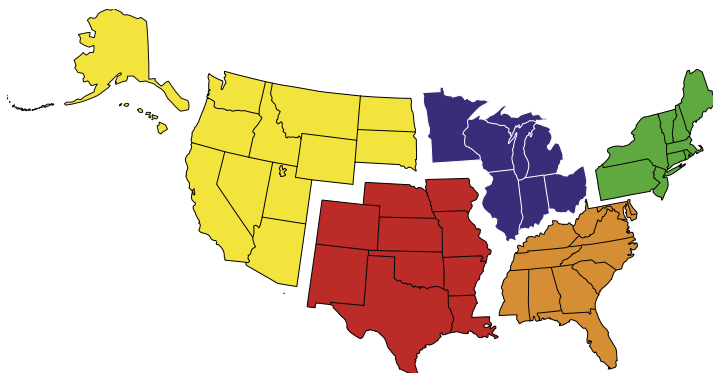
**Region 1**— Connecticut • Maine • Massachusetts • New Hampshire  
 • New Jersey • New York • Pennsylvania • Rhode Island  
 • Vermont

**Region 2**— Alabama • Delaware • District of Columbia • Florida • Georgia  
 • Kentucky • Maryland • Mississippi • North Carolina  
 • South Carolina • Tennessee • Virginia • West Virginia  
 • Puerto Rico • U.S. Virgin Islands

**Region 3**— Illinois • Indiana • Michigan • Minnesota • Ohio • Wisconsin

**Region 4**— Arkansas • Colorado • Iowa • Kansas • Louisiana • Missouri  
 • Nebraska • New Mexico • Oklahoma • Texas

**Region 5**— Alaska • Arizona • California • Hawaii • Idaho • Montana  
 • Nevada • North Dakota • South Dakota • Oregon • Utah  
 • Washington • Wyoming



# ADVERTISING POLICIES AND REQUIREMENTS

## Commissions and Policies

Standard 15% commission is allowed to recognized advertising agencies if invoice is paid within 30 days. We reserve the right to hold advertisers and/or agencies jointly and severally liable for payment.

Advertising may be rejected for any reason if, in our judgment, it is inconsistent with the best interests of the insureds, the insurance industry or its agents and brokers. **The Insurance Marketplace** and its publisher, The Rough Notes Company, are held harmless from any claims or suits that might arise.

## Shipping Information

**Material to:** Tricia Cutter

**The Insurance Marketplace**

The Rough Notes Company, Inc.

11690 Technology Drive

Carmel, IN 46032-5600

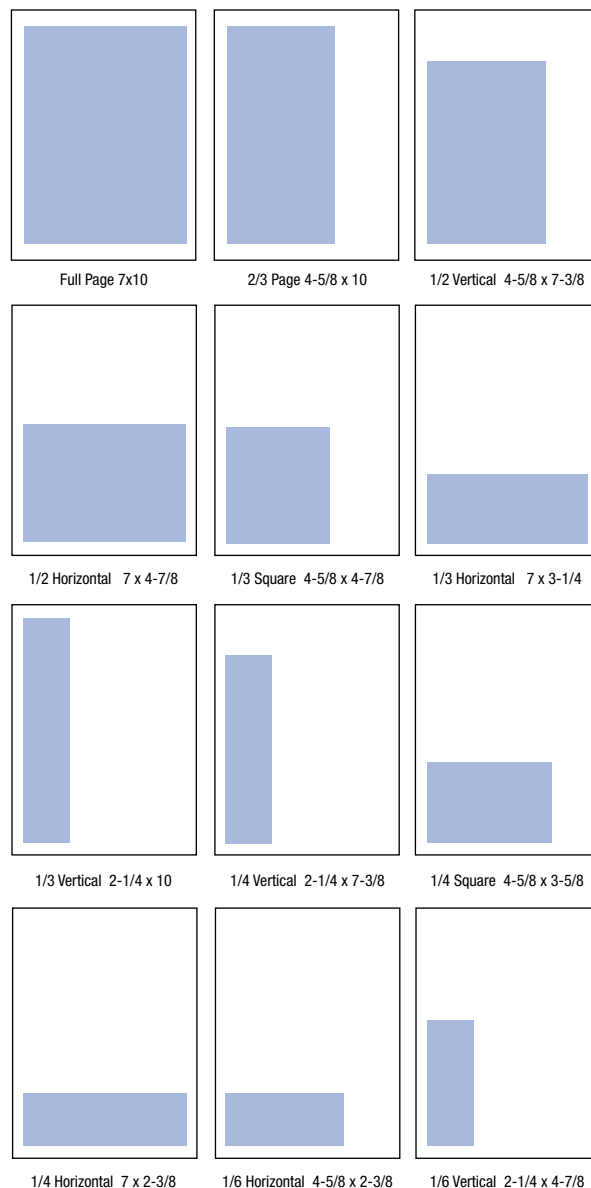
Phone: (800) 428-4384 or (317) 582-1600

## Deadlines

**Publication:** December 2020

**Reservations:** September 15, 2020

**Materials:** September 18, 2020



**Contact:** Tricia Cutter

(800) 428-4384, ext. 1019

for instructions on submitting ad files.

*Ad change policy: It is not the policy of The Rough Notes Company to change a client's ad in any way. All ads should be submitted as per the specifications described in the material requirements section above. However, upon written request, and in order to facilitate the production of The Insurance Marketplace directory, The Rough Notes Company will at no charge make minor changes to ads submitted by our clients. The Rough Notes Company will not guarantee or warrant these changes and will be held harmless in the event that these changes are not printed correctly. The client is responsible for full payment for the advertising space.*

## Ad Sizes and Requirements

### Magazine Trim Size

8-1/8" x 10-7/8"; **Safety=1/4"** from trim dimensions

### Bleed Sizes (INCLUDES BLEED—USE THIS SIZE FOR BLEED ADS)

**Page:** 8-3/8" x 11-1/8" (trims to 8-1/8" x 10-7/8")

**Spread:** 16-1/2" x 11-1/8" (trims to 16-1/4" x 10-7/8")

(No additional charge for bleed)

**Screen:** 150 line screen

**Printing & Binding:** Web Offset/Perfect Bind

### Material Requirements

**Hi-resolution PDF for print preferred**

Connect with our  
Advertising  
Representatives

# THE INSURANCE MARKETPLACE<sup>®</sup>



## Eric Hall

Executive Vice President - Advertising  
National Sales Director  
Toll Free (800) 428-4384, ext. 1022  
Phone (317) 816-1022  
Fax (317) 816-1000  
[ehall@roughnotes.com](mailto:ehall@roughnotes.com)

## Marc Basis

Vice President  
National Sales Director  
Toll Free (866) 461-3045  
Phone (561) 740-8110  
Fax (561) 740-8101  
[marcb@roughnotes.com](mailto:marcb@roughnotes.com)



**The Rough Notes Company, Inc.**

