



## 2021 Media Kit

# Insurance Rough Notes.

VOL. I.

NOVEMBER 10, 1878.

NO. I.

PUBLISHED AT NO. 60 EAST MARKET STREET, INDIANAPOLIS, INDIANA.

H. C. MARTIN.

CHAS. B. COE.

J. T. DOWNEY.

## AFTER THE STORM.

After the storm, a calm;  
After the bruise, a balm;  
For the ill brings good, in the Lord's own time,  
And the sigh becomes a psalm.  
After the drought, the dew;  
After the cloud, the blue;  
For the sky will smile in the sun's good time,  
And the earth grow glad and new.  
Bloom is the heir of blight,  
Dawn is the child of night;  
And the rolling change of the busy world,  
Bids the wrong yield back the right.  
Under the fount of ill,  
Many a cup doth fill,  
And the patient lip, though it drinketh oft,  
Finds only the bitter still.  
Truth seemeth oft to sleep,  
Blessings so slow to reap,  
Till the hours of waiting are weary to bear,  
And the courage is hard to keep.  
Nevertheless, I know  
Out of the dark must grow,  
Sooner or latter whatever is fair,  
Since the heavens have willed it so.

## THE WEE, WEE BAIRNIE.

"Step gently, step gently."  
I stepped hastily back. I feared I had been treading on some of the old man's bowers.  
He leant on his spade and made no motion for some minutes. At length he raised his head, and in a husky voice began:  
"Ay, sir, I mind the time as well as 'twere yesterday, and it's forty years since, when oor wee bairnie died. It was his fourth birth day, and he stopped up tae wait till I cam home wi' a bit present for him. I sat doon be' the fire tae wait for my supper (my wife was ben the hoose bakin'), when I the paterin' o' his little feet, an' I looked up an' held oot my arms for him. He didna come runnin' tae them sae quick as usual, an' when I had him on my knees, says I 'An' fa'll ye be, ye wee bit nickum?'  
"I'm fayther's wee, wee bairnie."  
"An' wi' that he nestled closer to me. He didna seem cheery, sae I ca'd the doggie tae 'im, an' the doggie cam lazy like fra his corner stretchen' his legs. The bairnie but doon his little han' an' strokit the dog's head. But he didna git up an' play wi't, and seemed tired like.  
"Janet," cad I ben the hoose, "what ails the bairnie?"  
"Ails him," said she. "Awa wi' ye; nae-thin ails him."  
"But he's tired like."  
"Hoot," says she, "nae wunner, sittin' up till this time o' night."  
"Ahl but it's nae that, it's mair that tired that he is, Janet; he's nae wee."  
Janet took the child in her arms.  
"Aweel," said she, "an' he's no weel. I'll put him tae bed when I hae done wi' the bakin'; an' wi' that she set him down i' the floor. Forty years it is syne; but I can see the laddie standin' there yet wi' his head hangin' owre his clean frock, and his wee bit leggies bare tae the knees.

"Pit him tae bed the noo, Janet. Dinna min' the cakes."

"She took him up again in her arms, and as she did sae his wee facie becam' as pale as death, an' his little body shook a' ower. I never waited a meenit, but awa' I ran oot at the door for the doctor as hard as I could rin, twa miles across the field, wi' my heart beatin' hard at every step. The doctor wasna in. Wi' a sair heart I turned back. I stopped runnin when I got till our gate and walked quietly in. 'Thae doctor's nae in.' 'Waur luck,' said I, as I crossed the door. Nae a word. I turned roun' intae the kitchen, an' there was sich a sight I could never forget. In ae corner was my wife lying on the groun', an' beside her the wee bit bairn—nae a soun' frae either o' them. I toucht my wife i' the shouther, an' she lookit up, an' then rose up wi'out a word an' stood beside me, lookin' at the form of the little laddie. Suddenly he gied a start an' held out his arms tae me—'Am I no ver ain wee bairnie, fayther?' 'Ay, ay,' said I, for I could hardly speak, an' I knelt doon beside him an' took his little hand. My wife knelt doon on th' other side of him and took his other hand. 'Yer wee, wee bairnie,' he muttered, as tae himsel'—for he gied himsel' the name—an' then he laid his head back, an' we could see he was gone. The doggie cam' an' lookit in his face, an' lickit his han', an' then wi' a low whine went an' lay doon at his feet. Niver a tear did we weep; but we sat baith o' us lookin' intae the sweet wee facie till th' mornin' broke in on us. The neebors cam' i' the mornin', an' I rose up and spoke tae them; but my wife she never stirred nor gied a sound, till ane o' them spoke o' when he wad be carried tae the auld kirk-yaird. 'Kirk-yaird!' said she, 'kirk-yaird! Nae kirk-yaird for me. My bairnie shall sleep whaur he played—in oor gairden. Nae a step farer.' 'But it'll never be allowed.' 'Allowed!' cried she, 'the bairnie shanna stir past the end o' the gairden.' An' she had her way. Naebody interfered; an' there he lies jist waur ye were gaun to pit yer fit, an' there he'll lie ta the resurrection mornin'. An' ilka evenin' my wife comes an' sits here wi' her knittin', an' we never tire o' speakin' o' him that lies beneath."

And the old man bent down and passed his hand over the loose mould as if he were smoothing the pillow of his "wee, wee bairnie."

READ the card of the Home Fire Insurance Co., H. H. Walker, state agent.

## HOW MUCH LUXURY WE NEED.

Ruskin says some sensible things on this point, in the following paragraph:  
I am no advocate for meanness of private habitation. I would fain introduce into it all magnificence, care and beauty were they as possible; but I would not have that useless expense in unnoticed fineries or formalities; corning of ceilings and graining of doors, and fringing of curtains, and thousands of such things which have become foolishly and apathetically habitual—things on whose common appliance hang whole trades, to which there never yet belonged the blessing of giving one ray of real pleasure, or becoming of the remotest or most contemptible use—things which cause half the expense of life, and

destroy more than half its comforts, manliness, respectability, freshness and facility. I speak from experience. I know what it is to live in a cottage with a deal floor and roof, and a hearth of mica slate; and I know it to be in many respects healthier and happier than living between a Turkey carpet and gilded ceiling, beside a steel grate and polished fender. I do not say that such things have not their place and propriety; but I do say this emphatically, that the tenth part of the expense which is sacrificed in domestic vanities, if not absolutely and meaninglessly lost in domestic discomfort and incumbrances, would, if collectively offered and wisely employed, buile a marble church for every town in England; such a church as it should be a joy and blessing even to pass near in our daily ways and as it would bring the light into the eyes from afar, lifting its fair height above the purple crowd of humble roofs.

BARNARD, COE & SAYLES, have in every respect a first class insurance agency.

## The Northwestern Mutual Life Insurance Company

affords a safe and sure protection to encumbered estates.

EVERY man should settle his own estate during his life-time, so far as lies in his power. He who does his own life-work, allotted him to perform, does that work better than any deputy, however well paid, and especially when that deputy is an attorney or administrator intent upon increasing his own estate, with no pecuniary interest in the estate of him who is removed from the walks of life.

THE estate that owes nothing, or is protected by a policy in the Northwestern Mutual Life Insurance Company, to an amount equal to its indebtedness, is already virtually settled.

Barnard, Coe & Sayles,

DEALERS IN

FIRST CLASS

FIRE INSURANCE

75 and 77 East Market Street,

INDIANAPOLIS.

We watch carefully the interests of our customers, from the time the policy is issued till the loss is paid.

Special attention given to form of policy.



# table of contents

## Agency of the Month

*Rough Notes* features articles on top independent agencies—a coveted honor that culminates with the presentation of the prestigious *Rough Notes* Agency of the Year Award

## Features

*Rough Notes* has just one target audience—independent agents—and our feature stories reflect our strong commitment to them

## Vendor/Consultant Profiles

Strategies and technologies that power growth for independent agencies

## Special Sections

*Rough Notes* focuses on industry groups, allowing their members increased visibility to our agent audience

## Editorial Calendar

Our editorial calendar keeps you up to date on our planned content each month, from specialty and personal lines to benefits products and services

## Mechanical Requirements

Sending an ad? These are the “mechanical specs” that work best for us

## Advertising Sales Representatives

Our sales professionals are waiting to take your call

## 3 Editorial

A seasoned staff, plus input from our agent advisory board, drives editorial that's of, by, and for the independent agent

## 4

## 5 Community Service Award

Each year, The Rough Notes Company awards an independent agent, broker, or agency for positive contributions within their local communities

## 6

## 8 Specialty Lines

*Rough Notes* keeps its finger on the pulse of this dynamic market

## 10

## 12 Columns

Experts share their knowledge and insights in all phases of agency operations

## 14

## 15 Multimedia

In print, online, in digital format ... *Rough Notes* delivers crisp, compelling content that makes *RN* a must read for top agents and brokers

## 16

## 19 Rate Card

What will it cost for your ad to appear in *Rough Notes* magazine?

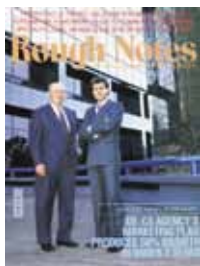
## 21

## 24 Standout Services for Our Valued Partners

Providing services from regional advertising and bonus distribution to complimentary copies of *Rough Notes*

## 27

From 1989 to the present, *Rough Notes* has featured more than 331 Agencies of the Month.



# the *Rough Notes* Agent Editorial Advisory Board

*Our editorial strength starts with our foundation. No other publication has an editorial board composed solely of independent insurance agents.*

As the exclusive sponsor of the prestigious *Rough Notes* Agency of the Year award, *Rough Notes* has the opportunity to connect powerfully with leading agency principals from around the country. The winners of this coveted award are invited to share their experiences, insights, and strategies as members of the *Rough Notes* Agent Editorial Advisory Board.

Each year, the editorial board meets with the magazine's editors to talk about their top-of-mind concerns, challenges, and goals. The informal setting promotes frank discussion and generates a wealth of fresh ideas and keen perspectives that inspire the creation of vibrant features for future issues of *Rough Notes*.

From eager new faces to seasoned veterans, these top-performing agents drive a dynamic exchange that energizes the readers of *Rough Notes* all year long.





# *Rough Notes* Agency of the Month

*Our ongoing commitment to the independent agency system keeps readers engaged*

From inspiring stories of entrepreneurship to growth opportunities in the marketplace, *Rough Notes* gives the nation's leading—as well as up-and-coming—agents and brokers an unbiased look at the ideas, trends, and products and services that are shaping the independent insurance agency arena.

*Rough Notes'* involvement with and reputation among agents and brokers are evidenced by the fact that our Agency of the Month and Agency of the Year have become coveted awards among the nation's top agencies and brokerages. *Rough Notes* editors recognize and select our featured agencies from thousands of top-notch firms throughout the country. At the end of the year, an Agency of the Year is selected from the previous monthly winners.



# Community Service Award

Our commitment to agents and brokers goes beyond the day-to-day business of insurance.

**Rough Notes** was the first national insurance publication to recognize the vital role our readers play in the communities in which they live and work. Our annual Community Service Award honors independent agents for the extraordinary philanthropic initiatives they support and create.

Since 2001, The Rough Notes Company has contributed over \$550,000 to the various agent charities around the country.



**FINGERS IN THE PIE**

Bill Mitchell, chief executive officer of GHM Insurance in Waterville, Maine, has helped improve many historic buildings in Waterville's downtown.

**Hometown entrepreneur wins Rough Notes Community Service Award**

By Alice Ashby Roettger

In the early '90s, Waterville, Maine, was dying, or were other small towns in the industrial Northeast. What does this have to do with The Rough Notes Company's Community Service Award? Well, it has to do with Bill Mitchell, owner of long-time family-owned GHM Insurance—among other things. It's the "other things" that led us to the Community Service Award.

Bill's role in the awards of the award is unusual in two ways: First,

whose home is in the center. Walsh sent informative letters along with the nomination form. Because of his long-time association and friendship with Bill, it seems appropriate to allow him to speak through excerpts from those letters.

**Original intervention**

"In 1992," Ken reminisces, "I met Bill Mitchell when I moved to Maine to manage the Boys & Girls Clubs of Greater Waterville. Waterville was a dying community, losing many jobs due to closures of mills. The Boys & Girls Club was 15 years in the red, on the verge of closing its doors due to lack of funding." Bill volunteered to serve on the group's board of directors and led a capital campaign that helped to restore financial stability to the organization to the tune of over \$10 million. In addition, he sparked the merger of the Boys & Girls Clubs and the YMCA—the first such merger in the nation. Incidentally, Bill was an alum of both organizations.

That wasn't enough for Bill, however. According to Ken, because the Boys & Girls Clubs YMCA were going to be housed in the newly constructed AYCC, "Bill took on the role of

**volunteer project manager of the construction of the building, working more than 30 hours per week for an entire year." Incidentally, Bill also is a commercial real estate developer and owns a property management and maintenance business; however, much of his work on building projects is done on a volunteer basis.**

But that's not all. "When the doors opened," Ken continues, "the AYCC was the largest licensed school-aged program in the Northeast. ... Bill worked with me to create a planned-giving campaign." The AYCC started with zero in the campaign account, and "through aggressive hard work, as of this date, we now have \$22 million."

Bill also helped draft the original bylaws and affiliation agreement for the combined organization. "It comes as no surprise we inducted Bill into our 2001 Inspirational Hall of Fame for his immense contributions to the 5,000 underprivileged youth from over 191 communities served at this facility," Ken writes.

And this is where the "fingers in the pie" comes in.

While Bill was collaborating with Ken on the Boys & Girls Clubs, he naturally got involved in other activities that benefited both that organization and the AYCC. (That was, of course, in addition to the many community activities in which he was already involved.) According to Ken, through the years, Bill has given in a number of ways.

For instance, he organized and ran the Bill Mitchell's GHM Invitational Golf Tournament, which benefits the AYCC's after-school program. "Unlike some donors who simply lend their name to an event and sponsor once the work is done to accept congratulations, Bill runs this event from start to finish," Ken explains. "We just show up to accept the check on the 18th hole." The grand total of the event's contributions tops \$500,000 to date.

Bill also donated an entire phone system to Camp Tracy, the AYCC's summer day camp program.

As a major donor, Bill supported adding a second floor to the Alfred Center and became a member of the Founders Club, pledging a legacy gift.

Along with his wife, Vicki, Bill organized the Weekend Meals Backpack program, "Backpack Backpacks." According to Ken, 80% of the children served by AYCC are food insecure. They finish their day with a hot meal, but what happens over the weekend? Well, from '70 backpacks distributed weekly in 2015, we now fill over 125 backpacks weekly to feed over 430 individuals in need," notes Ken.

Bill helped drive that growth.

He "sponsored a 92-Day Backpack Challenge to our community to fill 5,000 backpacks in 92 days through a raffle sponsored by the Alfred Youth Center, (radio station) Mix Maine, and another of Bill's businesses, The Proper Pig restaurant," Ken says.





# features

*First-hand knowledge of, and a strong relationship with, the influential agents and brokers you want to reach*

**Rough Notes** was the first national insurance publication to target independent agents. We know agents and brokers because we're actively involved with them—and have been for more than a century.

Unlike industry publications that serve multiple audiences, **Rough Notes** focuses on growth-oriented independent agents and brokers who are constantly searching for new and smarter ways to do business. If these are the agents and brokers you want to reach, there's no better value for your advertising dollar than **Rough Notes**.

Each month, thousands of agents and brokers avidly read **Rough Notes**, searching for innovative ideas and information on new products and services.

Your message in **Rough Notes** is a powerful draw for the top producers you're targeting.



## TECH EVOLUTION: LESSONS LEARNED

Wisdom gained over time can help agency professionals ride the next insurtech wave

By Elaine Nance

When I started as a licensing specialist in 2000, it was still heavily a paper-based process. We had the technology to accept clients' demographic information electronically, but many people were reluctant to share confidential information online, despite rigorous security protocols. We created a hybrid version of the different state application forms and linked them to our database. At that time, many in the business were still typing applications.

Even though we tapped technology early on, we still needed to print the hard copy of the completed forms, because only a handful of states accepted online applications. We had a team member whose full-time job was to sort completed forms into bulk

shipments to the various regulators so we could save money on courier charges. How things have changed! While a few specialty licenses still involve paper forms, the majority of applications and renewals process electronically. Did increasing uniformity in state regulations make this faster, more accurate electronic landscape possible? Or did the adoption of technology drive the need to uniformity?

In my mind, it's a bit of a "chicken or the egg" question. Improved technology as increased uniformity created a bit of a headwind everyone. Today, insurance professionals not only expect the ability to view and modify their compliance information any time, from anywhere in the world. Certainly, the evolution has been completely straightforward.

For example, early efforts to improve uniformity in surplus lines compliance under the Nonadmitted and Reinsurance Reform Act (NERRA) floundered. Today, shared tools like OPTAS (an electronic premium tax filing tool) and SLIP (Surplus Lines Information Portal) are making heads swirl, surplus lines procedures

to respond to an application. We had to keep different ideas and colors of paper in stock to meet specific state requirements.

Now, all accept online applications for major lines, limited lines, and surplus lines using a standard interface based on the NAIC Uniform Application. Even surplus licensing has become more uniform. And while there are still circumstances that can slow the review of a license application, the majority of applications are now for the major lines of authority, at least—tend to be approved in 24 to 48 hours.

Back then, we had to attach proof of resident licensing to non-resident applications. Today, there are either license copies or Letters of Certification. State regulators, insurance companies and even consumers check license status against the NIPR (National Insurance Producer Registry) database or department of insurance websites. It's as much faster and more accurate.

The downside of this information sharing is, well, regulatory oversight information. When a regulatory issue arises, it's essential to address it immediately with ALL states simultaneously. Regulators will find out about it, and you want to be the one who brings it to their attention. Also, potential employees and clients can easily access information about a producer's history, so protecting your regulatory reputation is critical.

**Lessons for the next wave:** Automation perfectly impacts user expectations. Once clients get used to near-instant responses, even a short delay becomes intolerable. Think about it. How often do you stand tapping your foot impatiently waiting for the microwave to ding?

Ensuring consistent access to information requires an ongoing investment in technology and infrastructure and cybersecurity measures. It also means recruiting skilled personnel to maintain them.

### Running with the big dogs

When Aileen and Ted Taveas founded Insurance Licensing Services of America, Inc., their primary goal was to develop new licensing technologies to help insurance agencies and compliance services that then were available only to the largest agencies. Technology was and is the great equalizer. A license licensing service to be delivered by a handful of highly trained experts that before would have required whole departments at major carriers.

Today, internet access, podcasting, blogs, and mobile apps mean that tech-savvy independent agencies can compete with the corporate of nationally recognized brands on an even playing field. Of course, it also means that your new competitor can come from anywhere.

Entrepreneurs crossing over from tech fields continue to challenge incumbent agencies and carriers alike. They bring fresh eyes to the issues that insurance customers face. Often, they prove to be more agile than existing industry players in pivoting to meet changes in consumer needs and expectations.

Additionally, investments by national carriers in technology solutions make the direct sales channel more and more appealing to consumers. This trend fuels speculation among some that the age of the independent agent is over. Some even question whether technology will make insurance as we know it obsolete.

Technology also is making real-time communication between policyholders, insurance providers, and carriers not only desirable but essential. Customers don't see agents and carriers as separate entities, so they don't want to provide the same information twice. Consequently, agencies and carriers are starting to get serious about upgrading their systems and are building out

functionality that allows them to share information more easily.

**Lessons for the next wave:** While technology tends to change how we do our jobs rather than what we do, we-change moments are coming closer together. To remain competitive, insurance professionals need to truly understand the technologies shaping our industry. Jumping onto the bandwagon of an over-hyped technology can be just as devastating as lagging behind the adoption curve.

An excellent solution is adopting a problem-solving to consumer—or starting from scratch. Additionally, professionals at every stage of the insurance process must be willing to implement new solutions to remain relevant.

### The (im)personal touch

It's a reasonable concern that greater uniformity may be a double-edged sword. If everyone is doing the same things the same way, how does anyone set themselves apart from their competitors?

We often talk about insurance as being a relationship-based business. Increasingly, however, the idea of a local insurance agent meeting with a client over a cup of coffee to discuss changing coverage needs seems old-fashioned. Younger clients, in particular, actually seem open to this kind of communication. At the same time, data collection from social media and IoT devices and analytics of historical data seem to let us know more about each other than ever before.

Here's a question to contemplate: Is knowing about someone the same as knowing them? It's not rush to implement sales funnels, targeted marketing, do-it-yourself quoting and claims adjustment. We're losing something more valuable than a bump in the bottom line!

*Skillfully presented feature stories help growth-oriented independent agents and brokers succeed in today's challenging market*

## "INSURANCE GIRL" TO AGENCY

By Elisabeth Boone, CPCU

"If I'm black, you might miss it." That's the cliché people use to describe any of the countless small towns that dot the American landscape, and tiny Corydon, Indiana, may be one of those towns. Tucked into the southwestern corner of the Hoosier State, Corydon achieved distinction as the site of the state's first constitutional convention and until 1825 served as its first capital. Far from the crowded interstates and sprawling suburbs of Indianapolis, Corydon moves to a slower rhythm. That's perhaps more characteristic of the mid-South than the Midwest.

Gaining credibility and respect in a "man's world"

Corydon is home to Bennett & Bennett Insurance, Inc., which has been serving the region for 125 years. The agency, which also has an office in New Albany, writes business in Indiana and Kentucky and operates under the leadership of Pamela Bennett Martin, CFC, and her brother, Larry Bennett. Like most insurance professionals, Martin didn't plan a career in the industry.

"I graduated from college with a teaching degree, and at that time there was a teacher gap so there were no 'bills,' she recalls. "I asked my father if I could come to work with him until I could get my teaching license, and the rest is history. I started with the agency in 1980 and have been here ever since."

Martin began as the receptionist, then became personal lines manager and later moved to the commercial side. She and her brother purchased the agency from their father in 2006. He served as president, and he is secretary-treasurer. Bennett & Bennett has 10 employees in its two offices and writes a wide array of coverage in its two-state

territory. In addition to personal and commercial lines, the agency offers life, health, and benefits.

"We're basically a generalist, but we have expertise in a number of niche markets," Martin explains. Among these are auto dealers, banks and financial institutions, collector car owners, construction contractors, craft brewers and distillers, golf courses, hospitals, lawyers, municipalities, nonprofits, restaurants, retail, and vacation home owners. "We have employees who specialize in one or more of these classes, so we can deliver a high level of expertise to our clients," she adds.

In addition to expertise, Bennett & Bennett offers its insureds access to more than 50 markets through its partnership with Myriad Insurance Group, which has more than 280 independent agents in the region that represent some \$2.2 billion in premium volume.

### "Insurance girl"

"I'm a woman who had been in the business for 40 years likely can recall some insurance when she was treated with less than the level of respect to which she entitled."

"In my early days with the agency, company reps sometimes referred to me as the 'insurance girl,'" Martin recalls. "When I attended meetings, I was usually ignored because it was assumed I was a CSR—not that that's a valid excuse for treating a woman as 'less than.' Even more recently, when I've introduced myself to fellow agents as an owner and president of my agency, I've seen jaws drop," she adds. "I no longer answer to 'honey' or 'sweetie,' and please don't put me on the shoulder—or anywhere else."

"The immediate past chair of the Indiana Big T Board," Martin continues, "and I've found that to make money, you're not driven by that. I'm driven by my desire to learn what I can do to take care of my customer. We have a culture in our agency where each of us really listens to what the prospect or client is saying, analyzes the situation, and identifies the best solutions for that individual or business."

Listening attentively, Martin observes, is another quality that women bring to the work setting. "We think it's important to get the whole picture and not just the part for which we may have a quick solution," she asserts. "We take a global view of each client's or prospect's exposure so we can address them with appropriate focus, have control measures, and other risk management strategies."

"I'm encouraged to see that those old attitudes and behaviors are becoming a thing of the past."

—Pamela Bennett Martin, CFC  
Bennett & Bennett Insurance, Inc.

independent agent and a contributing member of the community."

### Empathy and listening

When asked what qualities she thinks women bring to leadership positions in independent agencies, Martin responds, "Empathy. I want to make money, but I'm not driven by that. I'm driven by my desire to learn what I can do to take care of my customer. We have a culture in our agency where each of us really listens to what the prospect or client is saying, analyzes the situation, and identifies the best solutions for that individual or business."

Listening attentively, Martin observes, is another quality that women bring to the work setting. "We think it's important to get the whole picture and not just the part for which we may have a quick solution," she asserts. "We take a global view of each client's or prospect's exposure so we can address them with appropriate focus, have control measures, and other risk management strategies."

Asking focused questions and listening to the client or prospect's answers also is a way to identify misconceptions about exposures, coverages, and premiums. Martin explains, "We may discover that someone hasn't purchased a certain kind of coverage thinking it's not needed or being afraid that the premium is too high. That gives us the opportunity to explain how the coverage works and why it makes insurance programs."

Another valuable skill that women possess, Martin notes, is relationship building. "I think our agency's high retention rate owes a great deal to the fact that we really focus on establishing relationships based on trust and honesty. To me, my service is just a customer to us; everyone is a valued partner in our success and longevity."

### Opportunities abound

It's no secret that the insurance industry has a long history of gender inequality among young people, who often see it as a career path to touch with their values. At the same time, they're being bombarded with advertising messages that feature harpist policies being hawked by, and Mr. Mayhem. Is there a place for young people in this colorful but confusing landscape?

"Young people want to have a positive impact in their community, and we need them to be better way to do that than to be an independent agent," she declares. "Even in a small town like Corydon or New Albany, opportunities abound for community service. If you have a passion for giving back and for being part of something bigger than yourself, this is the career for you."

Also appealing to young people, she points out, is the flexibility independent agents enjoy. There's time to attend a kid's basketball game or a school play, as well as volunteer with community projects.

"When one lives and works in his or her community, it's a great way to engage in your community at all levels."

Do you have a female independent agent you would like to feature? If so, please email details about her to our editorial department at [elaine@roughnotes.com](mailto:elaine@roughnotes.com). Rough Notes, CPCU, is a national publication. We'll take it from there.





# specialty lines

## *Keen insights ... consistent focus*

Diverse, dynamic, and disciplined, the specialty marketplace thrives on building relationships with successful retail agents and brokers.

Since The Rough Notes Company began publishing the annual specialty lines directory **The Insurance Marketplace®** more than 56 years ago, agents have come to depend on *Rough Notes* to keep its finger on the pulse of the excess-surplus and specialty market.

**The Insurance Marketplace** serves as a “13th issue of *Rough Notes*” when it comes out each December, giving agents instant access to specialty and E&S insurers, MGAs and MGUs, wholesale brokers, and program administrators.

What’s more, **The Insurance Marketplace** is updated continuously on the Rough Notes website.

*Rough Notes* highlights the fast-growing specialty market in three powerful ways:

1. **An insightful overview of an individual specialty market niche.** Hot new products ... emerging trends ... market outlook ... and more.
2. **Interviews with carrier executives, MGAs, and program managers**—Niche market professionals who interact with the *Rough Notes* audience of top retail producers.
3. **Reliable data from trusted industry sources**—Vital information to help *Rough Notes* readers understand the scope of the market and identify opportunities in specific niches.



## SPECIALTY LINES MARKETS

# COMMERCIAL AUTO INSURANCE

Can rate hikes and telematics turn around this distressed market?

By Joseph S. Harrington, CPCU

In good news is that the market is not getting under the bad news is that we hardly getting better. That, in essence, sums up the state of the market for commercial auto insurance.

In March 2010, A.M. Best reported that it was maintaining a negative outlook on the line, citing "a decline that shows no sign of abating," even though A.M. Best expected a modest improvement in commercial auto "operating results in 2010." In August, Fitch Ratings predicted that commercial auto was headed for

Frishberg Environmental Insurance, a Denver-based program manager, seems to agree.

According to Brenda Ryberg, the firm's program manager for hazardous materials, "We have not had a few good accounts" as it "held firm" in its rate and driver standards. "Not at the end of the day we are better off," she says. "However, I am not sure how well that is going to play out for the smaller operations."

"With premiums on the rise and the carriers becoming more selective, the biggest opportunity I see is to remain steadfast with what is working well and not play pricing games."

### Rising rates

Gallagher Bassett, a leading claims and risk management firm, says commercial auto rates are increasing for the foreseeable future, especially for non-fleet accounts and new entrants.

"These types of accounts routinely see single vehicle rates in excess of \$15,000 for a combined single limit of \$1 million," says Keith Dunlap, Gallagher Bassett's senior vice president and transportation practice leader. "The excess market has seen exponential increases in rates and fewer participants. To compensate, fleets are forced to increase their risk participation with higher deductibles and retentions."

The previously vulgar results in the line are frustrating to commercial auto carriers, as they exist on the heels of several years of rate increases and the rapid spread of telematics sensors in vehicles to monitor and record vehicle conditions and driver performance.

Karved against these attempts to improve underwriting results are two countervailing trends: first, a continuing shortage of drivers, which forces shippers and motor carriers to rely on less qualified drivers; and second, skyrocketing per-occurrence liability injury claims, which in turn drive increased activity by insurers

level playing field. The runaways are not occurring in our federal courts.

"Because of this, many injury carriers have increased their rates significantly or retreated altogether from writing liability lines."

According to Dunlap, plaintiffs' attorneys are exploiting the driver shortage by bringing negligent hiring and retention claims against motor carriers who have "marginally acceptable" drivers.

**"[D]emand for drivers is so great that the new entrants are not filling seats fast enough. Some carriers become so desperate to move loads that they just start looking for warm bodies to fill old seats and throw caution to the wind."**

## SPECIALTY LINES MARKETS

# FOCUS ON THE RESTAURANT AND BAR MARKET

With dining rooms and gathering establishments closed, how has the COVID-19 pandemic affected the market?

By Lori Widmer

In almost every line of business, and in nearly every industry, the pandemic changes just about everything. Market predictions for 2019—or even early 2020—are no longer relevant. In fact, the market's outlook was recent almost instantaneous by an individually defined deflection point.

It can be argued that nowhere is that shift in "business as usual" more strongly felt than in the restaurant and bar industry across the country—across the globe, in

many cases—restaurants and bars are shuttered. They're also being retooled as they aren't a reopening that could quite possibly be weak and unprofitable for some establishments.

Pandemic predictions were strong. The National Restaurant Association was expecting industry sales to reach \$391 billion, a 4% increase over 2019. But just three months into 2020, the reality was now here: sales that forecast, RestaurantHQ data shows a one-month drop in restaurant sales of 79% for the month of March. In that same time period, year-over-year sales for restaurants that remain open have dropped around 60%.

### New, steep learning curves

At the beginning of the pandemic, most people tend to increase their spending and they spend more within a short time it was clear that this would not suffice," says Derek Stinchcomb, a casualty broker with All Risk, Ltd., who says COVID-19 has had "an enormous impact on the industry, its employees, and customers."

Brian Monahan, vice president of NEP Group Multi-line division, says that impact could be significant. "It's really hard to tell just yet, but I believe the pandemic will change the restaurant and bar industry drastically. We have seen many requests

coming in due to the closure within the industry as a result of state and government mandates. Some restaurants and bars are trying to adjust and stay open while still doing outside pickup or delivery only."

Monahan says closures have drastically reduced receipts, "with some restaurants not having long up to an anticipated 90% in sales a month. As a direct result, and depending on what their covered policy is expected to more, we have been seeing many requests coming in asking for a reduction in exposure over growing uncertainty as how long this will last and how the eventual opening up will affect restaurants and bars."

"With restaurants and bars being public gathering places and having the ability to serve as social spots has hit the industry hard," says Stinchcomb. Instead, they're had to improve. "Most of the RBT (restaurant, bar, and tavern) businesses, including smaller local bars and restaurants, have expanded their operations to include catering and delivery services to keep afloat, essentially pivoting their operations overnight."

That may be likely to attract the business, says Crystal Jacobs, vice president and program director with Restaurant Guard Insurance. "While restaurants can't provide the delivery option, the market simply isn't there on a consistent enough basis for them to plan their supply purchases accordingly. Furthermore, those supply chains are depending on more related-related entities are impacted by COVID-19. The COVID-19 pandemic has required restaurants to not only change their playbook but really change the whole game."

"It's also changed what business owners will look like going forward. I know that the 'new normal' has drastically changed the way we all conduct insurance business within the hospitality space, and we believe that at a minimum 20% of the industry might not survive," says Mark Dermerberg, CEO and managing director of the Hospitality Group for RMS Insurance Brokers.

That's because even in the industry expected to be the most impacted by the pandemic, Dermerberg says, "While some had purchased commercial coverage, many, in fact, had no coverage at all."

### New customer behaviors

Customers also did not see coming the life-threatening risks that are now associated with any public gathering. That, say the experts, will mostly change behaviors going forward. In a



**"If consumers weren't using delivery services pre-COVID-19, they are sure to change that after the pandemic."**

—Derek Stinchcomb  
Casualty Broker  
All Risk, Ltd.

climate where industry changes cannot be predicted even six weeks out, there are some predictions the experts feel are clearly in the air. "What we do know is that delivery services will be permanently a part of the RBT industry landscape," says Stinchcomb.

"In consumer options and convenience for the consumer are undeniable. If customers weren't using delivery services pre-COVID-19, they are sure to change that after the pandemic. Also, automation is here to stay."

Dermerberg says many in the hospitality industry have "reinvested their revenue" and are offering "off-peak" and "off-peak" delivery and curbside pickup, third-party delivery and several delivery fees.

### Emerging issues

Such a seismic shift in operations is bound to create issues, and Stinchcomb says there's a potential gap in coverage with how—if it general liability

policy with third non-owned auto (NNOA) coverage will respond.

Monahan says that there may be some leeway with carriers. But for how long remains to be seen. Some carriers, he says, are responding with allowances for the increased NNOA exposure for delivery. "If you didn't have the coverage before, most companies are willing to add that underwrite for it via checking 30 days' notice vehicle reported and putting a limit on radius of delivery (like under five miles)." He's also seeing a \$500-\$1,000 overall additional premium for new NNOA coverage.

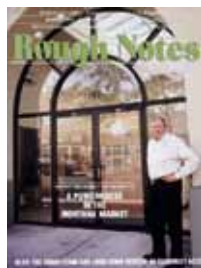
Automated business not only brings additional delivery-related risks, but Jacobs says it brings another threat: cybersecurity issues, which many restaurant owners may not be aware of. "Restaurant owners have to make sure they understand the dangers and the responsibilities they face when collecting sensitive customer data such as physical addresses, phone numbers, financial information and email addresses," Jacobs says. "March alone saw a 600% increase in email phishing scams, whereby criminals used employees' email addresses in an attempt to obtain access."

Then there are the regulatory factors. Jacobs says that along with the new legal model comes a shift by states to allow for to-go alcohol sales. "To most states, the concept of to-go alcohol beverage has been completely disallowed," she says. "I think we could see a shift in what is allowable per COVID-19. I think it will be important to take a look back at the emergency regulatory changes that have been made to see what we stick with when we go back to some sense of normalcy."

One regulatory change that Dermerberg says is the most concerning exposure for the restaurant and bar industry. "The largest factor that looms in the regulatory realm is business interruption insurance where without direct physical damage must coverages are denying the civil authority claims," says Dermerberg. "There are some state regulatory bills pending; however, the best solution would be a federal government-backed solution to the terrorism bill."

### The coverage picture

Whether such a backdrop will happen remains to be seen. Backdrop coverage is about to get a bit more challenging. "There are certain reductions in limits and coverage, particularly business interruption where some carriers no longer entertain hospital





# vendor/consultant profiles

## *Connecting you with motivated buyers of technology and services*

In addition to being key decision makers when it comes to insurance markets, the agents and brokers who read *Rough Notes* are personally involved in purchasing:

- computer hardware and software
- office equipment
- telecommunication and Internet services
- educational and training resources
- back-office processing
- human resource consulting
- third-party loss control and claims adjusting services

... and much more

Place your message where these decision makers look for resources—in the pages of *Rough Notes*, the industry-leading publication that agents trust more than any other.



## LEGAL CANNABIS: WHERE WE ARE AND WHERE WE'RE GOING

By Patrick McManamon

If you've been looking to target an industry that is emerging, exciting, and guaranteed to be around for the foreseeable future, the cannabis industry is a niche to consider. According to Gallup, 69% of U.S. adults supported medicinal legislation in 2019, compared to only 15% who supported it in 2003. Early because of this greater acceptance, investment has soared.

And the legislation may keep growing. On January 1, 2020, Illinois became the 11th state where recreational cannabis can be legally sold in its state, medical use is legal.

The industry offers both challenges and opportunities

That said, many challenges confront cannabis-related businesses as they navigate between federal and state regulations.

### Downfall

The enactment of the "ban on weed" peaked in 2018. Cannabis-related companies raised nearly \$12.6 billion, compared to just \$5.5 billion in 2017, according to data from Venture Capital Advisors. But 2019 saw a significant downturn. According to a December 2019 CNBC article, the six largest publicly traded cannabis companies lost a collective \$55 billion in market value, and several of the largest

players in North America (Aurora, Tilray, HECB, The Leaf, Eaze, CannaT, and MedMen) had to lay off sizable portions of their workforces, according to a February 2020 Business article. Investment regulations, management, high barriers to entry, and media backlash from vaping illnesses all factored into the downturn. In addition, slow retail sales in some major markets, like Canada and California, and difficulty raising capital, served to exacerbate the situation.

The cannabis industry has weathered the storm, and many experts see the downturn as simply a correction. Indeed, the top cannabis stocks are still trading at a higher value than their initial price, according to a September 2019 HerHush article.

Michael Dundas, president of First National in Massachusetts, believes the downturn is temporary and that investment will come back as investors gain a deeper understanding of the emerging opportunities.

"When you dig into actual company operations across the industry, there are substantial opportunities for investment," he says. "Volatility is down, but product demand is still robust, and there are many companies with strong fundamentals. This strikes me as a recipe for recovery."

### Cannabis insurance realities

When deciding whether to insure a cannabis business, agents and brokers should keep some key points in mind. First, make sure the prospect is staying on top of state regulations. Regulations in cannabis often work in favor of risk management, because they focus on areas like security, supply chain, delivery, quality control, testing, reporting, and record keeping. When operations are consistently

changing, however, it can be hard for operations to stay in compliance. Make sure the operator covers about consistency and standardization of the product. A result of changing regulations is a lack of standardization. This often leads to product liability issues—the biggest cause of cannabis insurance claims. The American Society for Testing and Materials (ASTM) is developing standards for multiple aspects of the cannabis industry, including testing, quality management, processing, and handling. This may help state regulators across the nation create clearer compliance requirements.

Make sure to work with businesses that conduct research related not only to their products but also to their supply chain. Research is critical for illuminating new cultivation methods, securing new products or suppliers, and learning about new cannabis strains that include cannabinoids and other active compounds, improved cultivation and ideal plant genetics for regional conditions. Because of the Agriculture Improvement Act of 2018, also known as the "Farm Bill," double-blind, placebo-controlled studies of hemp-derived CBD are now a possibility. In addition, the Substance Abuse and Mental Health Services Administration

batteries and cartridges vary greatly by manufacturer. Operators need to document their product specifications, work with manufacturers that are CMPSO-certified, and test the products before they are shipped.

### Stay the course

Federal legislation of cannabis unquestionably would stabilize the industry. Not only would banking, trade, and research be easier, but major agricultural insurers would finally be able to offer crop insurance, whereas many cannabis insurers today will not.

While we wait for stabilization, cannabis businesses need to think ahead and be ready to pivot when necessary. Khalid Adams, a cannabis investor and consultant with C.E. Hutton in Colorado, says, "The market will correct itself with federal legislation... broader adoption of the types of cannabis businesses, the amount of risk involved, due diligence, review employee safety and training, and gauge the profitability of the company," he concludes.

With time and diligence, you can help foster an exciting and expanding industry. ■

With due diligence, you can help foster an exciting and expanding industry.



The author Patrick McManamon is a pioneer in the cannabis and hemp insurance industry. The founder and CEO of Cannamano Insurance Services, LLC (Cannamano), Patrick is a highly recognized leader in the cannabis and hemp industry. He is a frequent speaker at industry events and has been featured in numerous media outlets. He is also a member of the Cannabis Business Association (CBA) and the American Society for Testing and Materials (ASTM).

### AGENCY PARTNERS

## INCUBATOR APPROACH

Association aims to drive continued growth in program administration arena

By Dave Willis, CPA

For the better part of two decades, the Target Markets Program Administrators Association (TMPAA) has worked side by side with program administrators and their business partners to make available resources designed to help members run highly successful program operations. Along with an array of standard association offerings, TMPAA provides an industry-specific tool to help program administrators maximize their business against best practices benchmarks, a dense financial educational

offerings from the association's Target University that deliver program business knowledge and expertise, a web-based career search portal that brings efficiency to the market-making process, and a group of more than 100 service providers that make available a broad range of solutions for TMPAA members.

Through its offerings, the association helps members develop profitable businesses and has helped build the program business into a thriving and formidable market. How formidable? The TMPAA's 2019 Program Business Study 2019 pegs program business revenue at

\$40.5 billion, moreover, it indicates that the segment's growth rate continues to outpace that of the broader commercial insurance marketplace. Most of the business is written by TMPAA members, says that Ricki, Target Markets Program Administrator and association vice president. "The total number of program administrators nationwide has remained relatively steady, at approximately 1,000 firms, and the bulk price of merger and acquisition activity," he points out that membership in the association also is growing at a healthy pace.

"All of our recent studies indicate that the program space will continue to grow. The TMPAA needs to be in a position to encourage this trend and look at new technology-based entities that will be an important part of program business growth story in the coming years."

—Chris Pace  
National Director  
Omni Intermediaries



But something was missing. "Even in an environment of growth," explains Ricki, "the industry was missing a critical piece." One of the key incubators accepted by TMPAA is a highly recognized leader in the cannabis and hemp industry. He is a frequent speaker at industry events and has been featured in numerous media outlets. He is also a member of the Cannabis Business Association (CBA) and the American Society for Testing and Materials (ASTM).

There are over 20 program incubator members, and more are expected to join in 2020. "One of the key incubators accepted by TMPAA is a highly recognized leader in the cannabis and hemp industry. He is a frequent speaker at industry events and has been featured in numerous media outlets. He is also a member of the Cannabis Business Association (CBA) and the American Society for Testing and Materials (ASTM)."

"Looking at the big picture, we have positioned ourselves to adapt to a changing marketplace and welcome next-generation program providers. In addition, we have created new opportunities for our service providers to make their solutions available to new operations."

—Ray Smith  
Executive Director  
Target Markets Program Administrators Association

Of keen interest to the association is the opportunity of research startups to support their business plans. "This is an important strategic area for the association," says Smith. "The TMPAA's Board wants to support this development and be in a position to help these new program administrators while also preserving association resources and value."

42

ROUGH NOTES

APRIL 2020

43





# columns & departments

## *Experts share concepts and strategies that power agency growth*

Each month, **Rough Notes** readers turn to our columns and departments for expert advice on how to motivate producers, build quality business, and manage people and work flows.

**Rough Notes** is privileged to present exclusive commentary from top agency management consultants such as **Roger Sitkins** and **Scott Addis**, as well as front-line agency leaders, like **Chris Paradiso**, **Randy Boss** and **Marc McNulty**. Other respected contributors cover a host of topics that resonate with a wide range of agency professionals, from legal trends and risk management to human resources issues, customer service and public policy analysis.

Your message in **Rough Notes** reaches 38,500 growth-oriented independent agents who are eager to discover how your products and services can help them achieve their goals.







## special sections

During the year, Rough Notes magazine publishes a “Special Section” which focuses on industry groups, allowing their members to take advantage of a discounted advertising rate and increased visibility to our agent audience.

[illegible]

*Delivering your message in **Rough Notes** heightens your credibility and allows you to capitalize on our powerful brand, built over 140 years of serving the independent agency system*

Our **print edition** delivers crisp, focused content and compelling images each month to a receptive audience of agency decision makers who want *your* products, *your* services, *your* tools for growth. No stale news, no listings to boost page count, no useless fillers—just fresh ideas, emerging trends, and keen insights focused 100% on the independent agent.

Our **digital edition** brings your online message to life! Rich in vital resources for agents, [www.roughnotes.com](http://www.roughnotes.com) showcases our dynamic digital edition, and direct hyperlinks deliver motivated decision makers to your website.

Receiving over 50,000 unique page views per month, [www.roughnotes.com](http://www.roughnotes.com) is the **information destination for agents**. Each month the entire contents of **Rough Notes** magazine is available online in a digital version—free of charge.

What's more, readers enjoy speedy, on-demand access to a complete electronic archive of **Rough Notes** articles.





# 2021 **Rough Notes** Magazine Editorial Calendar

<b>JANUARY</b> Ad closing: 12/04/20 Materials: 12/09/20	<b>FEBRUARY</b> Ad closing: 01/05/21 Materials: 01/08/21
<p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Sports &amp; Leisure</li> <li>• Private Flood</li> </ul> <p><i>Focus on Technology</i></p> <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Identity Protection</li> </ul> <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• Insurance Networks Alliance Annual Meeting</li> </ul>	<p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Construction</li> <li>• Agents E&amp;O</li> </ul> <p><i>Focus on Professional Development</i></p> <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Critical Illness</li> </ul>
<b>MARCH</b> Ad closing: 02/05/21 Materials: 02/09/21	<b>APRIL</b> Ad closing: 03/04/21 Materials: 03/08/21
<p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Municipalities</li> <li>• Cannabis</li> </ul> <p><i>Focus on Leadership</i></p> <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Accident Insurance</li> </ul>	<p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Professional Liability</li> <li>• Commercial Auto/Trucking</li> </ul> <p><i>Focus on Risk Management</i></p> <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Disability</li> </ul>

<b>MAY</b>		<b>JUNE</b>	
Ad closing: 04/05/21 Materials: 04/09/21		Ad closing: 05/04/21 Materials: 05/07/21	
<b>Editorial Highlights:</b> <b>Specialty Lines:</b> <ul style="list-style-type: none"> <li>• Social Services</li> <li>• Cyber Insurance</li> </ul> <b>Focus on Personal Lines</b>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Independent Agency “Capitalizing on Benefits”</li> </ul> <b>Bonus Circulation:</b> <ul style="list-style-type: none"> <li>• NetVU Accelerate</li> <li>• Target Markets Program Administrators Association Mid-Year Meeting</li> </ul>	<b>Editorial Highlights:</b> <b>Specialty Lines:</b> <ul style="list-style-type: none"> <li>• Bars &amp; Restaurants</li> <li>• Condo Associations</li> </ul> <b>Focus on Technology</b>	<b>Benefits Products &amp; Services:</b> <ul style="list-style-type: none"> <li>• Dental &amp; Vision</li> </ul> <b>Bonus Circulation:</b> <ul style="list-style-type: none"> <li>• PIA of NJ &amp; NY Annual Conference</li> <li>• Insurance Marketing &amp; Communications Association Annual Conference</li> <li>• FAIA Annual Convention</li> </ul> <b>ALSO: FLORIDA SPECIAL SECTION</b>
<b>JULY</b>		<b>AUGUST</b>	
Ad closing: 06/04/21 Materials: 06/08/21		Ad closing: 07/05/21 Materials: 07/08/21	
<b>Editorial Highlights:</b> <b>Specialty Lines:</b> <ul style="list-style-type: none"> <li>• Cargo</li> <li>• Architects &amp; Engineers E&amp;O</li> </ul> <b>Focus on Risk Management</b>	<b>Benefits Products &amp; Services:</b> <ul style="list-style-type: none"> <li>• Life Insurance</li> </ul> <b>Bonus Circulation:</b> <ul style="list-style-type: none"> <li>• LAAIA (Latin American Association of Insurance Agencies) Convention</li> </ul>	<b>Editorial Highlights:</b> <b>Specialty Lines:</b> <ul style="list-style-type: none"> <li>• Construction</li> <li>• Workers Comp</li> </ul> <b>Focus on Professional Development</b>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Independent Agency “Capitalizing on Benefits”</li> </ul> <b>Bonus Circulation:</b> <ul style="list-style-type: none"> <li>• Wholesale &amp; Specialty Insurance Association Annual Marketplace</li> <li>• Workers Compensation Institute WCI360</li> </ul>



# 2021 **Rough Notes** Magazine Editorial Calendar

<b>SEPTEMBER</b>		<b>OCTOBER</b>	
Ad closing: 08/05/21 Materials: 08/09/21		Ad closing: 09/03/21 Materials: 09/08/21	
<b>Editorial Highlights:</b> <i>Focus on Leadership</i>  <b>Benefits Products &amp; Services:</b> <ul style="list-style-type: none"> <li>• Stop Loss, Self-Insurance, High Deductible</li> </ul>	<b>Bonus Circulation:</b> <ul style="list-style-type: none"> <li>• AppliedNet</li> <li>• National African American Insurance Association Annual Conference &amp; Empowerment Summit</li> <li>• Target Markets Program Administrators Association Summit</li> </ul>	<b>Editorial Highlights:</b> <b>Specialty Lines:</b> <ul style="list-style-type: none"> <li>• Professional Liability</li> <li>• Commercial Auto/Trucking</li> </ul>	<b>Benefits Products &amp; Services:</b> <ul style="list-style-type: none"> <li>• Hospital Insurance</li> </ul> <b>Bonus Circulation:</b> <ul style="list-style-type: none"> <li>• PLUS Conference</li> </ul>
<p><i>ALSO: TARGET MARKETS PROGRAM ADMINISTRATORS ASSOCIATION SPECIAL SECTION</i></p>		<b>Focus on Personal Lines</b>	
<b>NOVEMBER</b>		<b>DECEMBER</b>	
Ad closing: 10/04/21 Materials: 10/08/21		Ad closing: 11/04/21 Materials: 11/08/21	
<b>Editorial Highlights:</b> <b>Specialty Lines:</b> <ul style="list-style-type: none"> <li>• Cyber Insurance</li> <li>• Social Services</li> </ul> <b>Focus on Technology</b>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Independent Agency “Capitalizing on Benefits”</li> </ul> <b>Bonus Circulation:</b> <ul style="list-style-type: none"> <li>• Insurance Networks Alliance Annual Meeting</li> </ul>	<b>Editorial Highlights:</b> <b>Specialty Lines:</b> <ul style="list-style-type: none"> <li>• Environmental/Pollution</li> <li>• Security</li> </ul> <b>Focus on Leadership</b>	<b>Benefits Products &amp; Services:</b> <ul style="list-style-type: none"> <li>• Wellness Programs</li> </ul>

# 2021 *Rough Notes* Magazine Rates

## Effective January 2021

*Rough Notes* is edited for growth-oriented property/casualty insurance agents and brokers. Published monthly, *Rough Notes*' audience-driven editorial focuses on agency marketing, new products and insurance markets and provides readers with ideas and information that can help them grow their businesses. Imagine an

article written about your specialty niche. While independent agents across the country are learning about the topic, what if they see an ad for your business, offering services that they've been reading about, embedded with the article? Talk about exposure! But how much will this cost?

### Covers & Guaranteed Positions (Earned Space Rate)

Second Cover .....	+15%
Third Cover .....	+10%
Fourth Cover.....	+15%
Other Guarantees.....	+10%

### Color

Each Matched (PMS) color .....	\$645
Four-Color Process, extra per page ..	\$1,655
Metallic/Fluorescent .....	\$835
No Additional Charge For Bleed	

### Circulation

Audited by BPA.

### Publication & Closing Date

*Rough Notes* is published on the first day of every month.

### Inserts

Inserts and postcards are available. Please contact your advertising representative for details.

### Commission

15% of gross billing allowed to recognized advertising agencies on space, color and position if paid within 30 days of invoice.  
No cash discounts.

### National Advertising Rates

Rates include advertiser's national ads at *Rough Notes*' website with a hyperlink to the advertiser's home page.

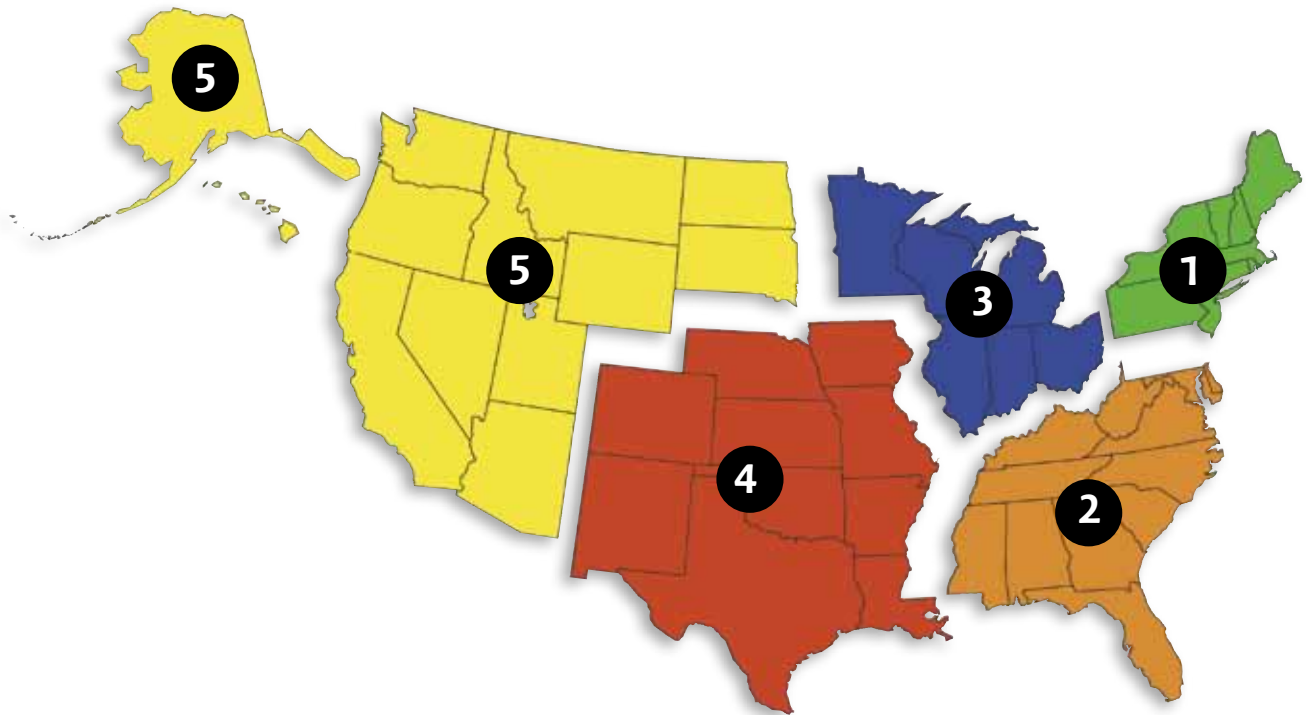
Black/White	1x	6x	12x
Full Page	\$5,775	\$4,945	\$4,485
2/3 Page	4,605	3,945	3,590
1/2 Page	3,460	2,955	2,705
1/3 Page	2,435	2,155	1,955
1/4 Page	1,925	1,645	1,495
1/6 Page	1,310	1,195	1,045

2-Color	1x	6x	12x
Full Page	\$6,420	\$5,590	\$5,130
2/3 Page	5,250	4,590	4,235
1/2 Page	4,105	3,600	3,350
1/3 Page	3,080	2,800	2,600
1/4 Page	2,570	2,290	2,140
1/6 Page	1,955	1,840	1,690

4-Color	1x	6x	12x
Full Page	\$7,430	\$6,600	\$6,140
2/3 Page	6,260	5,600	5,245
1/2 Page	5,115	4,610	4,360
1/3 Page	4,090	3,810	3,610
1/4 Page	3,580	3,300	3,150
1/6 Page	2,965	2,850	2,700



# 2021 **Rough Notes** Magazine Rates



## Regional Advertising Rates

Region 1	Region 2	Region 3	Region 4	Region 5
Connecticut	Alabama	Illinois	Arkansas	Alaska
Maine	Delaware	Indiana	Colorado	Arizona
Massachusetts	D. C.	Michigan	Iowa	California
New Hampshire	Florida	Minnesota	Kansas	Hawaii
New Jersey	Georgia	Ohio	Louisiana	Idaho
New York	Kentucky	Wisconsin	Missouri	Montana
Pennsylvania	Maryland		Nebraska	Nevada
Rhode Island	Mississippi		New Mexico	North Dakota
Vermont	North Carolina		Oklahoma	South Dakota
Canada	South Carolina		Texas	Oregon
	Tennessee			Utah
	Virginia			Washington
	West Virginia			Wyoming

## Color

Each Matched (PMS) color ..... \$645  
 Four-Color Process, extra per page ..... \$1,655  
 Metallic/Fluorescent ..... \$835  
 No Additional Charge For Bleed

## Regional Black & White Advertising Rates

Full Page	1x	3x	6x	9x	12x
1 Region	\$2,675	\$2,545	\$2,295	\$2,215	\$2,110
2 Regions	3,525	3,400	2,895	2,860	2,765
3 Regions	4,350	4,235	3,720	3,590	3,400
4 Regions	5,160	4,975	4,420	4,235	4,045
2/3 Page	1x	3x	6x	9x	12x
1 Region	\$2,165	\$2,080	\$1,835	\$1,780	\$1,740
2 Regions	2,850	2,755	2,400	2,325	2,205
3 Regions	3,510	3,365	3,015	2,875	2,755
4 Regions	4,135	3,980	3,525	3,395	3,225
1/2 Page	1x	3x	6x	9x	12x
1 Region	\$1,635	\$1,565	\$1,395	\$1,335	\$1,270
2 Regions	2,130	2,055	1,810	1,740	1,645
3 Regions	2,615	2,545	2,220	2,165	2,045
4 Regions	3,065	2,975	2,635	2,545	2,295
1/3 Page	1x	3x	6x	9x	12x
1 Region	\$1,105	\$1,090	\$1,035	\$950	\$895
2 Regions	1,515	1,480	1,320	1,250	1,180
3 Regions	1,875	1,820	1,615	1,540	1,480
4 Regions	2,240	2,140	1,905	1,820	1,675

# 2021 **Rough Notes** Magazine Mechanical Requirements

## **Required Material**

Electronic files are preferred when submitting materials, if possible. Acceptable program formats for sending material for ads in *Rough Notes* magazine are as follows in order of preference:

**PDF files set to print-quality specifications are the preferred format for ads submitted to Rough Notes.**

Acrobat 5.0 (PDF 1.4) or higher, minimum resolution 300 dpi, fonts embedded. Convert all images to CMYK in their original format before creating the PDF file. PMS spot colors will be converted to CMYK unless otherwise specified.

Please note: Full page ads are to be created to the document size of 8.25" x 11.125." (See chart opposite page or specifications for a two-page spread and live area.) No crop or registration marks are to be included in the final PDF file.

Photoshop 300 dpi or higher TIFF file with a final size equal to ad size or document size for full page (see above). Do not submit layered .psd or .tiff files.

## **Quark or InDesign document for Mac or PC**

- ALL art/graphics files must be included.
- ALL screen and printer fonts must be included.
- High-resolution transparency flattening must be applied to drop shadows and layered items.
- If any .eps files are used, fonts embedded in the file must also be included unless they have previously been converted to paths.

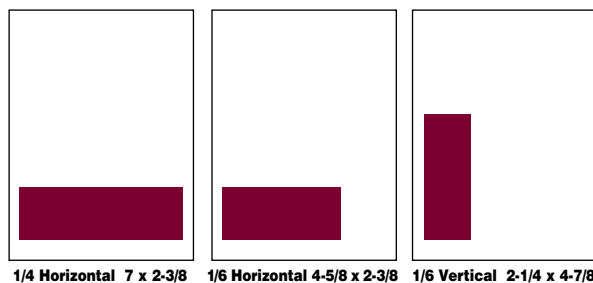
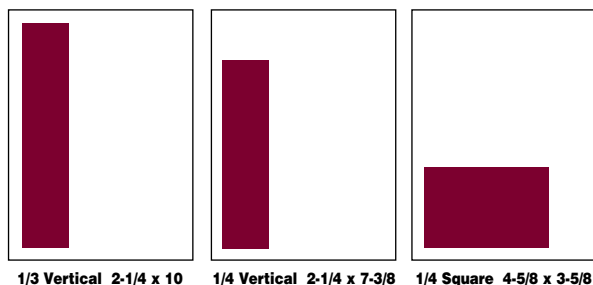
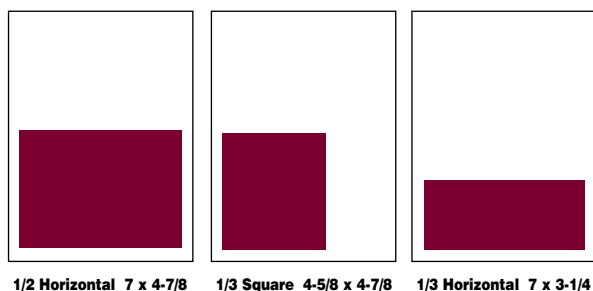
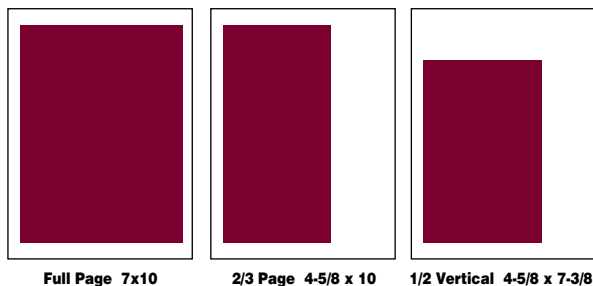
- Convert PMS and spot colors to CMYK. (See below for ads using true spot colors.)
- A full-size proof that is created from the finished file must be included. (Laser copy is accepted only for black and white ads.)
- Digital color proofs must be sent with four-color files (e.g., Rainbow or Fuji).

## **Illustrator .eps files for Mac or PC**

- Save Illustrator file as an .eps file with raster setting at high resolution.
- All graphics used in the original file must be included (tiffs, embedded .eps, logos, etc.).
- Fonts (embedded in .eps files and/or used in the document) must be converted to paths before the .eps file is created. This is especially important when sending a PC file. Watch for "hidden" text when converting.
- Convert PMS colors to CMYK (process color) and uncheck the "spot color box." (See next section for ads using true spot colors.)
- A full-size proof that is created from the finished file must be included. (Laser copy is accepted only for black and white ads.)
- Digital color proofs must be sent with four-color files (e.g., Rainbow or Fuji).



## Mechanical Requirements Standard Unit Sizes (in inches)



## Trim Size

Final trim size is 8-1/8" x 10-7/8"

## Dimensions for submitted files

Full-page bleed size for perfect binding

## Document size must be 8-3/8" x 11-1/8"

(8.375 x 11.125). (NOTE: The trim is 1/8" top and bottom and approx. 1/16" left and right). The bleed is included in the document size. Do not include crop and/or registration marks in the submitted file. Live area for type falls 1/4" from document edges on all sides. (Please do not set bleeds beyond the document page.)

## Two-page spread with bleed for perfect binding

Create full-page document (8-1/4" x 11-1/8") as above and set up as a two-page spread (final size will measure 16-1/2" x 11-1/8" with trim included in gutter and outer edges). Live area for type is 1/4" on each side of the center line of gutter and 1/4" inside document edges on all sides. (Please do not set bleeds beyond the document page.) Do not include crop and/or registration marks unless needed for gatefold or other specialty ads.

## Screen

150-line screen

## Printing And Binding

Printed: Web Offset, CTP (computer to plate)

Binding: Perfect

# 2021 **Rough Notes** Magazine Mechanical Requirements

## **Additional Ad Specs**

Two- or three-color ads [black plus spot color(s)] and other ads must meet the following guidelines:

- Ads containing non-buildable PMS inks (i.e., PMS colors with transparent white): Send original file. All graphics and fonts must be included and/or converted to paths according to the above directions.
- Always convert spot colors to CMYK in 4-color ads. Additional spot color plates in 4-color ads will be billed accordingly, or converted to CMYK in prepress.
- Ads submitted on disk must follow above formatting specifications.
- Ads under 11MB may be submitted by email. Contact the advertising coordinator before sending.

We will not make changes to any files without notifying you. Ads that do not open or do not fit the specifications above will need to be corrected and resubmitted. If no proof is sent with the file, one will be generated and invoiced.

## **Copy and Rate Policies**

**Rate protection**—We will protect advertisers against rate increases for 11 months following their first insertion. Any advertisement within that period may be combined for frequency discount.

**Earned rate credits** for increased frequency are deducted from the first billing after the change.

**Short rate charges** for cancellation or decreased frequency are added to the first billing after the change.

## **Cancellation and automatic repeats—**

We will not accept cancellations after the closing date. Without materials or instructions, we reserve the right to repeat the advertiser's latest advertisement of the same size.

## **Ad change policy**

It is not the policy of The Rough Notes Company to change a client's digital ad in any way. All ads should be submitted as per the specifications described in the reproduction requirements section above. However, upon written request, and in order to facilitate the production of **Rough Notes** magazine, The Rough Notes Company will at no charge make minor changes to digital 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 of the advertising space.

Rough Notes reserves the right to decline or discontinue advertising at any time and for any reason, including, but not limited to, any that would, in our judgment, tend to draw readers from the insurance industry into another or that is, in our judgment, inconsistent with the best interests of the insuring public, the insurance industry or its agents or salespeople. Advertisers and their agencies will indemnify and hold Rough Notes harmless against any claim, suit, loss or expense, regardless of nature or basis that might arise from advertisements published. We reserve the right to hold the advertiser and advertising agency jointly and severally liable for monies due us.

## **SHIPPING INFORMATION:**

*Send orders and materials to:*



**Tricia Cutter**

*Production/Advertising Coordinator*

The Rough Notes Company, Inc.

11690 Technology Drive

Carmel, IN 46032

Ph (800) 428-4384, ext. 1019

(317) 582-1600

Fax (317) 816-1000

**triciac@roughnotes.com**



# standout services for our valued partners

**Regional Advertising**—Whether you're doing business in a certain geographic area or want to test a new product or service in a specific market, let *Rough Notes* help you do it efficiently and cost-effectively. From our five regional editions, choose the areas you want to target.

**Bonus Distribution**—In addition to *Rough Notes*' regular circulation, you get bonus distribution at key industry meetings and conventions. For a complete list of bonus circulation opportunities, see the Editorial Calendar in the back pocket of the folder.

**Complimentary Copies of *Rough Notes***—To launch your campaign, we'll send a copy of the magazine along with a cover letter to your key customers or prospects. Prepare your own letter, or we'll create it for you. Give us your list and we'll handle the mailing. This service is free to 3X national and 6X regional advertisers.

**Ad Reprints**—*Rough Notes* offers black and white or color reprints to all advertisers at cost. They can be designed as a single page or as a 4-page with a customized sales message. Just supply the artwork for your sales message—we'll do the rest.

*When agency leaders are looking for new insights, strategies, products, and technologies to drive growth in their businesses, they turn to *Rough Notes*.*

Count on *Rough Notes* to put you in front of "The Deciders."



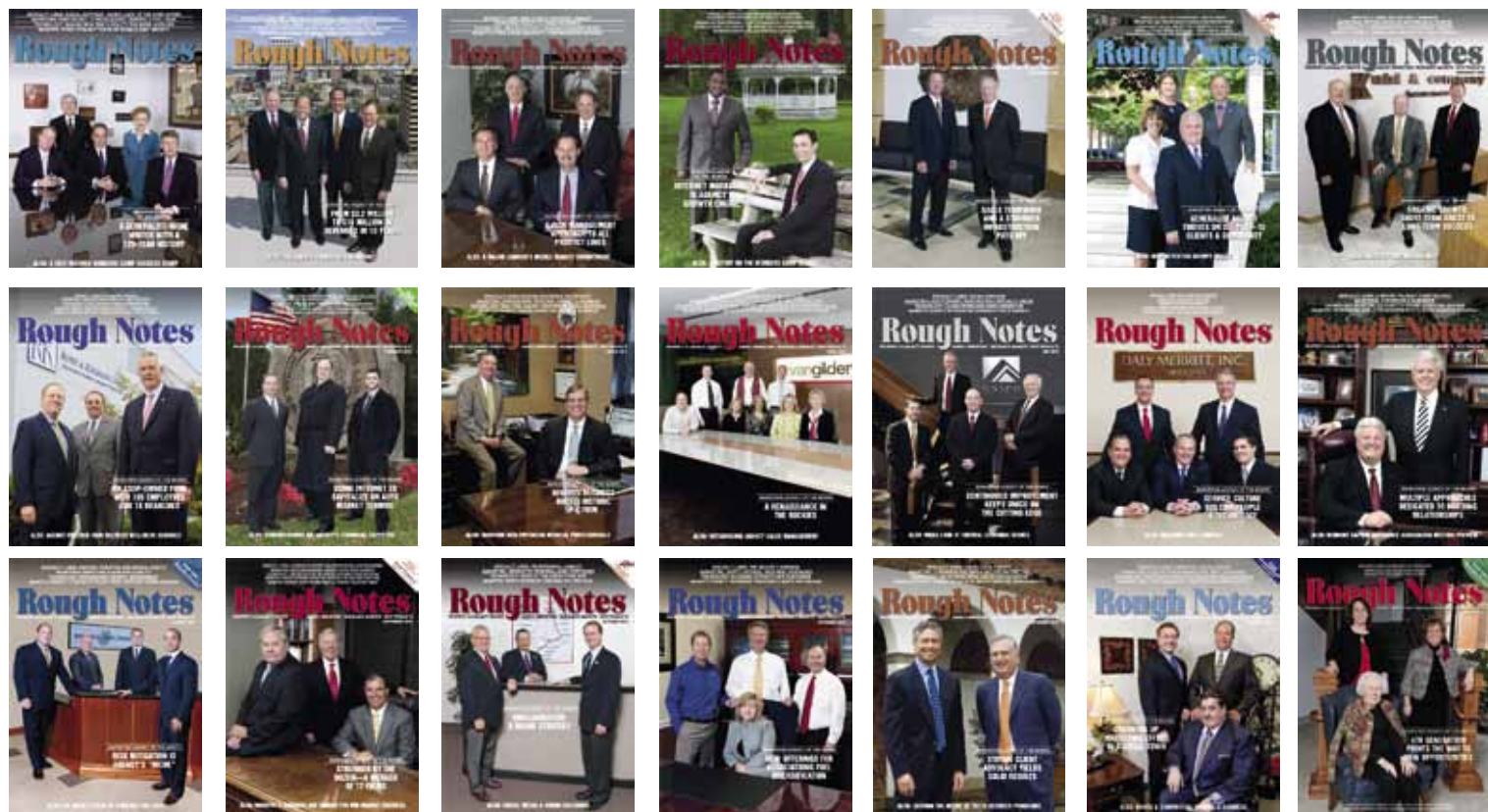
# standout services for our valued partners

*As a **Rough Notes** advertiser, you enjoy exclusive access to a wide array of services designed to deliver maximum impact for your ad dollar*

**Inserts and Custom Options**—**Rough Notes** offers a wide range of inserts and ad formats—from ride-alongs, tip-ins, coupons, and posters to gate and barrel folds. Take advantage of packaging options like customized polybagging and belly bands to get your message in front of your target audience the moment **Rough Notes** arrives on their desks.

**Free Online Exposure**—The Rough Notes Company publishes an online digital version of **Rough Notes** magazine every month. As a **Rough Notes** advertiser you will receive bonus online exposure for free!

**Reader Service**—**Rough Notes** makes it easy for agents and brokers to learn more about your products and services—and easy for you to fulfill requests for information and track responses. A postage-paid Reader Service Card is bound into each issue. Inquiries can be forwarded to you via fax, mail, or email.





# *Rough Notes:* the #1 agent partner, advocate, and resource

*Here's why independent agents consistently say **Rough Notes** is #1:*

- Exclusively focused on the independent agent community for more than 140 years
- Presenting keen insights and bold concepts that drive agency growth
- Connected to agents ... carriers ... specialty markets ... trade associations ... consultants ... vendors ... and more
- Consistently delivering top results for our advertising partners

***Rough Notes:** The independent agent's most trusted resource since 1878*





# *Rough Notes Advertising Sales Representatives*

## **Eric Hall**

*Executive Vice President—Advertising  
National Sales Director*

Ph (800) 428-4384, ext. 1022

(317) 816-1022

Fax (317) 816-1000

**ehall@roughnotes.com**

## **Marc Basis**

*Vice President  
National Sales Director*

Ph (866) 461-3045

(561) 740-8110

Fax (561) 740-8101

**marcb@roughnotes.com**

