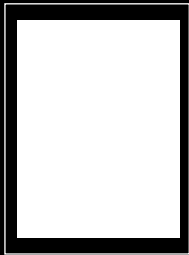
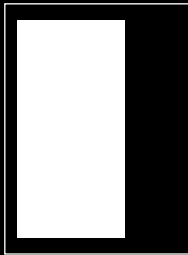


mechanics

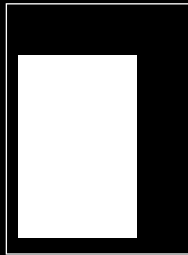
Mechanical Requirements Standard Unit Sizes (in inches)



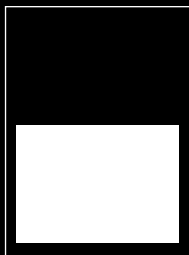
Full Page 7x10



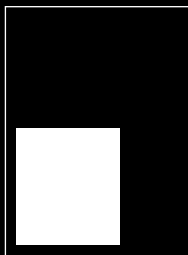
2/3 Page 4-5/8 x 10



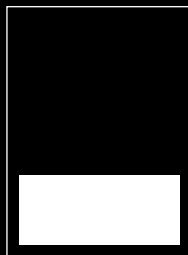
1/2 Vertical 4-5/8 x 7-3/8



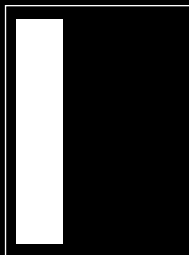
1/2 Horizontal 7 x 4-7/8



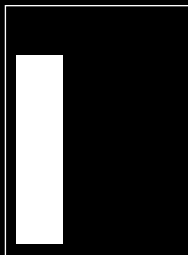
1/3 Square 4-5/8 x 4-7/8



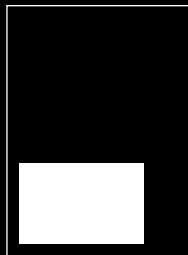
1/3 Horizontal 7 x 3-1/4



1/3 Vertical 2-1/4 x 10



1/4 Vertical 2-1/4 x 7-3/8



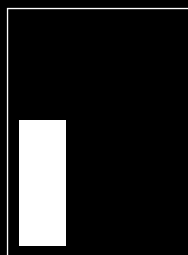
1/4 Square 4-5/8 x 3-5/8



1/4 Horizontal 7 x 2-3/8



1/6 Horizontal 4-5/8 x 2-3/8



1/6 Vertical 2-1/4 x 4-7/8



2018

rate card & mechanical requirements

Rough Notes

rate card

Effective January 2018

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. Editorial coverage includes: industry trends; marketing techniques and success stories; technology; new products and services; legislative issues; insurance coverage concerns; risk management; specialty lines; policy and rate changes; international developments; and meeting and conference reports.

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.

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.

If you have questions, contact:

Tricia Cutter, Production/Advertising Coordinator
at (800) 428-4384 or
triciac@roughnotes.com

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 8-1/4" x 11-1/8" (8.25 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

Shipping Instructions

Send orders and materials to:

Tricia Cutter
Production/Advertising Coordinator
The Rough Notes Company, Inc.
11690 Technology Drive, Carmel, IN 46032
Phone: (800) 428-4384 or (317) 582-1600
Fax: (800) 321-1909 or (317) 816-1000
triciac@roughnotes.com

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 for 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).

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.



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

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



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

Michael Moody

Vice President - Alternative Risk
 Ph (616) 855-5523
 Fax (616) 855-5524
michaelm@roughnotes.com

Marc Basis

Vice President
 National Sales Director -
 Benefits Advertising
 Ph (866) 461-3045
 (561) 740-8110
 Fax (561) 740-8101
marcb@roughnotes.com

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

Color

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

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.

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.