

# THE INSURANCE MARKETPLACE®

## 2018 Advertising Rates

**Reservation Deadline: September 14, 2017**  
**Publication Date: December 2017**

**Rates include your IMP Digital Storefront**

(Regions include 1-5)

### 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.

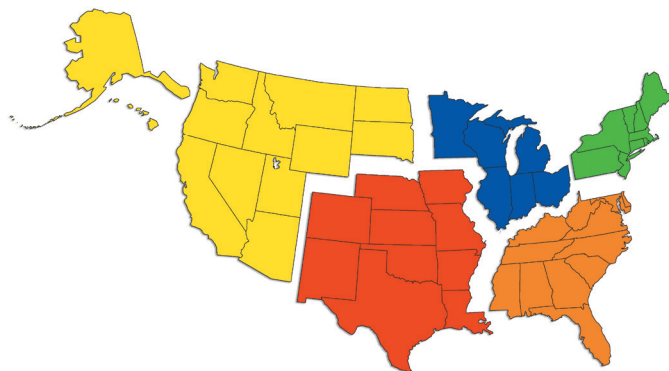
### Color

(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



Black/White	1 Region	2 Regions	3 Regions	National
Full Page	\$6,965	\$9,750	\$12,535	\$15,240
2/3 Page	4,560	6,385	8,210	11,225
1/2 Page	3,535	4,950	6,365	8,550
1/3 Page	2,800	3,920	5,040	5,800
1/4 Page	2,115	2,960	3,805	5,100
1/6 Page	1,410	1,975	2,540	3,555
2-Color	1 Region	2 Regions	3 Regions	National
Full Page	\$7,790	\$10,575	\$13,360	\$16,065
2/3 Page	5,385	7,210	9,035	12,050
1/2 Page	4,360	5,775	7,190	9,375
1/3 Page	3,625	4,745	5,865	6,625
1/4 Page	2,940	3,785	4,630	5,925
1/6 Page	2,235	2,800	3,365	4,380
4-Color	1 Region	2 Regions	3 Regions	National
Full Page	\$7,990	\$10,775	\$13,560	\$16,415
2/3 Page	5,585	7,410	9,235	12,400
1/2 Page	4,560	5,975	7,390	9,725
1/3 Page	3,825	4,945	6,065	6,975
1/4 Page	3,140	3,985	4,830	6,275
1/6 Page	2,435	3,000	3,565	4,730



**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