

# THE INSURANCE MARKETPLACE®



## THE INSURANCE MARKETPLACE®

National market directory of excess, surplus,  
specialty lines and industry services

# 24

*Celebrating our 61st anniversary*

## 2024 Media Kit

Reservation Deadline:  
September 15, 2023

Publication Date:  
January 2024

NATIONAL MARKET DIRECTORY OF EXCESS, SURPLUS,  
SPECIALTY LINES AND INDUSTRY SERVICES

# THE INSURANCE MARKETPLACE®

**Put your  
specialty  
front and  
center!**



Connect instantly with agents who need your specialty products. Be confident that polished, knowledgeable professionals on the IMP customer service team will help agents find top-tier providers like you for solutions to manage their challenging and unique risks. Agents can connect with IMP free via phone, fax, email or online at [www.insurancemarketplace.com](http://www.insurancemarketplace.com). Our highly trained IMP experts will locate the right market and product for the coverage you need. In turn, you will get value, customers and RESULTS! Let our team get you connected!

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

# Facts about IMP

**What is IMP?** A valuable producer resource since 1963, *The Insurance Marketplace* is a National Market Directory of Excess, Surplus, Specialty Lines, and Industry Services. It is the only standalone directory agents use all year long to find markets and quotes for their clients. When you advertise, your company is listed under all the products you offer for free, generating call and inquiries all year.

**Who does IMP reach?** Over 40,000 senior-level independent insurance agents across the country receive *IMP*. The online version receives more than 10,000 hits a month from agents looking for a specialty market. *IMP* is an important component of USA Insurance Network, Vertafore's Specialty Markets, AgenciesOnline, and RoughNotes Advantage-Plus and RoughNotes-Pro.

**Why do agents use IMP?** *The Insurance Marketplace* is the industry standard for finding coverage and is a trusted source that all agents agree is reliable. Compared to an online research, agents will always choose the companies they find in *IMP*. If your coverage is unique enough to not be listed among our over 800 lines, we have an *IMP* toll-free number where our trained representatives will put agents in contact with you.

**What is unique about IMP?** Each specialty coverage category listing is followed by a definition so the agent can better understand the complexity of the coverage. There are more than 800 coverage categories updated quarterly online. *IMP* is the only directory that has coverage definitions.

**What are the benefits of advertising?** Your advertisement appears in the category of your choice. That means when agents are looking for specific coverage, your message is right in front of them helping them choose you over your competitors. Your advertisement not only appears in the directory mailed to over 40,000 senior-level agents but the directory is published online for FREE. You can include banners and rich media on your unique landing page with all your coverages and ways to contact you.

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

# Profit Partners

## Your partner in profits

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

## The Perfect Package

Start with your print ad in IMP—strategically placed in your chosen category—and know that your message is reaching 40,000 verified agent readers who use IMP to find quality specialty markets like yours.

## For just the cost of your print ad, you receive:

- Your own digital storefront on the IMP website that you can update at any time. And you are included in the IMP app.
- Plus these great IMP discounts:
  - A discounted 60-second video with your purchase of a full-page or half-page ad
  - Special note—our IMP content is used by the USA Insurance Network, Vertafore's Specialty Markets, and AgenciesOnline. It is also incorporated into RoughNotes Advantage-Plus and RoughNotes-Pro.



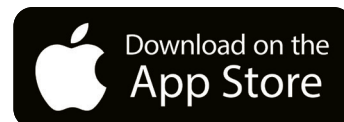


# The Insurance Marketplace App.

From **The Rough Notes Company**



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



# How it works

## Construction

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

All Risks, Ltd.  
AmWINS Group, Inc.  
ArlingtonFlo  
\*Active Specialty Risk  
\*Creative Underwriters Corp.  
\*Custom Assurance Placements, Ltd.  
\*Cuir Underwriters, LLC  
\*Associates, Inc.

### CONDOMINIUMS (CONT.)

with respect to property, liability, fire, crime, and workers compensation coverages for the condominium building and operations. These underwriters insure this class of business:

All Risks, Ltd.  
AmWINS Group, Inc.  
ArlingtonFlo  
\*Active Specialty Risk  
\*Creative Underwriters Corp.  
\*Custom Assurance Placements, Ltd.  
\*Cuir Underwriters, LLC  
\*Associates, Inc.

### Consultants Professional Liability

Consulting firms advise their clients on specific management or business problems. The services provided can include offering advice on employment practices, sales development, time management, executive search, marketing strategies, computer testing, and other matters. Insurance coverage is usually limited to errors and omissions by the consulting firm. Underwriters insure every activity the business performs. This coverage is available from a limited number of markets including:

All Risks, Ltd.  
AmWINS Group, Inc.  
ArlingtonFlo  
\*Active Specialty Risk  
\*Creative Underwriters Corp.  
\*Custom Assurance Placements, Ltd.  
\*Cuir Underwriters, LLC  
\*Associates, Inc.

### Construction/Environmental Testing Laboratories

Construction, testing, and engineering need the services of special testing laboratories to inspect and analyze materials, soils, waste, waterways, air quality, and other hazardous waste. These laboratories are independent contractors or may operate in connection with environmental management or engineering firms. They are not involved in testing for building materials involved in construction and renovation, biological, chemical, or physical testing.

construction materials, electrical, geotechnical, industrial, mechanical, and structural testing. Professional liability and pollution liability coverage is available. The following markets write this class of business:

All Risks, Ltd.  
AmWINS Group, Inc.  
ArlingtonFlo  
\*Active Specialty Risk  
\*Creative Underwriters Corp.  
\*Custom Assurance Placements, Ltd.  
\*Cuir Underwriters, LLC  
\*Associates, Inc.

### Contractors Design and Build (Project Managers)

The design and build concept of construction (also known as design-build) is a management being responsible for the project from the inception through the design process, during construction, and until it is completed. The contractor firm may have its own design capability, own a subsidiary design firm, or hire an independent architect and engineering firm. One important feature of this concept is provided, however, by the contractor firm that has both design and build functions. This coverage is underwritten by:

All Risks, Ltd.  
AmWINS Group, Inc.  
ArlingtonFlo  
\*Active Specialty Risk  
\*Creative Underwriters Corp.  
\*Custom Assurance Placements, Ltd.  
\*Cuir Underwriters, LLC  
\*Associates, Inc.

### Contractors Equipment Insurance

This inland marine coverage insures equipment owned by contractors. It covers a wide range of equipment, including power shovels, tractors, and bulldozers. Large items can be specifically scheduled, while a blanket limit can be used for smaller items. This coverage, including employee theft, can also be written on a non-risk-type basis. Underwriters insure every activity the business performs. This coverage is available from a limited number of markets including:

All Risks, Ltd.  
AmWINS Group, Inc.  
ArlingtonFlo  
\*Active Specialty Risk  
\*Creative Underwriters Corp.  
\*Custom Assurance Placements, Ltd.  
\*Cuir Underwriters, LLC  
\*Associates, Inc.

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

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

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(continued on page 62)

THE INSURANCE MARKETPLACE®

## THE SIMPLEST PRODUCTS EVER... CHECK!

Construction & Farm Insurance and more...

Click. Bind. Done.

**Vindati**  
Powered by INNOVISK®

Learn more at [www.vindati.com](http://www.vindati.com)

We provide the definitions so agents can better understand the complex coverage

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

FREE listings in IMP - plus - FREE digital storefront for print advertisers

## National Market Directory

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

**Abstracters Professional Liability**  
This coverage protects against claims that arise from alleged negligent acts, errors, omissions in covering the liability of real estate property titles and any services connected therewith. Coverage applies to claims made by third parties who are not parties to the title. It is usually written on a non-risk-type basis. Underwriters insure every activity the business performs. This coverage is available from a limited number of markets including:

**Accountants Professional Liability**  
This coverage protects the legal liability of an accountant or accounting firm for errors and omissions in the performance of their duties. It is usually written on a non-risk-type basis. Underwriters insure every activity the business performs. This coverage is available from a limited number of markets including:

**Abstracters Professional Liability**  
This coverage protects against claims that arise from alleged negligent acts, errors, omissions in covering the liability of real estate property titles and any services connected therewith. Coverage applies to claims made by third parties who are not parties to the title. It is usually written on a non-risk-type basis. Underwriters insure every activity the business performs. This coverage is available from a limited number of markets including:

**Accountants Professional Liability**  
This coverage protects the legal liability of an accountant or accounting firm for errors and omissions in the performance of their duties. It is usually written on a non-risk-type basis. Underwriters insure every activity the business performs. This coverage is available from a limited number of markets including:

## COMPANY DIRECTORY

This is a list of the names of the companies listed under the coverage categories. The star (\*) indicates a listing of the company which is operating as a program administrator, underwriting manager or principal market for the coverage. Absence of any symbol indicates that the listed company is simply a market for the coverage. Frequently, other qualifications for a company's underwriting policy are indicated. These listings do not otherwise reflect the company's underwriting requirements for the acceptance of certain risks. A star (\*) does not indicate an endorsement of the lister.

**American Insurance Brokers, Inc.**  
1111 N. Central Blvd., Ste. 1000  
Dallas, TX 75210  
Tel: 214-760-1000  
Fax: 214-760-1000  
E-Mail: [info@americanib.com](mailto:info@americanib.com)  
URL: [www.americanib.com](http://www.americanib.com)

**American Mining Insurance Group**  
1111 N. Central Blvd., Ste. 1000  
Dallas, TX 75210  
Tel: 214-760-1000  
Fax: 214-760-1000  
E-Mail: [info@americanmining.com](mailto:info@americanmining.com)  
URL: [www.americanmining.com](http://www.americanmining.com)

**AmWINS Group, Inc.**  
1111 N. Central Blvd., Ste. 1000  
Dallas, TX 75210  
Tel: 214-760-1000  
Fax: 214-760-1000  
E-Mail: [info@amwins.com](mailto:info@amwins.com)  
URL: [www.amwins.com](http://www.amwins.com)

**ArlingtonFlo**  
1111 N. Central Blvd., Ste. 1000  
Dallas, TX 75210  
Tel: 214-760-1000  
Fax: 214-760-1000  
E-Mail: [info@arlingtonflo.com](mailto:info@arlingtonflo.com)  
URL: [www.arlingtonflo.com](http://www.arlingtonflo.com)

**Cuir Underwriters, LLC**  
1111 N. Central Blvd., Ste. 1000  
Dallas, TX 75210  
Tel: 214-760-1000  
Fax: 214-760-1000  
E-Mail: [info@cuir.com](mailto:info@cuir.com)  
URL: [www.cuir.com](http://www.cuir.com)

**Associates, Inc.**  
1111 N. Central Blvd., Ste. 1000  
Dallas, TX 75210  
Tel: 214-760-1000  
Fax: 214-760-1000  
E-Mail: [info@associates.com](mailto:info@associates.com)  
URL: [www.associates.com](http://www.associates.com)

## Innovative Products for a New Generation of Insurance Professionals



Links 40,000 agents nationwide to your storefront and then **directly to your website**

**Let our experienced team help with your placement needs.**



Rockwood Programs, Inc., 3001 Philadelphia Pike, Claymont, DE 19703  
p 800.558.8808 • f 302.764.5477 • e sales@rockwoodinsurance.com

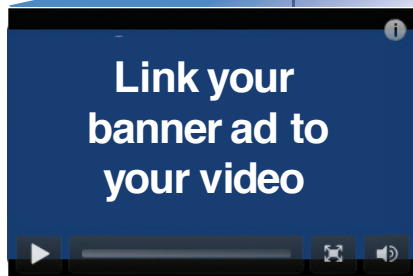
- Published on the Rough Notes website at [www.roughnotes.com](http://www.roughnotes.com)
- Access through our acclaimed agents' resources, RoughNotes Advantage-Plus and RoughNotes-Pro
- Connect with agents 24/7, 365 days a year
- Remote access - from work or home or while traveling
- Your IMP Digital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

**IMP + Your message = Power Connection**

## IMP Banner & Storefront Rates

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

**Stand out  
with a  
banner  
ad or  
video**



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

**Banner in Specific Categories**  
(up to 5 FREE with Print Advertising space)  
**\$1,000 per category**



# The Rough Notes Company, Inc.

Serving the insurance industry since 1878

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## CONSTRUCTION INSURANCE



**CONSTRUCTION INSURANCE** The market is stressed but stable after 15 tumultuous years By Joseph S. Harrington Over the past 15 years, the world's economy has been battered by a global

[Read Full Article](#)

## COMMERCIAL AUTO



**COMMERCIAL AUTO** Has the line turned a corner, or are there miles yet to go? By Joseph S. Harrington, CPCU Over a decade of relatively benign conditions in property/casualty insurance,

[Read Full Article](#)

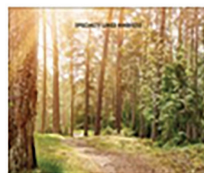
## Nonprofits Social Services



**NONPROFITS AND SOCIAL SERVICES** A "firm" market challenges agencies pressed to take on added risk By Joseph S. Harrington, CPCU

[Read Full Article](#)

## Professional Liability



**IS PROFESSIONAL LIABILITY "OUT OF THE WOODS?"** Capacity proves to be resilient for a line previously under stress By Joseph

[Read Full Article](#)

## PUBLIC SECTOR ENTITIES



**PUBLIC SECTOR ENTITIES** Today's challenges prompt consideration of new approaches to risk transfer for municipalities and other public bodies By

[Read Full Article](#)

**Specialty, Excess and Surplus Lines Newsletter is a monthly email blast to 50,000+ subscribers.**

We interview experts in the field to gain their insights

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# 2024 Advertising Rates

**Reservation Deadline:  
September 15, 2023**

**Publication Date:  
January 2024**

**Rates include your  
IMP Digital Storefront**

Black/White	National
Full Page	18,145
2/3 Page	13,365
1/2 Page	10,185
1/3 Page	6,910
1/4 Page	6,075
1/6 Page	4,235

2-Color	National
Full Page	18,970
2/3 Page	14,190
1/2 Page	11,010
1/3 Page	7,735
1/4 Page	6,900
1/6 Page	5,060

4-Color	National
Full Page	19,320
2/3 Page	14,540
1/2 Page	11,360
1/3 Page	8,085
1/4 Page	7,250
1/6 Page	5,410

## 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

# Advertising Policies and Requirements

## Commissions and Policies

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

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

## Shipping Information

Material to: Tricia Cutter

### The Insurance Marketplace

The Rough Notes Company, Inc.

11690 Technology Drive

Carmel, IN 46032-5600

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

## Deadlines

**Publication:** January 2024

**Reservations:** September 15, 2023

**Materials:** September 29, 2023

## Ad Sizes and Requirements

### Magazine Trim Size

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

### Bleed Sizes (Includes bleed—use this size for bleed ads)

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

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

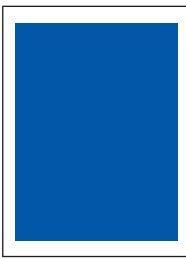
(No additional charge for bleed)

Screen: 150 line screen

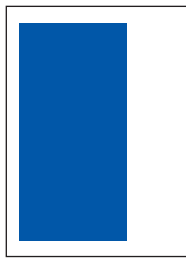
Printing & Binding: Web Offset/Perfect Bind

### Material Requirements

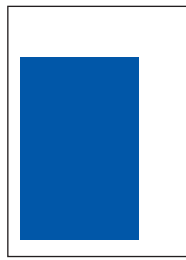
Hi-resolution PDF for print preferred



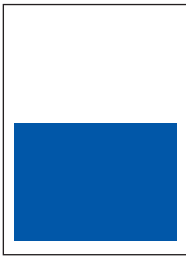
Full Page 7x10



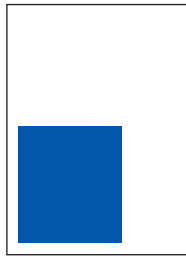
2/3 Page 4-5/8 x 10



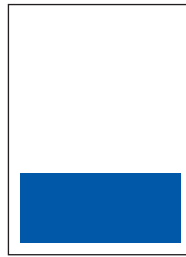
1/2 Vertical 4-5/8 x 7-3/8



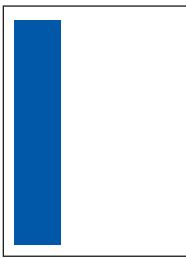
1/2 Horizontal 7 x 4-7/8



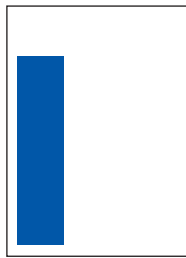
1/3 Square 4-5/8 x 4-7/8



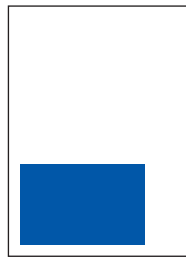
1/3 Horizontal 7 x 3-1/4



1/3 Vertical 2-1/4 x 10



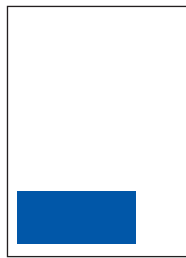
1/4 Vertical 2-1/4 x 7-3/8



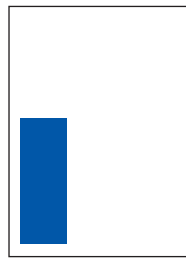
1/4 Square 4-5/8 x 3-5/8



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

## Contact: Tricia Cutter

(800) 428-4384, ext. 1019

for instructions on submitting ad files.

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

# Connect with our Advertising Representative:

## Marc Basis

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

Optometrists  
Professional  
Liability