

# 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