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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 later 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 flowers.
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 shoulder, 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 niver 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 tae 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 are 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.

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



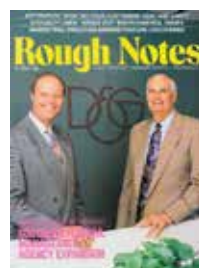
the *Rough Notes* Agent Editorial Advisory Board

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.



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 \$600,000 to the various agent charities around the country.



SOCCER, FOOD AND FAITH

Mother-daughter team goes international to win the 2022 Rough Notes Community Service Award

By Alice Ashby Roettger

"It is [all] for the children! Kids are kids all over the world. They want love. They need food. ... Sometimes love looks like a soccer ball," says Susan Shaw of the Shaw Insurance Agency in Hurst, Texas. And it is the Shaw's "marriage" of family, faith, soccer and food that has resulted in an international effort, the scope of which neither Susan nor her daughter/partner Sarah could have envisioned. Nor did they ever envision that they'd become the recipient of the Rough Notes Company's Community Service Award for their creation of the Goals for Bowls Foundation.

In Susan's case, it all goes back to family—as so often is the case with successful people. A Texan born and reared, she pays vibrant tribute to the values that her parents instilled in her through the years, and which she and her husband, Howard, have worked to instill in their own son and daughter.

Two cases in point: Susan's physicist father made a conscious decision to control his own destiny, worked and started a real estate company. That entrepreneurial spirit prevailed throughout Susan's childhood, as did a deep faith demonstrated by an example of annual tithing and participating in the Children's Christian Fund. Giving back was expected, because "to whom much is given, much will be required." Susan and her sisters were encouraged to participate in the choosing of what child to support as part of that giving-back philosophy.

Enter insurance. Germania, the company with which Susan's parents had their insurance, approached them to open an agency in 1981. "Daddy's" love was still real estate, to the point where he had written 13 books in addition to teaching real estate principles. So, after her husband became ill, "Mama" took on the venture with the proviso that she would handle only home personal lines. That went well until Germania wanted her to take on all lines and go electronic.

Susan and her husband moved back to Texas from Virginia Beach and purchased and renamed the agency, basing its philosophy on the Golden Rule. The fact that third-generation clients are an integral part of the Shaw Agency proves the efficacy of the firm's relationship focus, rather than a transactional thrust. (Shaw Insurance Agency was the Rough Notes Agency of the Month in February 2022.)

Sarah's dream

So how did soccer and Goals for Bowls (GFB) enter the picture? Part of the Golden Rule approach was for Shaw Insurance to give back to the community—evidenced by a list of activities so long that it takes up more than a page. In 2016, having graduated from Texas A&M, daughter Sarah was beginning to search for her own way to serve, possibly through a nonprofit.

As a 7-year-old child, she had been asked by her pastor the usual "what do you want to do when you grow up" question. Her reply as a fledgling soccer player was, "I want to teach others about Jesus around the world through soccer." The realization of that ambition had lain fallow until injuries that occurred during her college years made it apparent that her soccer career was over.

At the same time, while searching for ideas, Sarah read Blake Mycoskie's book, *Start Something That Matters*, in which he introduced the one-for-one concept—buy a pair of TOMS shoes and another free pair will be given to a needy child via various humanitarian organizations.

"I know what I want to do," Sarah declared. After all, she certainly knew about soccer; and because of her experience of serving with her family at a food pantry, she knew about food. In addition, because sharing faith is in the Shaw family DNA, what better way to feed spiritually hungry children than through soccer balls and food?

A lot of serendipity occurred when a local attorney, himself a Texas A&M alum, offered to help set up a 501(c)(3), and GFB was off and running officially. For every soccer ball bought and used personally or given to someone locally, the Foundation buys and provides a ball and a meal to needy children during a GFB mission trip overseas, the first of which was to Ghana.

"Why Ghana?" That's another bit of serendipity. During a summer soccer camp, Sarah had met a group of players from Ghana who had traveled to the States under the auspices of a program called Right To Dream. Part of the players' experience was to live in a boarding school and play soccer. Some later played professionally after finishing their education. Sarah learned how soccer had changed their lives and, possibly unknowingly, she had tucked that away.

A true nonprofit

Expenses? All of the soccer balls are stored in an extra office at Susan's workplace, thus no overhead. Because Susan and Sarah take no salary and pay their own travel expenses, 100%

of the money specifically donated for food goes directly to the children. And by the way, Susan points out, "We purchase nutritious foods from the area we are working in, so we know what their physical needs are. We are paying into their local economy, which is relationship building for our organization and the local missionary we are there working with. We stick to grocery staples, so it stretches every dollar we spend." Of

course, a speech brings in donations. An SEC network interview with Sarah brought to light the work of GFB. And Susan recently participated in a 4x4x48 walk organized by and for agents. Every four hours over a 48-hour span she walked four miles, showing her progress on Facebook and hoping to garner \$1,000 in donations for GFB. She realized more than double that amount.

Local charitable organizations also have joined in the campaign. For



The Rough Notes Company's Chief Operating Officer and Executive Vice President Sam Berman presents Susan with a \$5,000 check for Goals for Bowls in her agency's name.

"We purchase nutritious foods from the area we are working in so we know what their diet is and what their physical needs are. We are paying into their local economy, which is relationship building for our organization and the local missionary we are there working with."

—Susan Shaw
Owner
Shaw Insurance Agency



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.

ACHIEVING COLLABORATION



Members of the Florida Risk Partners team. From left: Grayson Carothers, Andrea Carothers, David Carothers, Kyle Houck, Nicole Medina, and Jerome Van Acker.

By Dennis H. Pillsbury

Florida Risk Partners lives up to its name by establishing a true partnership with each client

Back in 2010, David R. Carothers, CEO, CRM, wasn't even dreaming of having his agency appear on the cover of *Rough Notes* magazine. That's because he was thinking about leaving the industry. He'd had an unhappy experience and had started, with great success, to find a position in another industry. Several Fortune 500 companies had made him offers.

However, the person who knows him best recognized that this was the wrong thing to do. "My beautiful wife Andrea reminded me how much I loved this industry," he recalls, "and encouraged me to not let one bad experience chase me out of it. She strongly suggested that I remove my head from —delete that! She said that I should start my own agency, so I could stay in the business that I love. Needless to say, I got right on that, and by July I had established

Florida Risk Partners, with an office in our dining room at our home in Valrico," David recalls. "I was able to get several appointments and started writing business. However, there were a number of insurance companies that told me I needed a physical location other than our dining room, so I moved into our current location on Bloomingdale Avenue.

"I started out primarily focusing on middle market commercial and emphasizing the concept that remains

where we hang our hat: We seek to become risk management partners with every client. A big part of that starts with workers comp, where we use Med Adviser to run an experience mod analysis for every client that has a mod higher than one."

People and tech

David realized that there were two key ingredients he needed if he wanted his agency to sustain the kind of partnerships with clients that he felt was the right way to do business: great people and great tech. With both of those in place, he believed, Florida Risk Partners would be able to achieve the 100/100 partnership that the agency sought to achieve—one where the agency and the client were both committed to good risk management 100% of the time.

So, he set out to build a team of employees committed to this concept. And he started creating a tech stack that would essentially allow the agency and the client to build an individualized website in the cloud, one that would provide both clients could use to continuously track their progress in cost-effectively mitigating and eliminating risk.

One of David's early hires was Kyle Houck, who had a strong background in business-to-business marketing. David had met Kyle earlier

and admired his ability to reach out to business cold and almost immediately establish a trusted relationship. "When I started the agency, he was on my list of people to approach in some way with me," David says.

The admiration was mutual. "I was impressed with David when I first met him," Kyle says, "and even more so when he approached me to offer me a position."

"I've pretty much made my living

by reading people and gaining their trust," he adds. "Well, the first thing David asked me to do was trust him. He offered support and a path to equity. Both of those were missing where I was employed, so I did exactly what he asked me to do. I trusted him and took the job."

"I felt a level of peace after my conversation with him," Kyle recalls, and today that level of peace is as strong as or stronger than ever.

What Kyle did was essentially join a start-up and help it grow—all while learning the business of insurance. "I was relatively green in that area," he explains. "However, the promised support was there, along with a growing tech stack that supported my efforts to quickly learn the business."

"What was amazing to me was the fact that, particularly in workers comp, we have the software to use that information to show prospects ways we can help them reduce their cost of risk and to help current clients do the same."

Focusing on risk management

Kyle continues, "Because of this, before I approach a business, I can learn a great deal about their risk—sometimes more than they know. That kind of knowledge can quickly turn a cold call into a new client."

"Our technology has allowed us

Team members gather in the agency's conference room for a sales and operations meeting.

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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 since the 1800s.

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.



Rough Notes
 THE FIRST
 OF
 RURAL BUSINESS
 AND REGIONAL AGENTS

ALSO: 25 AND COUNTING IN THE 40th ANNUAL LUNCH MEETING

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 January, 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

IS PROFESSIONAL LIABILITY “OUT OF THE WOODS”?

Capacity proves to be resilient for a line previously under stress

By Joseph S. Harrington, CPCU

If the market for professional liability or “errors and omissions” (E&O) insurance seems to be “out of the woods,” it’s because it never got into them, or at least not too deeply.

For our purposes, the “woods” could indicate highly distressed market conditions. While commercial auto and excess liability coverage has certainly hardened in the wake of mounting jury verdicts, but adequate capacity appears to be available.

“The E&O market continues to be strong, as professionals recognize the importance of the coverage, particularly for cyber,” says Ronn Melton, president, professional liability, at The Hanover Insurance Group, Inc. “While there are

always new entrants and less stringent standards, pricing continues to increase in response to inflation and low breakeven. Trends differ somewhat based on the type of profession, but for most of the firms, capacity remains readily available,” says Andrea Porter, head agent, for The Hartford. Rates have

improved for some classes, but professionals in high-risk industries tend to be higher and are less likely to see that shift.” Nick Kishel, a chief executive for independent brokerage Helms Murphy, observes that “professional liability coverage has tracked with the hard market in terms of premium, not rate, capacity, and underwriting scrutiny.”

“It seems as though there are fewer insurance carriers coming to the table, and I’ve noticed a more involved and detailed underwriting process,” Kishel says. “In some cases, this has had more impact than the pricing itself, especial-

ly in manufacturing, where there is increased attention to the potential impact of a design flaw or production error.” (Kishel’s specialties in covering professional liability in manufacturing, construction, and distribution firms, tend to be somewhat softer conditions in those sectors.)

Monica Michael, Helms Murphy’s vice president and executive risk underwriter, adds that “underwriters are asking more questions and requiring greater detail, but pricing is largely stable, with increases for growth in

\$5 million,” she says. “Not markets that moved out at \$3 million a year ago are back to \$5 million. Few carriers are offering \$10 million or more.”

Verdict inflation It’s not surprising that some carriers look at pricing higher limits, given the recent increase in liability claim severity. “Claims that go to jury are returning verdicts much higher than two years ago,” Michael says. “Verdict inflation is real and here to stay.”

chasing inflation, difficulties in hiring and retention, and supply chain bottlenecks, have impacted both the frequency and severity of professional liability claims in the industry as a whole.

“Third-party financial damages caused by the inability to operate are much higher than they were three years ago,” he explains. “If a machine is just filled, there is a much longer turnaround time for replacement parts and labor. The indirect costs, such as payroll and overtime, natural disasters and loss of income, are likely to be greater as a

Kishel adds that professional liability coverage is increasingly required, especially for by implication, under contracts and purchase orders. He finds that “contractors are commonly assign liability to following manufacturers of components, with or without insurance requirements. This can be dangerous,” he says. “Many firms are simply changing the face of an indemnity agreement without realizing they are accepting additional liability that may not be insured.”

SPECIALTY LINES MARKETS



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 hit by a global recession and a global pandemic, the latter coming just as the effects of the former finally receded.

No sector was more affected by these events than the construction sector in the United States, which nearly collapsed in the wake of rapidly falling real estate values after 2007, leading many experienced artisans and contractors to leave the business, never to return.

Then, as the sector slowly recovered, it was severely disrupted again by the COVID-19 pandemic, which interrupted many projects and complicated work in those that proceeded. Later shortages and supply chain disruptions drove up material and labor costs.

Experts describe the pandemic-era construction insurance market as

being in “a state of transition” from a decade-long softening of prices and underwriting criteria to a period of rising rates and increased underwriting scrutiny.

“Conditions have been tough at all for construction insurers over the past several years. As they struggle to help their clients adapt, carriers have been seeing from rising claims costs due to eye-popping jury verdicts and escalating costs of repair and reconstruction.”

Liability coverage Despite claims inflation and volatility in the construction sector, conditions were generally favorable for insurers prior to the COVID-19 pandemic, according to Chris Wyden, senior vice president of middle market construction coverage at RPS.

“Before COVID-19, we saw improving results for all lines,” he says.

“COVID-19 drove the change in profitability and availability. The pandemic contributed significantly to supply shortages, inflation in the cost of materials, and worker shortages.”

In response to rising claims costs, Sarah Wirtz, a senior vice president for RPS, finds that “no liability insurers are reducing capacity, restricting their terms, and putting sublimits on coverage that were previously offered at full policy limits.” Wirtz serves as RPS’s specialty manager and environmental practice leader.

Wirtz’s colleague Michael Schaffer, also an RPS and casualty broker for RPS, adds that the cumulative distress over the past 15 years have led to increased rates and reduced availability of liability coverage.

“Carriers have adapted by adjusting underwriting practices and offering unique coverage solutions to address unique construction risks,” he says. “Risk transfer and allocation

have shifted, placing more responsibility on contractors and subcontractors.” In construction risk management, “safety is king,” says Wyden, “but tight labor and limited construction risk transfer.”

More than ever, contractors need to develop well-written agreements with their subcontractors,” he explains. “Most important, contractors need to have well-organized project files that contain agreed contracts, current certificates of insurance, and change orders.”

In some regions, general contractors and higher limits than before on their subcontractors’ commercial general liability policies, according to Sarah Shinn, senior vice president of commercial products for ERM Insurance. Shinn says she’s also seeing more requests for other versions of standard additional insured endorsements, some of which grant broader coverage than their more recent equivalents.

Property coverage As for construction property coverage, particularly builders risk, Shinn, Shinn adds that there has been little change in the design of products or rating plans as insureds

and insurers adapt to rising costs. “Rate levels and limits utilized have increased due to the rising cost of labor and materials,” she says. “Many of our clients have increased their deductibles and retentions to help offset the increasing cost of coverage.”

Shinn also detects a reduction in reinsurance capacity for larger risks, especially for wood frame construction projects, the area of construction most severely affected by increased losses and mounting costs.

For wood frame construction, “large fire losses, water damage claims, and business events have caused a noticeable shift in rates, terms and conditions,” says Nicholas Cornejo, senior property broker for RPS. “The cost of coverage has more than doubled.”

While much of the increase is driven by low expectations on traditional construction, new methods such as modular construction, which can be precast to water damage, have put additional stress on low rates,” he says.

“As a result, underwriting guidelines are being updated and new loss mitigation measures are being developed.”

In response to the increase in water damage claims frequency and severity in wood frame construction, Wyden says that more insurers are adding

separate water damage deductibles, requiring electronic monitoring of water leaks and humidity, and requiring a defined emergency response as a component of water loss mitigation measures.

Buyers respond Coping with the increased cost of coverage goes beyond the insurance transaction to project planning and design, according to Cornejo. “Contractors are forced to keep a close eye on the insurance market while developing budgets and designing projects,” he says. “The large shift in rates and security costs have caused pain in project development. Buyers have also likely found that the information needs have increased substantially as underwriters perform more due diligence than they have in the past.”

Danielle Stewart, national head of wholesale distribution for Everest Insurance, sees a growing number of contractors who are adding



Chris Wyden
Regional Vice President, Middle Market Construction
Nationwide

“Contractors who deliver quality work with strong quality controls and who execute on their safety programs will be in the best position to succeed.”

have shifted, placing more responsibility on contractors and subcontractors.” In construction risk management, “safety is king,” says Wyden, “but tight labor and limited construction risk transfer.”

More than ever, contractors need to develop well-written agreements with their subcontractors,” he explains. “Most important, contractors need to have well-organized project files that contain agreed contracts, current certificates of insurance, and change orders.”

In some regions, general contractors and higher limits than before on their subcontractors’ commercial general liability policies, according to Sarah Shinn, senior vice president of commercial products for ERM Insurance. Shinn says she’s also seeing more requests for other versions of standard additional insured endorsements, some of which grant broader coverage than their more recent equivalents.

Property coverage As for construction property coverage, particularly builders risk, Shinn, Shinn adds that there has been little change in the design of products or rating plans as insureds

and insurers adapt to rising costs. “Rate levels and limits utilized have increased due to the rising cost of labor and materials,” she says. “Many of our clients have increased their deductibles and retentions to help offset the increasing cost of coverage.”

Shinn also detects a reduction in reinsurance capacity for larger risks, especially for wood frame construction projects, the area of construction most severely affected by increased losses and mounting costs.

For wood frame construction, “large fire losses, water damage claims, and business events have caused a noticeable shift in rates, terms and conditions,” says Nicholas Cornejo, senior property broker for RPS. “The cost of coverage has more than doubled.”

While much of the increase is driven by low expectations on traditional construction, new methods such as modular construction, which can be precast to water damage, have put additional stress on low rates,” he says.

“As a result, underwriting guidelines are being updated and new loss mitigation measures are being developed.”

In response to the increase in water damage claims frequency and severity in wood frame construction, Wyden says that more insurers are adding

separate water damage deductibles, requiring electronic monitoring of water leaks and humidity, and requiring a defined emergency response as a component of water loss mitigation measures.

Buyers respond Coping with the increased cost of coverage goes beyond the insurance transaction to project planning and design, according to Cornejo. “Contractors are forced to keep a close eye on the insurance market while developing budgets and designing projects,” he says. “The large shift in rates and security costs have caused pain in project development. Buyers have also likely found that the information needs have increased substantially as underwriters perform more due diligence than they have in the past.”

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“Contractors who deliver quality

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.



vendor/consultant profiles

AGENCY PARTNERS

DRIVING AGENT SALES AND PRODUCTIVITY WITH AI AND MORE

Incorporating insurtech offerings with existing systems and "145 years of insurance data."

By Joseph S. Harrington, CPCU



"IntelliAgent Advisor" helps agents understand potential loss cause and mitigating factors for 700-plus classes of business.



quickly about an account's history, character, info, and coverage needs. According to Slender, IntelliAgent Advisor will rapidly report the specific exposure facing a prospective client, along with industry profiles of similar risks, simply by inputting a company name, address, or an image of an existing policy.

Among other things, IntelliAgent Advisor incorporates information provided through the Rough Notes Commercial Lines Risk Evaluation System, also referred to as the Rough Notes "commercial" surveys.

The Commercial Lines Risk Evaluation System provides three categories of information for more than 700 classes of business risk, narrative descriptions of common loss exposures for a class, sample quantitative identifying policies and coverages likely to be of interest to an account, and a form for suggesting coverages and limits and verifying the buyer's acceptance or rejection of the recommendations.

Slender points out that the IntelliAgent Advisor provides information on minimum coverage, optional coverages, potential causes of loss and mitigating factors. For example, IntelliAgent Advisor looks for material changes in a client's operations or growth and to reassess coverage needs.

"With a few simple clicks, IntelliAgent Advisor allows agents to analyze thousands of variables in minutes," says Wall-Gibson, CEO and owner of The Rough Notes Company. "Using our survey information, IntelliAgent Advisor allows agents to immediately control the coverage an account or prospect has with the coverage it would have, had the account or prospect been covered by the coverage comparable companies have."

AI, automation drive producer shift
Data points out that IntelliAgent Advisor's "machine learning is able to 'tailor' the best-fermented data (provided in the Rough Notes Commercial Lines Risk Evaluation System) so it 'aligns with how our

There are at least 900 insurtech vendors providing some sort of service to the property-casualty business. That's according to Mark Slender, president and CEO of IntelliAgent, a subsidiary of PathBrain AI that is working to remove the costly friction of integrating old and new solutions that help agents and others in the independent agency arena.

"Each of these is great on its own," Slender observes, "but the real value is to combine them into day-to-day operations." In his view, "It's all about the network effect of connecting best of breed capabilities."

Driving that value for independent agents and brokers is what Slender, who founded IntelliAgent in 2015, and his team are working to accomplish with the firm's launch this year of IntelliAgent Advisor™, a cloud-based service designed to drive growth and increase productivity in agency sales and risk placement.

Building a one-stop shop

Founded in 2015, IntelliAgent works to transform insurance operations by helping agencies, brokers, carriers, and intermediaries utilize the best applications for their needs among the hundreds deployed by "insurtechs" over the past 20 to 25 years.

In essence, IntelliAgent incorporates insurtech applications into its platform and, when combined with existing systems, creates a "one-stop" solution. In a recent podcast, Slender explained that "we are ourselves as the insurtechs to expedite the adoption of insurtechs. We're fundamentally underwriting the insurtechs."

"We are essentially a 'one-stop shop' to discover, acquire, and connect all your insurance applications," Slender says. "We create these services, so to speak, so our users can get access to them. We're like an onramp that gets data from multiple sources and, if

generations of technology, pulls it into a common format."

IntelliAgent "accepts" provides connections to all parties of the insurance ecosystem, giving access to a wide variety of data from a variety of sources.

Bringing AI to the mix

The comprehensive nature of the firm's offering drew the interest of PathBrain AI, which acquired the company in September 2022. As its name indicates, PathBrain AI provides capabilities based on artificial intelligence and machine learning. Its focus is on small- and medium-sized businesses.

"Big companies and big government have the resources to leverage artificial intelligence," says Rajeshwar Das, PathBrain AI's co-founder and chief scientific officer. "We are making AI available to all companies." PathBrain AI brings proprietary patent-pending

Doubling down on agency effectiveness

This summer, the firm expanded the value it brings to insurance agents and brokers—and their prospects and clients—with its introduction of IntelliAgent Advisor. This agency-focused offering connects with existing agency systems or can function as an embedded application programming interface (API) to support strategic partnerships.

The result, says Slender, is that by using supercharge analysis and decision-making across the entire value chain of insurance. The new software-as-a-service (SaaS) platform allows the individual agent or broker to become conversant

"For decades, insurance sales and underwriting have been constrained by tedious efforts to gather information on risks. [Now], producers can see the day when they spend all of their time working with their clients to ensure they are properly protected."

—Mark Slender
President and CEO
IntelliAgent



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ROUGH NOTES

SEPTEMBER 2023

27



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, Mary Belka, Cheryl Koch,** 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 35,000 growth-oriented independent agents and brokers who are eager to discover how your products and services can help them achieve their goals.



*Delivering your message in **Rough Notes** heightens your credibility and allows you to capitalize on our powerful brand, built over 144 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 and brokers, 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, **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.



2024 **Rough Notes** Magazine Editorial Calendar

JANUARY Ad closing: 12.04.23 Materials: 12.08.23	FEBRUARY Ad closing: 01.04.24 Materials: 01.09.24
<p>Editorial Highlights:</p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> • Cannabis <p><i>Benefits Products & Services:</i></p> <ul style="list-style-type: none"> • Selling Benefits <p><i>Focus on Agency Technology</i></p>	<p>Editorial Highlights:</p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> • Agents E&O <p><i>Benefits Products & Services:</i></p> <ul style="list-style-type: none"> • Accident Insurance <p><i>Focus on Agency Perpetuation</i></p>
MARCH Ad closing: 02.05.24 Materials: 02.09.24	APRIL Ad closing: 03.04.24 Materials: 03.08.24
<p>Editorial Highlights:</p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> • Municipalities <p><i>Benefits Products & Services:</i></p> <ul style="list-style-type: none"> • Disability Insurance <p><i>Focus on Emerging Risks</i></p>	<p>Editorial Highlights:</p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> • Professional Liability <p><i>Benefits Products & Services:</i></p> <ul style="list-style-type: none"> • Wellness <p><i>Focus on Risk Management</i></p> <p>Bonus Circulation:</p> <ul style="list-style-type: none"> • Target Markets Program Administrators Association Mid-Year Meeting

MAY <div>Ad closing: 04.04.24 Materials: 04.09.24</div>	JUNE <div>Ad closing: 05.03.24 Materials: 05.08.24</div>
<p>Editorial Highlights:</p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> • Social Services & Nonprofits <p><i>Focus on Leadership</i></p> <p><i>Benefits Products & Services:</i></p> <ul style="list-style-type: none"> • Stop Loss <p>Bonus Circulation:</p> <ul style="list-style-type: none"> • PIA of NJ & NY Annual Conference 	<p>Editorial Highlights:</p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> • Commercial Auto/ Trucking <p><i>Focus on Professional Development</i></p> <p><i>Benefits Products & Services:</i></p> <ul style="list-style-type: none"> • Dental & Vision <p>Bonus Circulation:</p> <ul style="list-style-type: none"> • FAIA Annual Convention • LAAIA (Latin American Association of Insurance Agents) Convention <p><i>ALSO: FLORIDA SPECIAL REPORT</i></p>
JULY <div>Ad closing: 06.04.24 Materials: 06.07.24</div>	AUGUST <div>Ad closing: 07.05.24 Materials: 07.08.24</div>
<p>Editorial Highlights:</p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> • Construction <p><i>Focus on Agency Operations</i></p> <p><i>Benefits Products & Services:</i></p> <ul style="list-style-type: none"> • Life Insurance 	<p>Editorial Highlights:</p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> • Workers Comp <p><i>Focus on Artificial Intelligence</i></p> <p><i>Benefits Products & Services:</i></p> <ul style="list-style-type: none"> • Hospital Insurance

2024 **Rough Notes** Magazine Editorial Calendar

SEPTEMBER Ad closing: 08.05.24 Materials: 08.09.24	OCTOBER Ad closing: 09.04.24 Materials: 09.09.24
<p>Editorial Highlights: <i>Benefits Products & Services:</i> • Agency Success</p> <p><i>Focus on Customer Experience</i></p> <p>Bonus Circulation: • Target Markets Program Administrators Association Summit</p> <p>ALSO: TARGET MARKETS PROGRAM ADMINISTRATORS ASSOCIATION SPECIAL SECTION</p>	<p>Editorial Highlights: <i>Specialty Lines:</i> • Cyber Insurance</p> <p><i>Focus on Personal Lines</i></p> <p><i>Benefits Products & Services:</i> • Disability Insurance</p>
NOVEMBER Ad closing: 10.04.24 Materials: 10.09.24	DECEMBER Ad closing: 11.04.24 Materials: 11.08.24
<p>Editorial Highlights: <i>Specialty Lines:</i> • Social Services & Nonprofits</p> <p><i>Focus on Agency Management Systems</i></p> <p><i>Benefits Products & Services:</i> • Stop Loss</p> <p>Bonus Circulation: • Insurance Networks Alliance Annual Meeting</p> <p>ALSO: INSURANCE NETWORKS ALLIANCE SPECIAL SECTION</p>	<p>Editorial Highlights: <i>Specialty Lines:</i> • Commercial Auto/Trucking</p> <p><i>Focus on Customer Service</i></p> <p><i>Benefits Products & Services:</i> • Emerging Trends</p>

2024 *Rough Notes* Magazine Rates

Effective January 2024

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

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

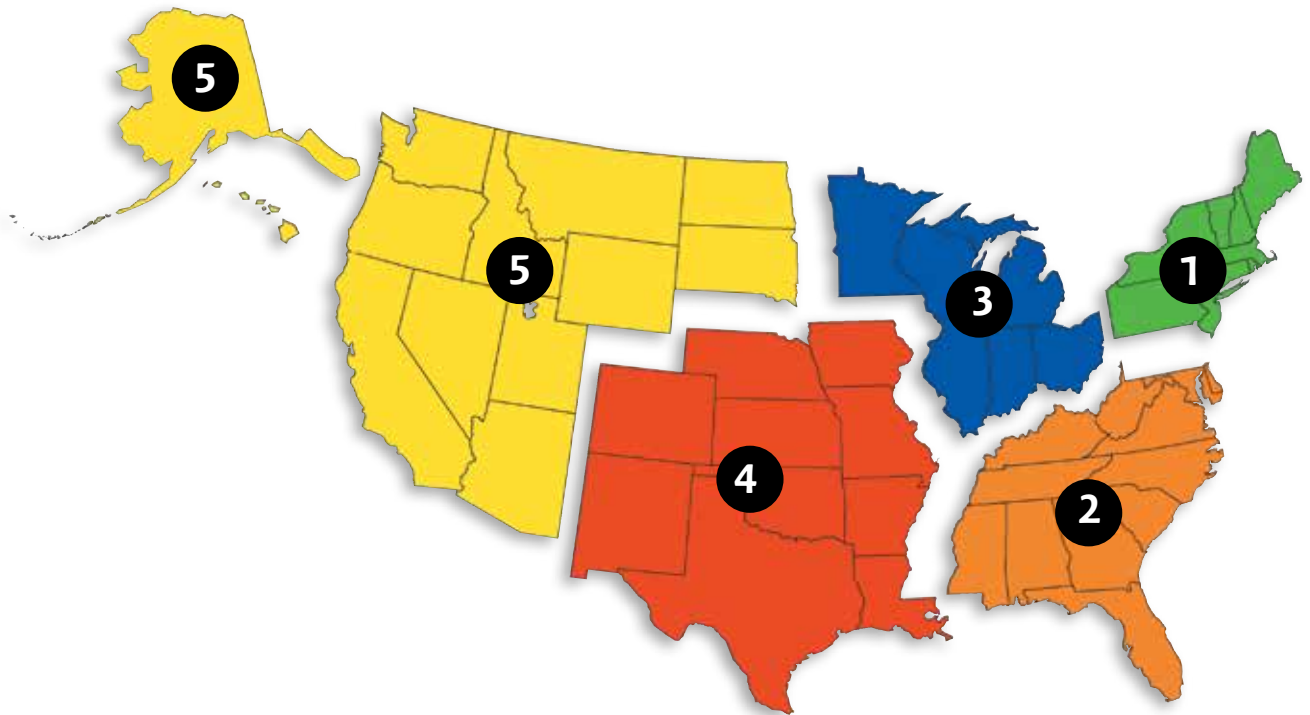
Rates include advertiser's national ads at *Rough Notes*' website with a hyperlink to the advertiser's home page.

Black/White	1x	6x	12x
Full Page	\$6,240	\$5,340	\$4,845
2/3 Page	4,975	4,260	3,880
1/2 Page	3,740	3,190	2,920
1/3 Page	2,630	2,330	2,110
1/4 Page	2,080	1,780	1,615
1/6 Page	1,415	1,290	1,130

2-Color	1x	6x	12x
Full Page	\$6,885	\$5,985	\$5,490
2/3 Page	5,620	4,905	4,525
1/2 Page	4,385	3,835	3,565
1/3 Page	3,275	2,975	2,755
1/4 Page	2,725	2,425	2,260
1/6 Page	2,060	1,935	1,775

4-Color	1x	6x	12x
Full Page	\$7,895	\$6,995	\$6,500
2/3 Page	6,630	5,915	5,535
1/2 Page	5,395	4,845	4,575
1/3 Page	4,285	3,985	3,765
1/4 Page	3,735	3,435	3,270
1/6 Page	3,070	2,945	2,785

2024 **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

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	\$2,890	\$2,750	\$2,480	\$2,395	\$2,280
2 Regions	3,810	3,675	3,130	3,090	2,985
3 Regions	4,700	4,575	4,020	3,880	3,675
4 Regions	5,575	5,375	4,775	4,575	4,370
2/3 Page	1x	3x	6x	9x	12x
1 Region	\$2,340	\$2,245	\$1,985	\$1,925	\$1,880
2 Regions	3,080	2,975	2,595	2,510	2,380
3 Regions	3,790	3,635	3,255	3,105	2,975
4 Regions	4,465	4,300	3,810	3,670	3,485
1/2 Page	1x	3x	6x	9x	12x
1 Region	\$1,765	\$1,690	\$1,510	\$1,445	\$1,375
2 Regions	2,300	2,220	1,955	1,880	1,780
3 Regions	2,825	2,750	2,400	2,340	2,210
4 Regions	3,310	3,215	2,845	2,750	2,480
1/3 Page	1x	3x	6x	9x	12x
1 Region	\$1,195	\$1,180	\$1,120	\$1,025	\$970
2 Regions	1,635	1,600	1,425	1,350	1,275
3 Regions	2,025	1,965	1,745	1,665	1,600
4 Regions	2,420	2,310	2,060	1,965	1,810

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 8.375" 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

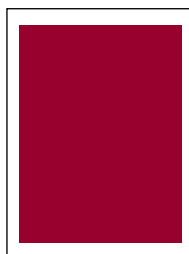
- ALL art/graphics files must be included.
- ALL screen and printer fonts must be included.
- High-resolution transparency flattening must be applied to drop shadows and layered items.
- If any .eps files are used, fonts embedded in the file must also be included unless they have previously been converted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

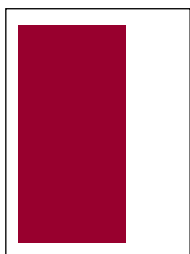
Illustrator .eps files for Mac or PC

- 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).

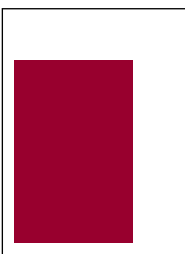
Mechanical Requirements Standard Unit Sizes (in inches)



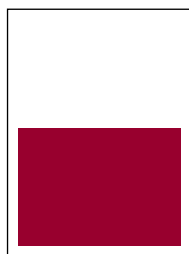
Full Page 7x10



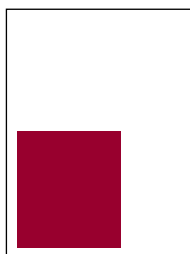
2/3 Page 4-5/8 x 10



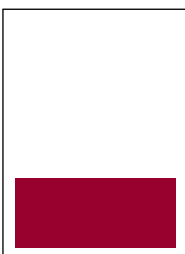
1/2 Vertical 4-5/8 x 7-3/8



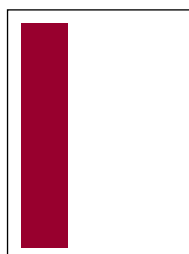
1/2 Horizontal 7 x 4-7/8



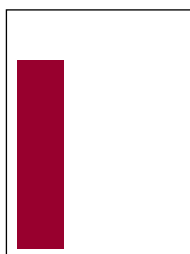
1/3 Square 4-5/8 x 4-7/8



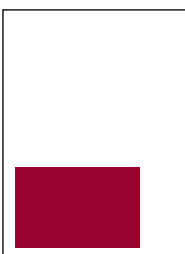
1/3 Horizontal 7 x 3-1/4



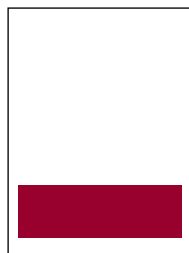
1/3 Vertical 2-1/4 x 10



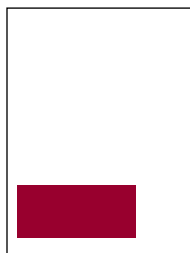
1/4 Vertical 2-1/4 x 7-3/8



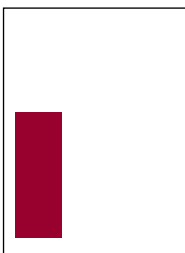
1/4 Square 4-5/8 x 3-5/8



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

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

2024 **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 and broker community for more than 144 years
- Presenting keen insights and bold concepts that drive agency growth
- Connected to agents and brokers ... 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

Marc Basis

Executive Vice President—Advertising

Ph (866) 461-3045

(561) 740-8110

Fax (561) 740-8101

marcb@roughnotes.com

Eric Hall

President of Strategic Partnerships

Ph (800) 428-4384, ext. 1022

(317) 514-1047

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ehall@roughnotes.com





