

THE INSURANCE MARKETPLACE®



Celebrating our 62nd anniversary

2025Media Kit

Reservation Deadline:
September 16, 2024

Publication Date:
January 2025

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. 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
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.



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
- 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



Link your banner ad to your 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

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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,

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Nonprofits Social Services



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

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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

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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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2025 Advertising Rates

**Reservation Deadline:
September 16, 2024**

**Publication Date:
January 2025**

**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 2025

Reservations: September 16, 2024

Materials: September 30, 2024

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")

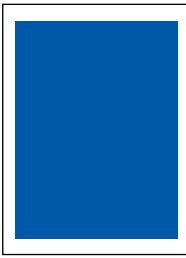
(No additional charge for bleed)

Screen: 150 line screen

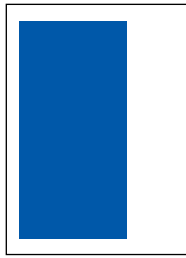
Printing & Binding: Web Offset/Perfect Bind

Material Requirements

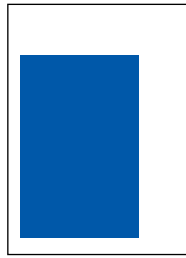
Hi-resolution PDF for print preferred



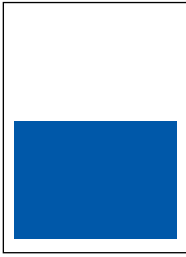
Full Page 7x10



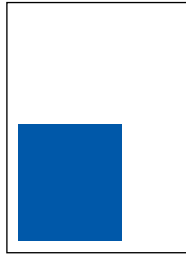
2/3 Page 4-5/8 x 10



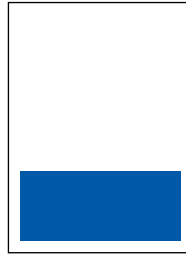
1/2 Vertical 4-5/8 x 7-3/8



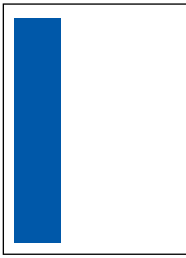
1/2 Horizontal 7 x 4-7/8



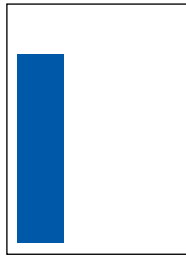
1/3 Square 4-5/8 x 4-7/8



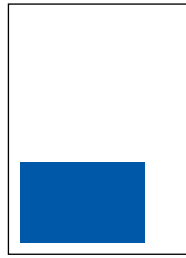
1/3 Horizontal 7 x 3-1/4



1/3 Vertical 2-1/4 x 10



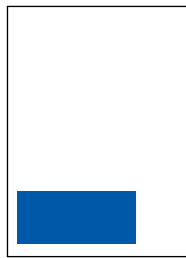
1/4 Vertical 2-1/4 x 7-3/8



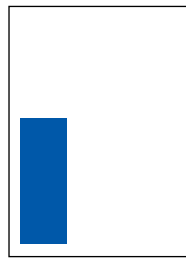
1/4 Square 4-5/8 x 3-5/8



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.

