

# 2025 *Rough Notes* Magazine Rates

## Effective January 2025

*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 Guaranteeds.....	+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.

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