

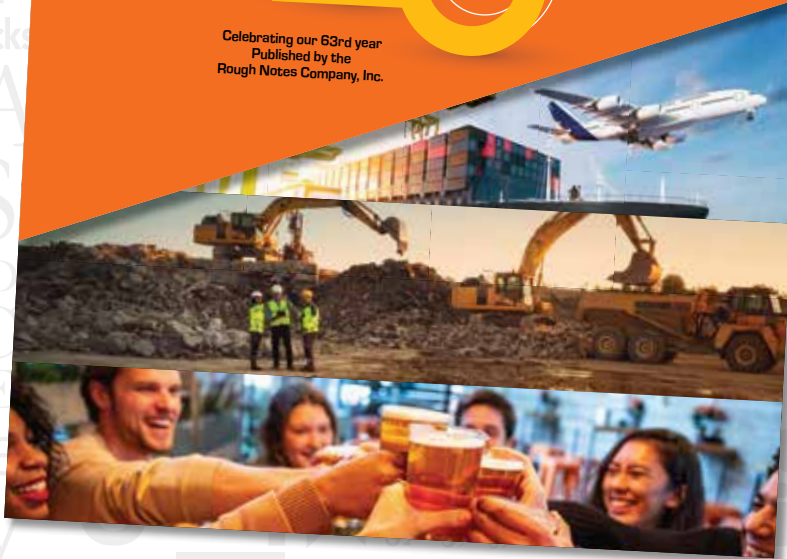
# THE INSURANCE MARKETPLACE®

## THE INSURANCE MARKETPLACE®

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

# 2026

Celebrating our 63rd year  
Published by the  
Rough Notes Company, Inc.



*Celebrating our 63rd anniversary*

**2026  
Media Kit**

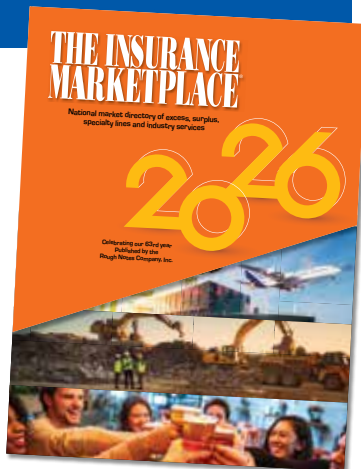
Reservation Deadline:  
**September 19, 2025**

Publication Date:  
**January 2026**

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

# THE INSURANCE MARKETPLACE®

**Put your  
specialty  
front and  
center!**



Producers turn to The Insurance Marketplace (IMP) when they need to secure coverage for a client—whether they’re looking for a competitive quote or seeking a market for a hard-to-place risk. IMP works for you 24/7/365, generating leads exactly when agents are actively searching for coverage. Companies that advertise in The Insurance Marketplace consistently see a strong return on their marketing investment.

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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?** The Insurance Marketplace (IMP) reaches over 40,000 senior-level independent insurance agents across the country. Thousands of agents visit the online version daily, generating tens of thousands of hits each month. IMP is a trusted resource and an integral part of the Vertafore's Reference Connect, and both Rough Notes Advantage-Plus and Rough Notes Pro platforms.

**Why do agents use IMP?** *The Insurance Marketplace* (IMP) is the industry standard for finding coverage—a trusted and reliable resource that agents consistently turn to. When comparing options, agents overwhelmingly prefer companies that advertise and are listed in IMP over generic online searches. With more than 800 lines of coverage represented, IMP offers unmatched visibility. And if your offering is truly unique, our toll-free IMP hotline connects agents directly to trained representatives who will match them with your company.

**What makes IMP unique?** Each specialty coverage category in *The Insurance Marketplace* (IMP) includes a clear definition, helping agents better understand the complexities of the coverage they're researching. With over 800 categories—updated quarterly online—IMP is the only directory in the industry that provides these detailed definitions. This added clarity sets IMP apart and reinforces its role as the go-to resource for independent agents nationwide.

**What are the benefits of advertising?** Your advertisement appears directly in the category of your choice—placing your company in front of agents precisely when they're searching for specific coverage. This targeted placement gives you a competitive edge and helps drive quality leads.

Your ad is featured in both the print edition, mailed to over 40,000 senior-level independent agents, and the online edition—published at no additional cost. Advertisers also receive a personalized landing page, where you can showcase your coverages, contact details, banners, and rich media to further engage prospects.

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

# 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) artisan construction by special trade contractors. The following actively insure this industry:

All Risks, Ltd.  
Arlington/Rio  
\*Active Specialty Risk  
\*Creative Underwriters Corp.  
\*Custom Assurance Placements, Ltd.  
\*Cuir Underwriters, LLC  
\*Associates, Inc.

## CONDOMINIUMS (CONT.)

with respect to property, liability, crime, and workers compensation coverage that are not otherwise insured by the owner. These underwriters insure this class of business:

All Risks, Ltd.  
Arlington/Rio  
\*Active Specialty Risk  
\*Creative Underwriters Corp.  
\*Custom Assurance Placements, Ltd.  
\*Cuir Underwriters, LLC  
\*Associates, Inc.

All Risks, Ltd.  
Arlington/Rio  
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\*Creative Underwriters Corp.  
\*Custom Assurance Placements, Ltd.  
\*Cuir Underwriters, LLC  
\*Associates, Inc.

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\*Custom Assurance Placements, Ltd.  
\*Cuir Underwriters, LLC  
\*Associates, Inc.

### THE SIMPLEST PRODUCTS EVER... CHECK!

Construction & Farm Insurance and more

Click. Bind. Done.

**Vindati**  
Powered by RHODYSK

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

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

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

**Contractor Controlled Insurance Plan (CCIP) aka Contractor's Wrap-Ups**

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

### 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 listing.

**Abstractors Professional Liability**

This coverage insures against claims that arise from alleged negligent acts, errors, or omissions in researching the validity of data on their. Coverage is provided for either faculty or non-faculty individuals. Under the latter, it is usually written and underwritten with this Agency. Errors and Omissions coverage is available for this coverage.

**Accountants Professional Liability**

This coverage insures the legal liability of an accountant or accounting firm for errors or omissions in the performance of their services. It is usually written and underwritten with this Agency. Errors and Omissions coverage is available for this coverage.

**Abstractors Professional Liability**

This coverage insures against claims that arise from alleged negligent acts, errors, or omissions in researching the validity of data on their. Coverage is provided for either faculty or non-faculty individuals. Under the latter, it is usually written and underwritten with this Agency. Errors and Omissions coverage is available for this coverage.

### COMPANY DIRECTORY

This is a list of the better addresses of the companies listed under the coverage categories. For your convenience, a listing of the cities and states in which the companies are located is included. The listing of the cities and states is intended to provide a general guide to the location of the companies. It is not intended to be a comprehensive list of all companies in the industry.

**Abstractors Professional Liability**

2111 E. 1st St., Suite 100  
Baltimore, MD 21201  
Tel: 410-528-1000  
Fax: 410-528-1001  
E-Mail: [info@abstractorsliability.com](mailto:info@abstractorsliability.com)

**Abstractors Professional Liability**

2111 E. 1st St., Suite 100  
Baltimore, MD 21201  
Tel: 410-528-1000  
Fax: 410-528-1001  
E-Mail: [info@abstractorsliability.com](mailto:info@abstractorsliability.com)

**Abstractors Professional Liability**

2111 E. 1st St., Suite 100  
Baltimore, MD 21201  
Tel: 410-528-1000  
Fax: 410-528-1001  
E-Mail: [info@abstractorsliability.com](mailto:info@abstractorsliability.com)

**The Insurance Marketplace Covers It All**

With over 800 lines of business—and new ones added each year—The Insurance Marketplace offers unmatched exposure across the industry. Agents use IMP to find the coverage they need and will contact you directly for quotes, putting your company in front of decision-makers when it matters most.

# Dominate Your Category Online

Link your banner ad to your video



Stand out and drive clicks with a prominent leaderboard banner—the first thing agents see when they search your category online. It's prime digital real estate that puts your brand front and center at the exact moment agents are looking for coverage solutions.

## Get Chosen by the Industry's Top Agents

The most senior and experienced agents in the industry are actively searching for your products. Make sure they choose you by securing a high-impact banner across the top of your category page. It's the first thing they see—and the last thing your competitors want.

**Banner in Specific Category For All of 2026**  
**\$2,000 per category**

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

## The Rough Notes Company, Inc.

Serving the insurance industry since 1878

HOME

ABOUT

PUBLICATIONS

BLOG

PRODUCTS & SOLUTIONS

MEDIA KITS

CONTACT US

### Excess and Specialty Lines



#### COMMERCIAL AUTO

A persistently hard market makes for hard choices  
By Joseph S. Harrington, CPCU "Plus ça change,  
plus c'est la même..."



#### WORKERS COMPENSATION

Stability in the market brings its own challenges  
By Joseph S. Harrington, CPCU If you're allergic to  
excitement, there are...



#### INSURING NONPROFITS AND SOCIAL SERVICES

Property exposures add to the usual liability  
challenges By Joseph S. Harrington, CPCU Are we in  
a mental health crisis...



#### CYBER INSURANCE

What does "CrowdStrike" portend for a currently  
stabilizing market? By Joseph S. Harrington, CPCU  
People who work in IT like...

1 2 3 ... 16

NEXT PAGE ►

# 2026 Advertising Rates

Black/White	National
Full Page	9,990
2/3 Page	8,600
1/2 Page	6,970
1/3 Page	5,360
1/4 Page	4,245
1/6 Page	2,960

4-Color	National
Full Page	13,875
2/3 Page	9,345
1/2 Page	7,548
1/3 Page	5,899
1/4 Page	4,589
1/6 Page	3,666

**Reservation Deadline:  
September 19, 2025**

**Publication Date:  
January 2026**

**Rates include your  
IMP Digital Storefront**

## 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.

## 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

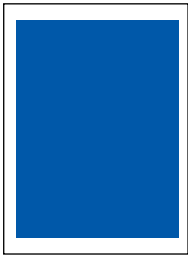
Phone: (800) 428-4384 or (317) 582-1600

## Deadlines

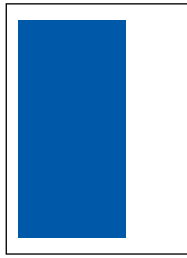
**Publication:** January 2026

**Reservations:** September 19, 2025

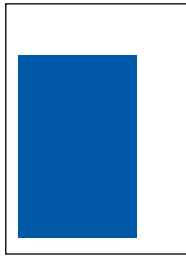
**Materials:** September 30, 2025



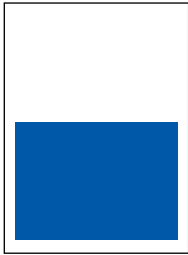
Full Page 7x10



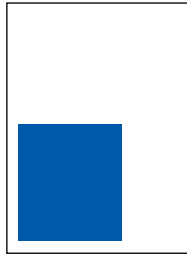
2/3 Page 4-5/8 x 10



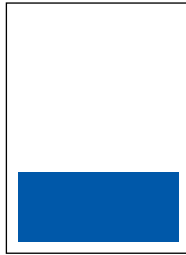
1/2 Vertical 4-5/8 x 7-3/8



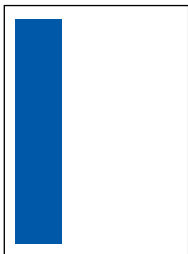
1/2 Horizontal 7 x 4-7/8



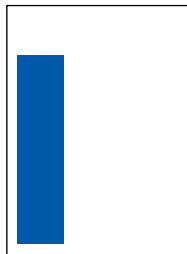
1/3 Square 4-5/8 x 4-7/8



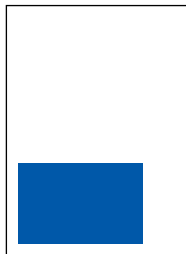
1/3 Horizontal 7 x 3-1/4



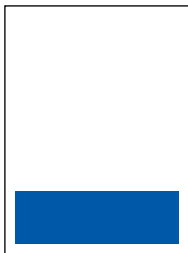
1/3 Vertical 2-1/4 x 10



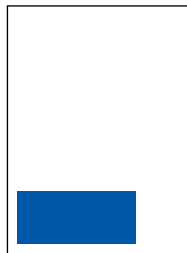
1/4 Vertical 2-1/4 x 7-3/8



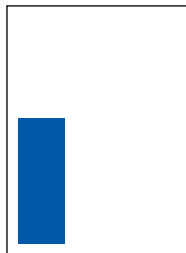
1/4 Square 4-5/8 x 3-5/8



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.

## 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

## Connect with our Advertising Representative:

### Tricia Cutter

Vice President – Advertising

Ph (317) 816-1019

Fax (317) 816-1000

1-800-428-4386

triciac@roughnotes.com