

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

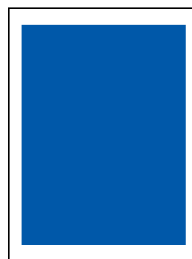
Phone: (800) 428-4384 or (317) 582-1600

Deadlines

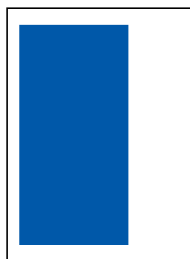
Publication: January 2026

Reservations: September 19, 2025

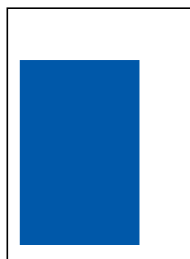
Materials: September 30, 2025



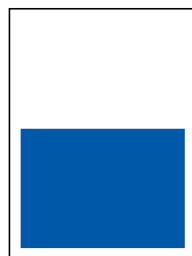
Full Page 7x10



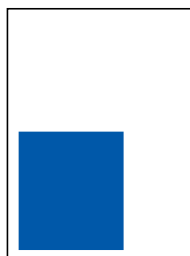
2/3 Page 4-5/8 x 10



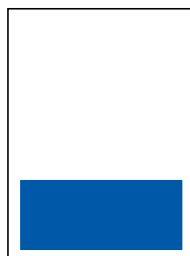
1/2 Vertical 4-5/8 x 7-3/8



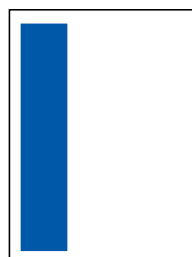
1/2 Horizontal 7 x 4-7/8



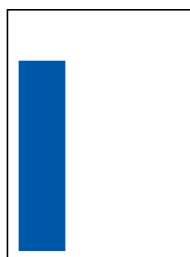
1/3 Square 4-5/8 x 4-7/8



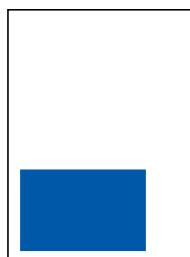
1/3 Horizontal 7 x 3-1/4



1/3 Vertical 2-1/4 x 10



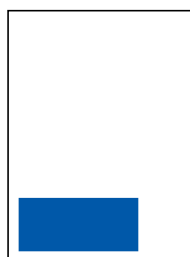
1/4 Vertical 2-1/4 x 7-3/8



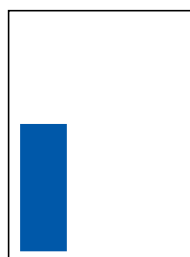
1/4 Square 4-5/8 x 3-5/8



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