

THE INSURANCE MARKETPLACE®

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

**WHERE
SPECIALTY RISKS
FIND MARKETS.**



36,000+
SUBSCRIBERS



800+
SPECIALTY LINES
CATEGORIES



64 years
CONNECTING THE
INSURANCE
MARKETPLACE

RESERVATION DEADLINE:
November 20, 2026

PUBLICATION DATE:
January 2027

2027
Media Kit



THE INSURANCE MARKETPLACE®

The industry’s most targeted submission-generating platform for MGAs, MGUs, and specialty brokers.

If you underwrite it, they’ll find you!

WHERE SPECIALTY RISKS FIND MARKETS.



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Connect with our Advertising Representative:

Tricia Cutter

Vice President – Advertising

Ph (317) 816-1019 • Fax (317) 816-1000 • (800)-428-4384 ext. 1019
triciac@roughnotes.com

PUT YOUR EXPERTISE WHERE THE SEARCH HAPPENS.

Agents use The Insurance Marketplace (IMP) to find markets for complex, unusual and hard-to-place risks.

Your IMP presence puts your underwriting appetite in front of them when they're:



SEARCHING
for a specialty market



EVALUATING
potential markets



PLACING
a real account



**DON'T JUST MARKET YOUR APPETITE.
MAKE IT FINDABLE.**

Your next submission could already be looking for you.

THE IMP ADVANTAGE

It's more than a directory.
It's the connection between
agents with risk and
markets with solutions.



BE FOUND



SHOW YOUR FIT



**START THE
CONVERSATION**



**GENERATE THE
SUBMISSION**

SEE FOR YOURSELF, TRY THE DIGITAL VERSION ONLINE AT

www.insurancemarketplace.com

www.roughnotes.com

ONE MARKET. TWO WAYS TO BE FOUND.

PRINT

The trusted specialty market directory



DIGITAL

Your underwriting storefront—available when agents are ready to act.

WHAT YOUR DIGITAL STOREFRONT INCLUDES:

- + Contact information
- + Classes of business
- + Target premiums
- + Line size / capacity
- + Geographic appetite
- + Required underwriting info
- + Submission contact or API/portal link
- + Your advertisement

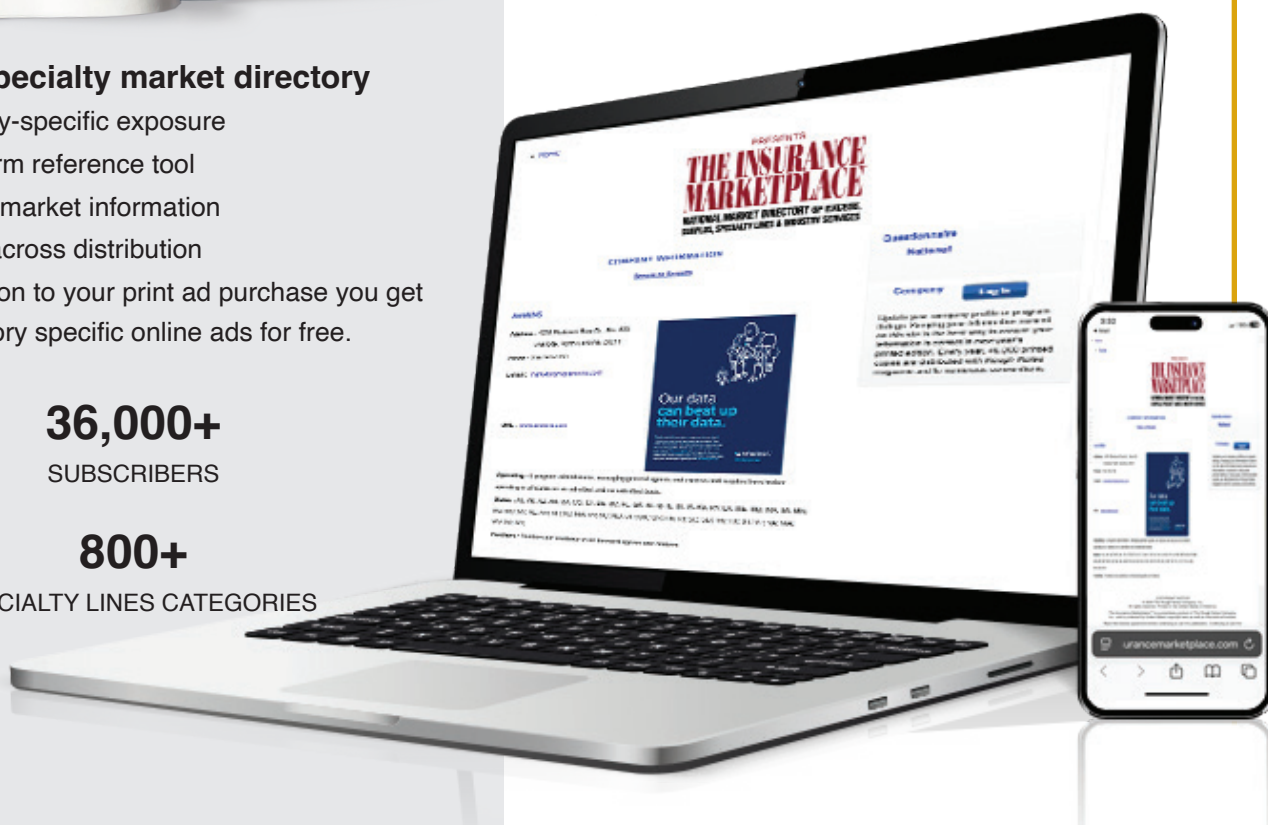
This turns your listing into a submission conversion engine, not just branding.

National specialty market directory

- + Category-specific exposure
- + Long-term reference tool
- + Trusted market information
- + Reach across distribution
- + In addition to your print ad purchase you get 5 category specific online ads for free.

36,000+
SUBSCRIBERS

800+
SPECIALTY LINES CATEGORIES



Print advertisers receive a
FREE DIGITAL STOREFRONT.

1

An agent has a client with a difficult or unusual exposure.

2

The agent searches IMP by specialty coverage/category.

3

Relevant markets appear based on the category.

4

The agent reviews appetite, classes, territory and underwriting information.

5

The agent contacts the market or follows the submission path.



OWN THE TOP OF YOUR CATEGORY.

DOMINATE YOUR CATEGORY ONLINE WITH A BANNER AD

Be the first market agents see when they search your specialty.

IDEAL FOR:

NEW PROGRAMS

Launch with visibility.

EXPANDING APPETITES

Put new classes in front of agents.

COMPETITIVE MARKETS

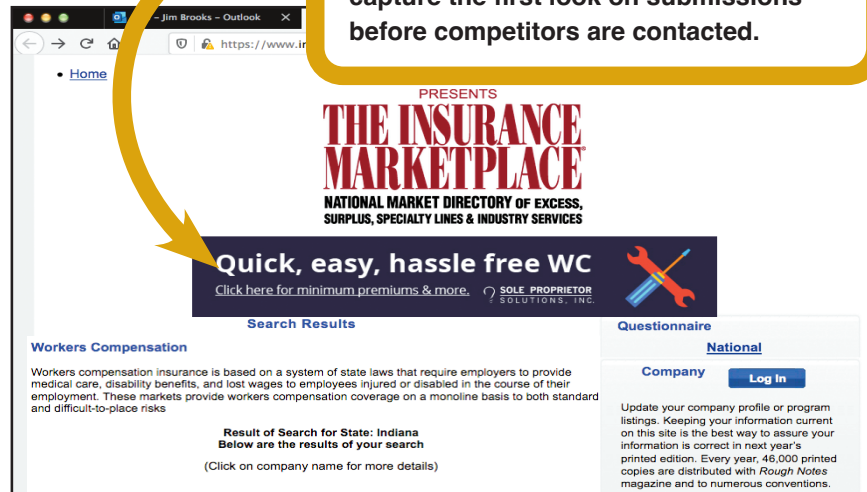
Stand apart in crowded categories.

SEASONAL OPPORTUNITIES

Be visible when demand increases.

PRO TIP 1:

MGAs using category banners typically capture the first look on submissions—before competitors are contacted.



Banner in Specific Category For All of 2027

\$2,000 PER CATEGORY

E-BLAST

ACCESS TO TARGETED AUDIENCE

- + Delivered straight to the inboxes of Rough Notes' targeted subscriber base.
- + Puts your brand directly in front of insurance decision-makers.

Showcase your brand

- + Promote products and services.
- + Highlight thought leadership and expertise.
- + Generate qualified leads.

Drive measurable results

- + Clear calls-to-action help your message stand out.
- + Encourage immediate action from your audience.

Key benefits

- + Reach 50,000 targeted agents, brokers, and industry leaders.
- + Custom messaging tailored to your campaign goals.
- + Detailed performance reporting to measure ROI.
- + Keep your brand top-of-mind within the insurance community.

Motivate a highly targeted audience to act now!

E-blast Ad: \$3,000

STAY TOP-OF-MIND

With Rough Notes Specialty, Excess, and Surplus Lines E-newsletter.



With 50,000+ subscribers, you can use this channel to:

- + Promote underwriting appetite changes
- + Highlight niche expertise
- + Educate agents on emerging risks
- + Drive submissions for new programs
- + Position your firm as a go-to specialist, not just a market.

E-newsletters are audited by the Alliance for Audited Media (AAM)

C 300 x 600

A 674 x 90

Reach agents and drive traffic to your website through a banner ad in our monthly newsletters.

\$2,000

2027 IMP ADVERTISING RATES

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

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 \$2,000

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

**B&W ADS:
SPECIAL PRICING AVAILABLE**

**Reservation Deadline:
November 20, 2026**

**Publication Date:
January 2027**

(Rates include your
IMP Digital Storefront)

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.

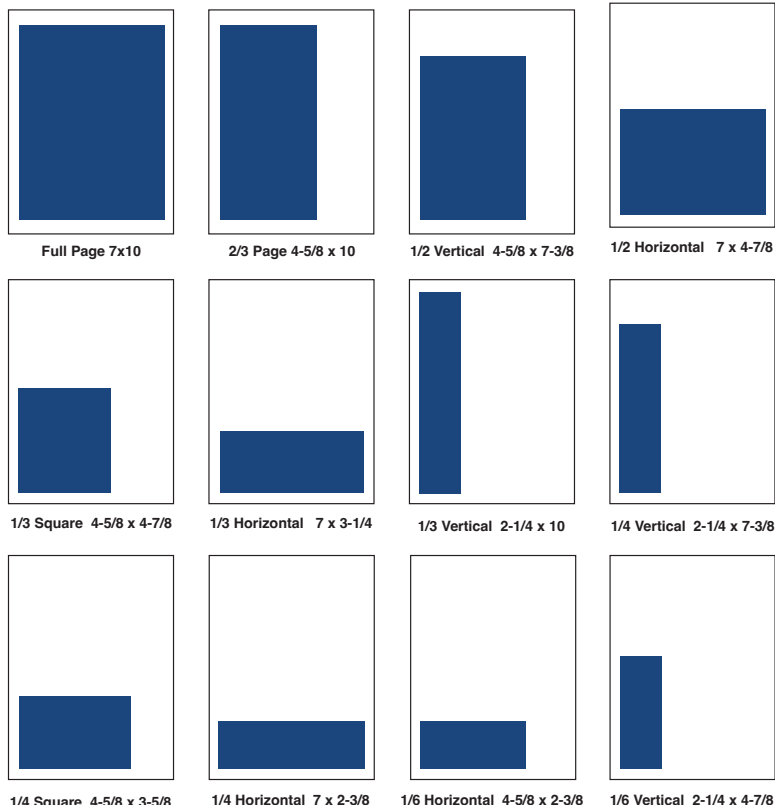
Advertising may be rejected for any reason if, in our judgment, it is inconsistent with the best interests of the insureds, the insurance industry or its agents and brokers. The Insurance Marketplace and its publisher, The Rough Notes Company, are held harmless from any claims or suits that might arise.

SEND MATERIALS TO:

Tricia Cutter
The Insurance Marketplace
 triciac@roughnotes.com

Deadlines

Publication: January 2027
Reservations: November 20, 2026
Materials: December 4, 2026



Ad Sizes and Requirements

Material Requirements

Hi-resolution PDF for print preferred

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

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Print Directory:

- 36,000 copies distributed
- Easy Reference
- Get in front of agents already working on real accounts



Digital Storefront:

- Showcase products online
- Simplify product browsing
- Available 24/7/365



Category Advertising:

- Target specific categories
- Reach relevant buyers
- Your firm appears exactly where agents are searching



Digital Advertising:

- Promote products online
- Attract agents actively searching to place business
- Consistent visibility



Specialty eNewsletter:

- 50,000 subscribers
- Reach niche professionals
- Build brand awareness