

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.

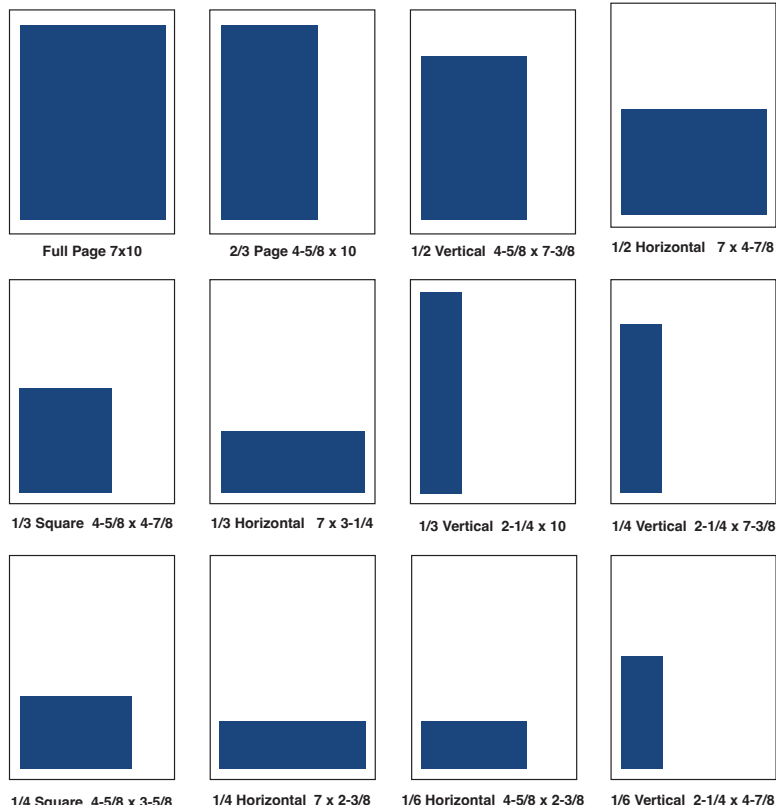
Advertising may be rejected for any reason if, in our judgment, it is inconsistent with the best interests of the insureds, the insurance industry or its agents and brokers. The Insurance Marketplace and its publisher, The Rough Notes Company, are held harmless from any claims or suits that might arise.

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

Connect with our Advertising Representative:

**THE INSURANCE
 MARKETPLACE**



Tricia Cutter

Vice President – Advertising
 Ph (317) 816-1019
 Fax (317) 816-1000
 (800)-428-4384 ext. 1019
 triciac@roughnotes.com



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