

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

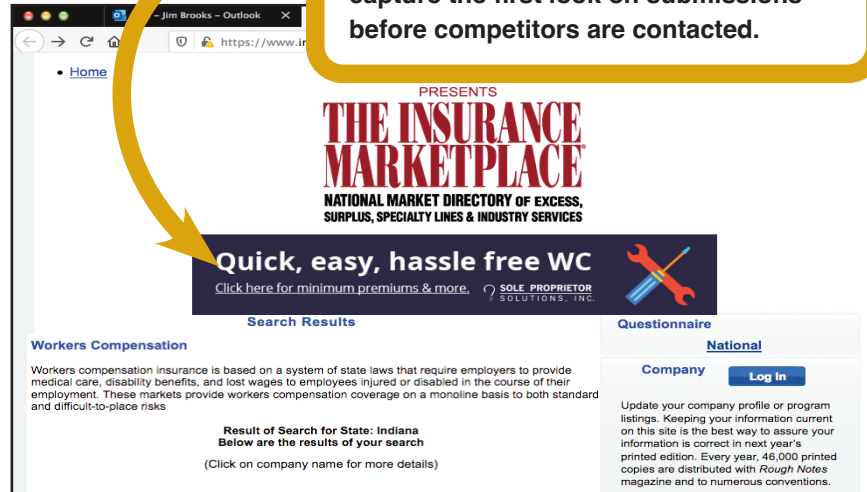
Stand apart in crowded categories.

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)

Tricia Cutter

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