

2027 Online Banner ads / Rates

Rough Notes Homepage Banner Ads

Strengthen your brand presence with premium digital visibility. *Rough Notes* homepage banner advertising places your company prominently in front of a highly engaged audience of insurance professionals seeking industry news, insights, and resources. Increase brand awareness, reinforce market presence, and drive qualified traffic to your website or targeted landing page.



2027 Banner Ads by size

	1 Month	3 months	6 months	12 Months
A	\$2,200/m	\$2,100/m	\$1,935/m	\$1,730/m
B	\$3,850/m	\$3,660/m	\$3,375/m	\$3,030/m
C	\$4,680/m	\$4,320/m	\$3,870/m	\$3,100/m
D	\$3,510/m	\$3,288/m	\$2,970/m	\$2,380/m

A 674 x 90

B 674 x 250

D 300 x 250

C 300 x 600

All dimensions shown are in pixels and are not to size, but shown relative to each other.

2027 *Rough Notes* Magazine Rates

Effective January 2027

Rough Notes is edited for growth-oriented property/casualty insurance agents and brokers. Published monthly, *Rough Notes*' audience-driven editorial focuses on agency marketing, new products and insurance markets, and provides readers with ideas and information that can help them grow their businesses. Imagine an article written about your specialty niche.

While independent agents across the country are learning about the topic, what if they see an ad for your business, offering services that they've been reading about, embedded with the article? Talk about exposure! But how much will this cost?

Covers & Guaranteed Positions (Earned Space Rate)

Second Cover	+15%
Third Cover.....	+10%
Fourth Cover.....	+15%
Other Guarantees.....	+10%

Circulation

Audited by BPA.

Publication & Closing Date

Rough Notes is published on the first day of every month.

Inserts

Inserts and postcards are available. Please contact your advertising representative for details.

Commission

15% of gross billing allowed to recognized advertising agencies on space, color and position if paid within 30 days of invoice.
No cash discounts.

National Advertising Rates

Rates include advertiser's national ads at *Rough Notes*' website with a hyperlink to the advertiser's home page.

4-Color	1x	6x	12x
Full Page	\$7,895	\$6,995	\$6,500
2/3 Page	6,630	5,915	5,535
1/2 Page	5,395	4,845	4,575
1/3 Page	4,285	3,985	3,765
1/4 Page	3,735	3,435	3,270
1/6 Page	3,070	2,945	2,785

For advertising opportunities contact:

Tricia Cutter

Vice President—Advertising

Ph (800) 428-4384, ext. 1019

Fax (317) 816-1000

triciac@roughnotes.com

