



HOUSTON Insurance News

Official Publication of the Independent Insurance Agents of Houston

2011 – 2012 PUBLISHING & RATE SCHEDULE

ISSUE DATE	ON-LINE DATE	AD DEADLINE	SPECIAL COVERAGE
1 st Edition	December 15, 2011	October 15, 2011	July Member Luncheon IIAH Charity Bowl IIAH Officer Installation Banquet September Legislative Day Member Luncheon Energy Symposium
2 nd Edition	March 15, 2012	January 15, 2012	IIAH Christmas Celebration Open House IIAH Fire Prevention Poster Contest IIAH Fall Golf Classic November Member Luncheon
3 rd Edition	June 15, 2012	April 15, 2012	January Member Luncheon Chili Cook Off HID – Salute to the Red White & Blue IIAT Joe Vincent
4 th Edition	September 15, 2012	July 15, 2012	IIAH Spring Golf Classic IIAT Convention CSR Appreciation Luncheon

CONTRACT REQUIREMENTS

- ◆ Contracts run for 4 issues, consecutive from first insertion.
- ◆ Advertisers will be short-rated if, within 12-month (4-issue) contract period, the amount of space upon which their billings have been based has changed to another rate category. Cancellations are subject to short-rate charge to conform to frequency rate earned. No cancellations after closing.
- ◆ Ad revisions, changes &/or cancellations must be received by the published ad deadline date or the last published ad will be picked up (run). Unless special arrangements are made and approved, all ad placements are Run of Press (ROP), and editorial and/or layout staff will determine where ads will be placed within publication

MECHANICAL REQUIREMENTS

- ◆ Publication trim size is 8 ½" x 11"
- ◆ Required Materials: Ads may be submitted in TIF, EPS &/or PDF format. Microsoft Word or any other Word processing software documents are not acceptable. Grayscale & CMYK artwork must be a minimum of 300 dpi (150 line screen preferred). Ads may be e-mailed or provided on CD &/or DVD medias.

The Publisher reserves the right to reject any ad submitted which is formatted improperly or not up to graphic standards. Professional layout services are available at a discounted rate. A proof will be provided for your final approval before publication.

The publisher reserves the right to refuse copy which in its opinion may be libelous, not in the best interest of the insurance industry, or not in keeping with the publication's standards. Advertising which simulates editorial content will be carried only if it carries the caption "Advertisement."

ADVERTISING RATES

SIZE	1X	4X
Back Cover	\$675	\$575
Inside Front Cover	\$680	\$580
Inside Back Cover	\$625	\$530
Full Page	\$495	\$420
2/3 Page	\$345	\$295
1/2 Page	\$270	\$230
1/3 Page	\$190	\$165
1/4 Page	\$135	\$115
1/6 Page	\$95	\$90
1/12 Page	\$75	\$70
Business Card	\$50	\$45
Strip Ad	\$60	\$50

For Center Spread: add \$55

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