THE TENNESSEE INSUROR

MEDIA KIT 2026

BIG I | Insurors of Tennessee

THE **DETAILS**

The Tennessee Insuror is printed quarterly (four times per year), and consists of 56 saddle-stitched pages with a trim size of 8.5″ x 11″ and a bleed size of 8.75″ x 11.25″ (live copy size is 8.25″ x 10.75″).

Color processing is based on CMYK and Pantone spot color systems.

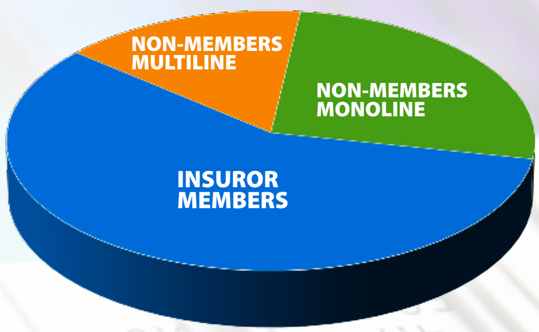
Ad space is available in the following sizes:

	WITHOUT BLEED	WITH BLEED*
Full page	7.5″ x 10″	8.5″ x 11″ TRIM SIZE
1/2 page vertical	3.625″ x 10″	n/a
1/2 page horizontal	7.5″ x 4.875″	n/a
1/3 page horizontal	7.5″ x 3.2″	n/a
1/4 page	3.625″ x 4.875″	n/a

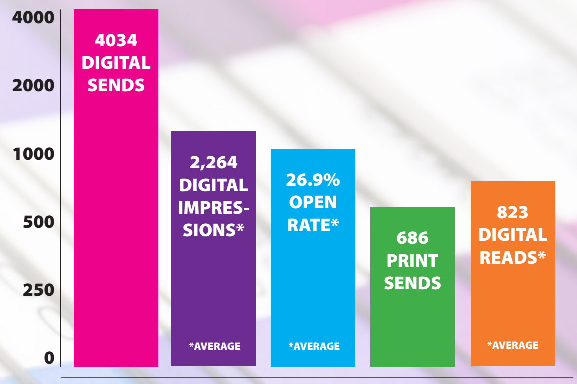
*BLEEDS ARE AVAILABLE AT NO EXTRA CHARGE

The Tennessee Insuror has a printed circulation of over 700 (excluding special issues with higher circulations) and a digital circulation of over 4,000.

TENNESSEE INDEPENDENT AGENCIES



TENNESSEE INSUROR READERSHIP



The Tennessee Insuror is produced using a digital workflow to ensure the highest quality reproduction. We will only accept digital ad materials. Please contact Jake Smith at jsmith@insurors.org for coordination of materials or questions.

- High Resolution PDF is preferred
- All images must have a minimum of 300 dpi at 100% print size
- PC files preferred
- Files should be e-mailed to marketing@insurors.org

Insurors is not responsible for reproduction quality of ads that do not meet these specifications.

The Tennessee Insuror strives to present readers with the best content available, including ad content from company partners. Insurors also provides "clickable" ads with embedded links to a site of your choosing for our digital editions. With that in mind, Insurors has set the following ad pricing for 2026. Ad costs may vary for participants in the 2026 Partner Program. Please inquire for information.

Ad costs are as follows:

	2 (SPOT) COLOR	4 (FULL) COLOR
Inside Front cover*	n/a	$1260
Back cover*	n/a	$1260
Inside Back cover*	n/a	$1236
Full page*	$918	$1218
1/2 page	$522	$708
1/3 page	$432	$504
1/4 page	$366	$438

*BLEEDS ARE AVAILABLE AT NO EXTRA CHARGE

Discounts: A 10% discount is offered to 4x advertisers when ordered in advance. No discount is available for agency commission. All prices are NET. Insurors is not responsible for agency commission pricing.

THE CONTENT

Editorial Calendar

First Quarter	Board of Directors Spotlight Issue
Second Quarter	Industry/Membership/Legislative Issue
Third Quarter	Convention Spotlight Issue
Fourth Quarter	Incoming President Spotlight Issue

* Receives extra circulation of 500 print copies. *The Tennessee Insuror* Editorial Calendar is subject to change without notification.

The Tennessee Insuror has many loyal advertisers that have been involved with the magazine for years. They see the value of having their ad in a publication that is viewed by decision makers at agencies across the state, and they have also reaped the rewards. While we appreciate this loyalty, it does make the ad space for new advertisers in each issue very limited, so we would suggest getting your space reservations made as early as possible.

Ad deadlines are as follows:

	SALES CLOSE	ADS ARE DUE
First Quarter	1/05	1/12
Second Quarter	4/06	4/13
Third Quarter	7/06	7/13
Fourth Quarter	10/05	10/12

Cancellation: All cancellations must be received in writing no later than the space closing date. After the closing date, the advertiser is responsible for 100% payment of the ad space for that issue as per the contract.

THE INSURORS BULLETIN

Advertising is available in our monthly digital newsletter, *The Insurors Bulletin*.

A digital ad includes the following:

- A banner ad of 612x90 pixels (.jpg image format) with clickthrough option
- Ad will be placed prominently in the email body
- A custom URL may be provided for clickthrough tracking
- Issues selected will be at Insurors discretion unless agreed to previously

Ad costs are as follows:

1x $950 per 3x $850 per 6x $750 per 10x $550 per

There are only 12 issues available for purchase.

Ad art is due on or before the Friday prior to the issue run date.

THE **FINE PRINT**

Policies and Procedures

Approval: All advertising is subject to publisher's approval and publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged, accepted, or published. Acceptance of the advertisement by the publisher shall in no way constitute endorsement or recommendation by the publisher or magazine for the contents of the advertisement or the product or service advertised. Advertisements that, in the opinion of the publisher have the look of magazine editorial copy will be marked *"Advertisement."*

Ad Position: Exact position of advertisement is at the discretion of Insurors, and publisher will not be bound by any condition appearing on insertion orders or copy instruction that conflicts with the provisions of the contract and/or rate card.

Nonpayment: Ad will not be inserted for advertisers or agencies whose accounts are more than 60 days overdue, regardless of contract term. Subsequent ads will be placed once account is brought current and prepayment will be required on future placements.

Materials: Written confirmation of material corrections is required by material closing date. If an advertiser fails to provide required material to meet deadlines of issue in which space has been ordered, one of two actions will be taken: (1) the last published advertisement available will be repeated, or (2) if no advertisement is available, the space will be forfeited. In either case, the advertiser will be billed for the space reserved. Advertising materials will be stored for 12 months and will then be discarded unless otherwise requested by the advertiser.

Payment and Policy Terms: All new advertisers must pre-pay their first advertisement to establish credit. Subsequent ads may be billed, subject to credit approval. Insurors reserves the right to require pre-payment for any advertiser with past-due advertising balances. Failure on the part of advertising agencies to pay for space ordered does not release the client company from obligation to pay for all cost contracted on their behalf. Payment term as are net 30 days. Overdue accounts will be charged a 10% per month finance charge beginning on the 31st day, on any outstanding balance.

Limits of Liability: The liability of the publisher for any error for which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the error. The publisher specifically assumes no liability for errors in key numbers. The publisher will not, in any event, be liable for direct, special, incidental or consequential damages, including but not limited to loss of income or profits.

Cancellation: All cancellations must be received in writing no later than the space closing date. After the closing date, the advertiser is responsible for 100% payment of the ad space for that issue as per the contract.

Design Services: Design services are available. Please contact Guy Pridgen, Jr. at gpridgenjr@marketwiseinc.com or 615.851.2154 for a quote.

THE TENNESSEE
INSUROR

2026 Advertising Contract

DIRECT ALL ADVERTISING MATERIAL OR INQUIRIES TO: Advertising Manager - Insurors of Tennessee - 2500 21st Avenue, Suite 200 - Nashville, TN 37212 | t. 615-385-1898 | f. 615-385-9303 | marketing@insurors.org

Advertiser ______________________

Contact ______________________

Title ______________________

Mailing Address ______________________

City State Zip ______________________

Daytime Phone ______________________

Fax Number ______________________

E-mail Address ______________________

Website ______________________

Agency Name (if applicable) ______________________

Contact ______________________

Title ______________________

Mailing Address ______________________

City State Zip ______________________

Daytime Phone ______________________

Fax Number ______________________

E-Mail Address ______________________

Website ______________________

CLOSING DATES

**If date shown falls on a weekend or holiday, close date is the first work day prior.*

We wish to advertise in the following checked issues:

	ISSUE	SIZE	COLOR	SALES CLOSE*	ADS DUE*
☐	First Quarter	________	________	1/05	1/12
☐	Second Quarter	________	________	4/06	4/13
☐	Third Quarter	________	________	7/06	7/13
☐	Fourth Quarter	________	________	10/05	10/12
☐	Bulletin Banners	1x ☐ 3x ☐ 6x ☐ 10x ☐ __x ☐		2 weeks prior to issue	Friday prior to issue

Please indicate your Supporter Level ☐ **Diamond** ☐ **Platinum** ☐ **Gold** ☐ **Silver** ☐ **Bronze**

If you wish to have your ad linked to a website in the digital version, provide address: ______________________

CONTRACT CALCULATION

Magazine Base Rate: $ ________

Special Placement *(see media kit)*: $+________

Subtotal *(base rate + special placement)*: $________

Frequency Total *(subtotal x freq.)*: $________

Subtract multiple insertion discount *(4x only: 10%)* $- ________

Bulletin banners: $+________

GRAND TOTAL: $________

Payment

☐ Check ☐ AmEx ☐ MC

☐ Visa ☐ Bill (established advertisers only)

Exp. Date: ______________________

Card Number: ______________________

Cardholder Name (print): ______________________

Signature ______________________

SIGNATURES

Signature below constitutes advertiser/agency agreement to terms, conditions, and regulations specified by advertising policies provided.

Name (print) ______________________

Signature (authorizing officer) ______________________

Date ______________________

Accepted by Insurors of Tennessee, subject to credit approval:

Name (print) ______________________

Signature ______________________

Date ______________________