

# **INSURANCE** **ADVOCATE**<sup>®</sup>

THE NEW YORK / TRI-STATE INSURANCE NEWS SOURCE

## **2025 RATE CARD**

Effective January 1, 2025

[www.insurance-advocate.com](http://www.insurance-advocate.com)

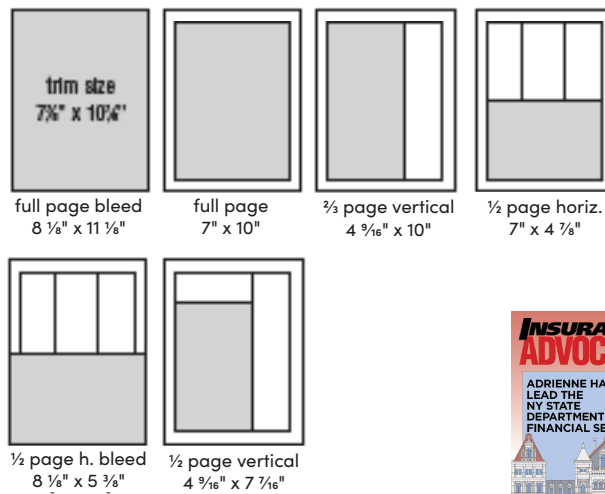
# ADVERTISING RATES

Effective January 1, 202

Size	1X	6X	10X	20X
Full Page	\$2000	\$1800	\$1700	\$1650
2/3	\$1600	\$1400	\$1300	\$1250
1/2	\$1300	\$1200	\$1100	\$980
Banner	\$850	\$770	\$700	\$690

All Full Page ads receive a web banner ad on insurance-advocate.com

All half and 2/3d page ads receive a sidebar ad on insurance-advocate.com



# POSITION CHARGES

Back Cover: Full Page + 20%

Inside Front Cover: Full Page + 15%

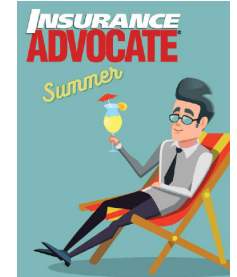
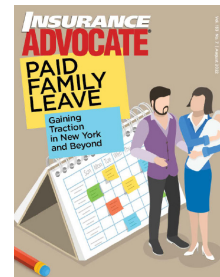
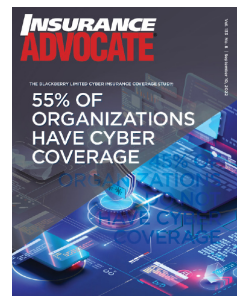
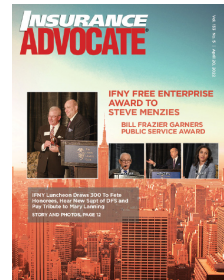
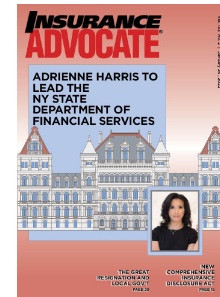
Inside Back Cover: Full Page + 10%

Far Forward: Full Page + 15%

Center Spread: Full Pages + 15%

Add 10% to space charge for bleed ads. Other inside guaranteed positions available at 15% plus earned rate.

Front cover 3-page gatefold opportunities available in some issues, please check with advertising department or sales representative for rates and availability.



## GUIDELINES FOR SUPPLYING ARTWORK

- PDF files preferred. All fonts embedded, 300dpi or better with printer's marks and 1/4 inch minimum bleeds.
- Original files accepted but must be collected for output in full including fonts and compressed for transmission. Please email the art director for software compatibility.
- CMYK, not RGB, 300dpi or greater, not 72.

Advertising material not meeting the specifications outlined above and requiring additional preparation work will be billed for the work performed.

## PAYMENT

Net due within 30 days. Gross amount due after 30 days. Payable in U.S. currency. No cash discounts. Publisher looks to the advertising agency/media buying firm placing the insertion order for payment, however, publisher shall have the right to hold the advertising agency/media buying firm and the advertiser jointly and severally liable for the monies due and payable to publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contract, insertion orders or instructions when such conditions conflict with its policies. Classified ads must be prepaid prior to insertion.

## MAILING INSTRUCTIONS

Please send all advertising materials to:  
INSURANCE ADVOCATE  
Attn: Advertising Coordinator  
1030 Lake Avenue, Greenwich, CT 06831  
Phone: (914) 966-3180, x113  
Fax: (914) 613-1595

## CONTRACT AND COPY REGULATIONS

Publisher reserves the right to reject or cancel any advertising for any reason at any time. All advertisements are accepted and published by the Publisher on the representation of the agency and/or the advertiser that both are authorized to publish the entire contents of the subject matter of the advertisement, and upon acceptance by the agency and/or the advertiser of all the terms of this rate card. It is the responsibility of the advertiser to ensure that all inserts and other advertising comply with U.S. Postal regulations and other applicable federal and state laws and regulations.

When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for publication thereof shall constitute a representation by the advertiser and/or agency that they have obtained the proper written consent for the use thereof from all such persons, and that they may lawfully publish, or cause such publication to be made. In consideration of Publisher's publication of the advertisement, the agency and the advertiser jointly and severally agree to hold harmless CINN Worldwide Inc., and its officers, agents and employees from any and all losses, damages, liabilities, judgments and expenses (including reasonable attorney fees) arising out of or in any manner related to the publication of such advertisement and all material appearing therein furnished by the advertiser or its agency, including, without limitation, claims actions or proceedings for libel, violation of any person's right of privacy, copyright infringement, plagiarism, and trademark infringement. Advertising which simulates editorial content will be accepted only if it carries the caption "Advertisement" and is set off from editorial content by rules. Publisher is not responsible for errors occurring in key numbers. Liability of Publisher for other errors is limited to the cost of space only.

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