



## **2024 ADVERTISING RATES & SPECIFICATION**

### **About BIGiOK of Oklahoma and POLICY Magazine**

Independent Insurance Agents of Oklahoma (BIGiOK) is the largest insurance trade association in Oklahoma. With more than 340 organizations that are part of our association, we represent more than 3,000 insurance professionals across the state. BIGiOK member agencies range in size from one person to some of the largest agencies in the region.

POLICY, the award-winning official magazine of BIGiOK, is a quarterly magazine that is filled with timely and informative articles related to the insurance industry in Oklahoma and the nation. POLICY is distributed to all BIGiOK member agencies and other interested parties. Your advertisement in POLICY magazine will put your company into the hands of key decision-makers and will inform them about the benefits of your products and services.

Space in each issue is limited. Make POLICY a part of your marketing plan and reserve space today.

### **Circulation**

POLICY magazine has a circulation of approximately 800 subscribers and reaches thousands of Oklahoma insurance producers. A digital version of each issue is shared with BIGiOK's 450-member agencies and more than 1,000 social media followers.

### **Editorial Content**

Editorial content for POLICY magazine includes news and information concerning the state and national insurance industry, as well as the programs and services of BIGiOK.

### **2024 Advertising Deadlines**

- Spring Issue (published in early March) - December 15
- Summer Issue (published in early June) - March 15
- Fall Issue (published in early September) - June 15
- Winter Issue (published in early December) - September 15

## 2024 ADVERTISING RATES & SPECIFICATIONS

### Member Pricing

Ad Size	Black & White	Color
Back Cover	N/A	\$1,510
Full Page	\$740	\$944
1/2 Page	\$486	\$690
1/3 Page	\$369	\$572
1/4 Page	\$279	\$483

### Nonmember Pricing

Ad Size	Black & White	Color
Back Cover	N/A	\$1,642
Full Page	\$823	\$1,026
1/2 Page	\$540	\$744
1/3 Page	\$410	\$614
1/4 Page	\$309	\$513

### Discounts

A 10% discount will be applied to the total cost of advertisement when an advertiser commits to a full year at once. This includes 4 issues of print, and is not limited to calendar years or BIGiOK's fiscal year.

BIGiOK Partner Program members receive a discount based on partner level. The partner discount is applied to the total of the advertising price, after any discounts for commitments to four issues. To learn more about becoming a partner, visit [www.BIGiOK.com/Partners](http://www.BIGiOK.com/Partners).

\*Diamond Deluxe Partners .....30% Discount on advertising in POLICY

\*Platinum Partners .....25% Discount on advertising in POLICY

Gold Partners .....20% Discount on advertising in POLICY

Silver Partners .....15% Discount on advertising in POLICY

Bronze Partners .....10% Discount on advertising in POLICY

*\*Additionally, DDP will receive a complimentary full page feature and PP will receive a complimentary 1/4 page feature (one issue per year).*

### Advertising Sizes and Layouts

Measurements are given width x height. Full-page bleeds are available at no extra charge. Bleed size: 8.75" x 11.25". Trims to 8.5" x 11".

Back Cover .....8.5" x 11"

Full Page .....7.5" x 10"

1/2 Page Horizontal .....7.5" x 4.875"

1/2 Page Vertical .....3.625" x 10"

1/2 Page Island .....4.875" x 7.5"

1/3 Page Square .....4.875" x 4.875"

1/3 Page Vertical .....2.375" x 10"

1/4 Page Vertical .....3.625" x 4.875"

### Mechanical Requirements

All ads must be submitted electronically. Print-quality PDFs are the preferred format; however, we can also accept .tiff and .jpeg formats with a 300 dpi or higher. POLICY is printed offset, three columns, saddle-stitched. Trim size is 8.5" x 11".

### Production Charges

Any ad submitted requiring alterations or additional production to meet our specifications will be subject to production charges of \$70 per hour.

### Insertion Instructions

All insertion instructions are to be submitted in writing, clearly stating name and address of advertiser, issue to be inserted, ad size and any additional special instructions. Verbal insertion orders will not be accepted. Insertion orders must be emailed to POLICY accountant, Kali Skar ([acctg@bigiok.com](mailto:acctg@bigiok.com)), and copy POLICY managing editor, Jerri Culpepper ([jculpepper@ou.edu](mailto:jculpepper@ou.edu)), prior to deadline.



# **2024 ADVERTISING INSERTION CONTRACT**

## **Contract & Copy Regulations**

By placing an advertisement in POLICY, the company (and advertising agency, if applicable) agree to the following:

- A. No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the publisher's stated policies, will be binding on the publisher.
- B. Contracts may be discontinued by either party with 30 days written notice of publication deadline.
- C. If more or fewer insertions than specified in the order are made within one year, charges will be adjusted in accordance with established rates.
- D. The advertiser agrees to hold publisher blameless from all claims, damages and expenses arising out of any advertising accepted.
- E. Advertising subject to publisher's approval.
- F. The publisher's liability for any error will not exceed the charge for the advertisement in question.
- G. When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in previous issue will be inserted.
- H. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- I. If advertiser offers an insurance product that can be sold only by a licensed Oklahoma agency, agent or broker, the advertiser warrants it is properly licensed and/or registered to do business in Oklahoma, and any program, product or service that is advertised is legally permissible in Oklahoma.
- J. Advertisers will have access to a digital copy of the issue once it becomes available. Digital versions of POLICY are available at [www.BIGiOK.com/Policy](http://www.BIGiOK.com/Policy) as a member, nonmembers need to request access at [marketing@BIGiOK.com](mailto:marketing@BIGiOK.com). This can be used in reference to invoicing concerns or questions. Tear sheets may be provided upon request to [marketing@BIGiOK.com](mailto:marketing@BIGiOK.com).
- K. Payment due net 30 days of invoice date. Any advertiser whose account is more than 90 days past due may not advertise in the current issue or any future issue unless the account is paid in full.
- L. Materials will be destroyed by the publisher if disposition instructions are not furnished by the advertiser within one year.

## **Contacts for POLICY Magazine**

All advertising questions and finalized advertisements should be submitted to POLICY managing editor, Jerri Culpepper ([jculpepper@ou.edu](mailto:jculpepper@ou.edu)).

All insertion orders and invoicing questions should be directed to POLICY accountant, Kali Skar ([acctg@bigiok.com](mailto:acctg@bigiok.com)), and copy POLICY managing editor, Jerri Culpepper ([jculpepper@ou.edu](mailto:jculpepper@ou.edu)).

Insertion forms are available online at: [www.BIGiOK.com/Advertising](http://www.BIGiOK.com/Advertising).

Digital proofs will normally be available the first week of the publish month (see page 1) at [BIGiOK.com/policy-pub](http://BIGiOK.com/policy-pub).



# **2024 BIGiOK POLICY ADVERTISING INSERTION ORDER**

On behalf of my company or the company for which I am representing, I hereby authorize you to reserve the following advertising space in POLICY magazine in accordance with the rates and requirements listed on the current rate card:

- ☐ Full Page.....7.5" x 10"
- ☐ 1/2 Page Horizontal .....7.5" x 4.875"
- ☐ 1/2 Page Vertical .....3.625" x 10"
- ☐ 1/2 Page Island.....4.875" x 7.5"
- ☐ 1/3 Page Square.....4.875" x 4.875"
- ☐ 1/3 Page Vertical .....2.375" x 10"
- ☐ 1/4 Page Vertical .....3.625" x 4.875"
- ☐ Other (requires prior approval from Policy editor).....

Please schedule my advertisement(s) for the following issue(s). (Check appropriate issue and write in year of publication.)

- ☐ Spring Issue (March) \_\_\_\_\_
- ☐ Summer Issue (June) \_\_\_\_\_
- ☐ Fall Issue (September) \_\_\_\_\_
- ☐ Winter Issue (December) \_\_\_\_\_

☐ I am a member of BIGiOK.   ☐ I would like my advertisement placed in color.

☐ I will submit a new advertisement for each issue to POLICY managing editor, Jerri Culpepper ([jculpepper@ou.edu](mailto:jculpepper@ou.edu)).

## **Company Information**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Email address: \_\_\_\_\_

## **Agency Information (to be completed if ad is submitted by agency)**

Ad Agency Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Email address: \_\_\_\_\_

I have read and agree to the contract terms for advertising in POLICY magazine. I am an authorized representative of the company listed above.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Completed insertion orders should be directed to POLICY accountant, Kali Skar([acctg@bigiok.com](mailto:acctg@bigiok.com)), and copy POLICY managing editor, Jerri Culpepper ([jculpepper@ou.edu](mailto:jculpepper@ou.edu)).

