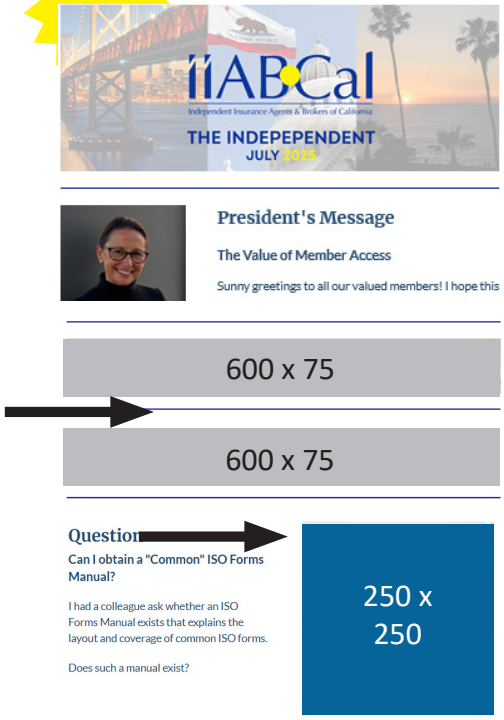
2027 ADVERTISING OPPORTUNITIES
WEBSITE & NEWSLETTER RATES

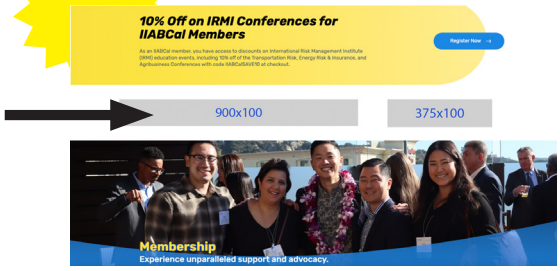
IMPRESSIONS
2,500 visitors per month access our website. Nearly **5,000** receive our newsletter!

TARGETING
Decision Makers including agency owners, principals, and carrier management are our primary site visitors!

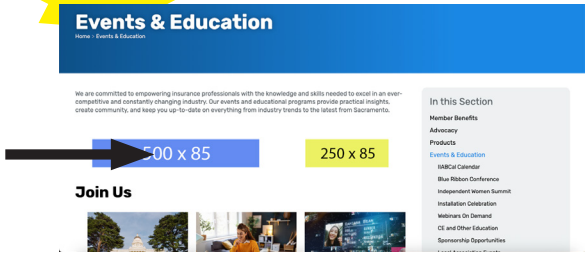
NEWSLETTER



WEBSITE HOMEPAGE



INTERNAL WEB PAGE



WEBSITE ADS | HOMEPAGE | One week per month

AD SIZE IN PIXELS	MONTHLY		QUARTERLY		ANNUALLY	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Large 500 x 85	$750	$1,000	$2,000	$2,750	$7,500	$10,000
Small 250 x 85	$500	$675	$1,350	$1,800	$5,000	$6,750

WEBSITE ADS | INTERNAL PAGES* | Full month

AD SIZE IN PIXELS	MONTHLY		QUARTERLY		ANNUALLY	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Large 500 x 85	$325-425	$435-575	$875-1,150	$1,175-1,550	$3,250-4,250	$4,350-5,750
Small 250 x 85	$225-325	$300-435	$600-875	$800-1,175	$2,250-3,250	$3,000-4,350

***Sections for Internal Pages: Member Benefits, Advocacy, Events & Education, and About Us. Rates vary by section; subject to availability.**

NEWSLETTER ADS
Per issue

AD SIZE IN PIXELS	MEMBER	NON-MEMBER
Banner 600 x 75	$400	$550
Square 250 x 250	$300	$400

SAVINGS
Discounted rates are available for multi-issue and multi-channel advertising packages. Contact Jenn Pouey for more details.

FOR MORE INFO, OR TO DISCUSS OTHER OPTIONS, PLEASE CONTACT

Jenn Pouey | 925.426.3304 | jpouey@iiabcal.org | IIABCAL.ORG