

**IT'S TIME TO ATTRACT
NEW AGENTS.
DIGITALLY.**

Discounted Pricing for IIANC PARTNERS Program Participants

We wish to recognize those companies who are committed to supporting IIANC and are involved with our IIANC PARTNERS Program by offering them a **discount off their advertising in 2025**. (Non-PARTNERS pay approximately a 20% surcharge for their advertising.)



Please review the benefits outlined in the 2025 PARTNERS Program Guide for more information.

Questions?

Contact Rena Todd, Vice President of Marketing, at rtodd@iianc.com.

MAXIMIZE YOUR BRAND EXPOSURE IN 2025!

Thank you for considering IIANC's exclusive digital advertising offerings for 2025. Our solutions are strategically designed to help companies like you connect with North Carolina's top independent insurance agencies, gain targeted brand visibility, and align with a trusted leader in the industry.

High-Impact E-Newsletters:

We offer premium advertising placement in two of our highly engaged e-newsletters:

- ***The IA Connection:*** Delivered twice monthly, near the 1st and 15th, this newsletter covers the latest industry news, IIANC updates, and key developments.
- ***The "I" on Professional Development:*** Sent twice a month near the 2nd and 4th weeks, this newsletter highlights upcoming professional development opportunities, continuing education events, and insights from IIANC's nationally recognized Professional Development team.

With a growing subscriber base of engaged readers, these newsletters offer a direct line to influential decision-makers and business leaders in the insurance space.

Boost Visibility with Ads on IIANC.com:

In 2022, we launched a new, SEO-optimized website that's more dynamic and user-friendly than ever before. Our site attracts approximately 5,000 visitors monthly, most of whom are actively registering for events, classes, or professional development programs. This makes it an ideal touchpoint for your business.

- **Event Registration Pages:** Place your ads where they matter most—on the very pages where visitors register for high-demand events and classes.
- **High-Traffic Web Pages:** Leverage display ads on popular pages to capture attention from our audience throughout their site journey.

With our enhanced SEO and steadily increasing web traffic, your brand will be prominently positioned to maximize reach and impact.

Why Partner with IIANC?

Every time members and website visitors engage with IIANC—whether through our newsletters or website—they'll encounter your brand alongside trusted industry resources. Your partnership with IIANC provides not just advertising but a **powerful brand lift**, aligning your company with an association known for leadership, advocacy, and innovation in the independent insurance industry.

2025 E-NEWSLETTER DIGITAL ADVERTISING

E-Newsletter Options



IA Connection

A **twice monthly** report on the latest happenings at IIANC and industry news (sent out near the 1st & 15th of each month)

Can be purchased in **3-month** increments: \$650.00/3 months [PARTNERS Pricing]
\$790.00/3 months [NON-PARTNERS Pricing]
Available January-March, April-June, July-September and/or October-December

**Please note - space is limited per issue; IIANC reserves the right to adjust the schedule if needed*



The "I" on Professional Development

A **twice monthly** update of upcoming professional development/CE classes and other education-related information (sent out near the second/fourth weeks of each month)

Can be purchased in **3-month** increments: \$650.00/3 months [PARTNERS Pricing]
\$790.00/3 months [NON-PARTNERS Pricing]
Available January-March, April-June, July-September and/or October-December

**Please note - space is limited per issue; IIANC reserves the right to adjust the schedule if needed*

E-Newsletter Banner Guidelines

- Banners can be submitted in .jpeg, .gif or .png format to rtodd@iianc.com
- The maximum file size is 1000k.
- Each e-newsletter has a circulation of approximately 6,000 recipients.
- *The deadline to submit web banners is two weeks prior to the publication date.*
- Changes can be made once during the contracted period. Please send all changes to rtodd@iianc.com.
- IIANC reserves the right to make final insertion decisions based on space; available on a first come, first served basis.

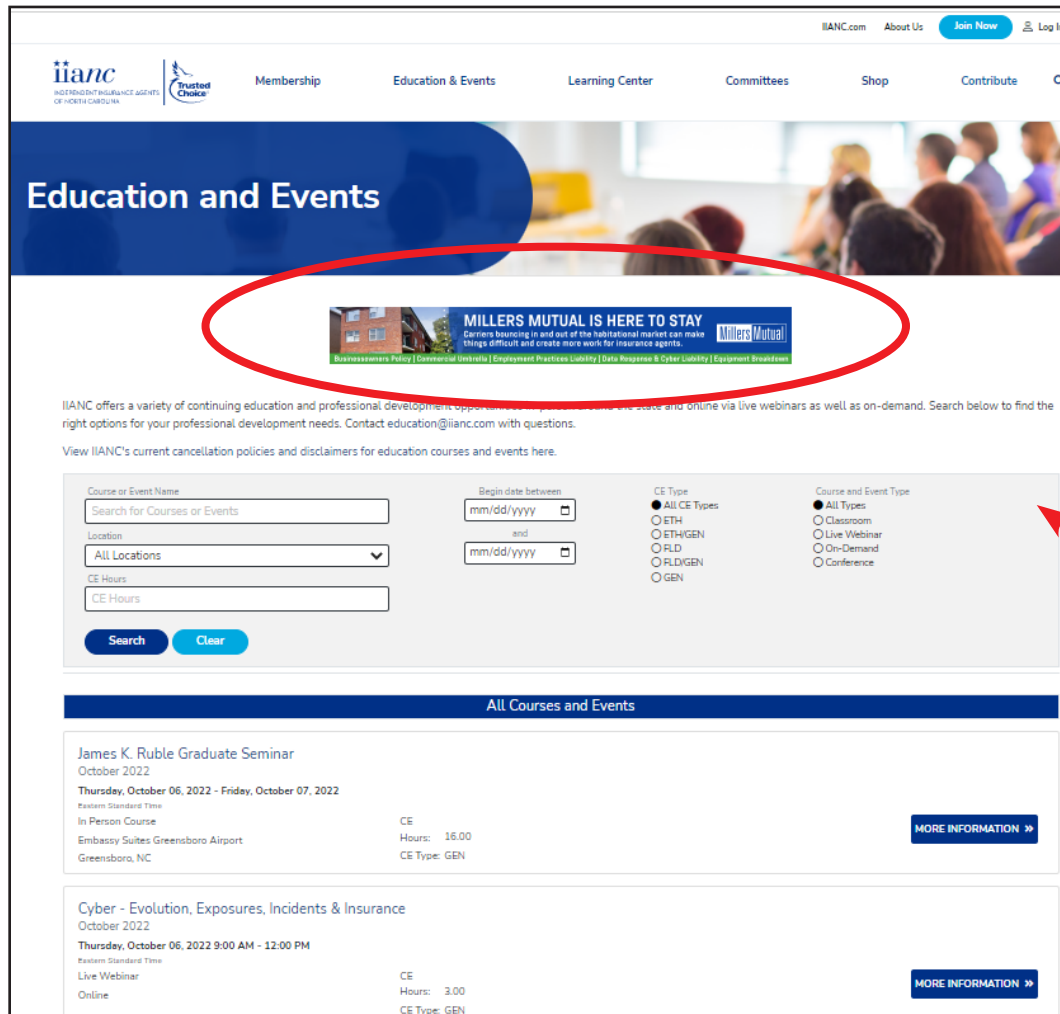
Banner Specs:

- Please submit your artwork in the size illustrated below (based on availability); NOTE: in 2025 we will only be offering HORIZONTAL banner options for our e-newsletters.
- Please note, depictions may not be to size.

Horizontal Banner - 468x60 pixels

2025 EDUCATION ADVERTISING PACKAGES

Get an e-newsletter banner AND a prime spot on the IIANC website!



Are you buying an ad in The "I" on Professional Development newsletter?



Add a website banner ad at a LOW RATE!

One of the most heavily-trafficked pages on our website is our Find a Course page, which offers website visitors an easy way to find an upcoming course.

If you are purchasing an ad in The "I" on Professional Development newsletter, you can ADD ON this ad to your purchase for a discounted rate.

These **website display advertisements** are sold in 3-month increments as an ADD-ON OPTION to the already-purchased "The "I" on Professional Development" e-newsletter ad. Please note that this space is limited to one advertiser PER 3-month increment (meaning your ad will not be sharing the page with any other company.) The advertisement will also link back to your website. IIANC PARTNERS will receive a discount off this space, too.

Pricing + Available Space

3 months of display advertising:
 \$750/3 months PARTNERS
 \$975/3 months Non-PARTNERS

Available in these 3-month increments:

- January-March 2025
- April-June 2025
- July-September 2025
- October-December 2025

Specs

728 x 90 pixels

- Artwork can be submitted in .jpeg, .gif or .png format to rtodd@iianc.com
- The maximum file size is 1,000k
- *The deadline to submit artwork is two weeks prior to the publishing date.*
- Artwork changes cannot be made during the contracted, month-long period
- The content of your advertisement cannot interfere with course and/or event offerings by IIANC, including but not limited to educational classes and events. IIANC reserves the right to request new artwork if the submitted ad does not comply with our requirements.

**Please note - space is limited to only FOUR advertisers (or even just one company who reserves the full year) in 2025; hurry - this is available on a first come, first served basis!*

2025 IIANC.COM WEBSITE DISPLAY ADVERTISEMENTS

The screenshot shows the IIANC website interface. At the top, there are navigation links for IIANC.com, About Us, Join Now, and Log In. Below this is a main navigation bar with links for Membership, Education & Events, Learning Center, Committees, Shop, and Contribute. The main content area displays a webinar registration page for 'CISR Insuring Personal Residential Property'. The page includes a 'Back to Calendar' link, the course title, 'Live Webinar' status, and the date and time: 'Wednesday, October 12, 2022 8:00 AM - 3:45 PM'. A description follows, explaining the course's focus on helping customers with homeowners insurance. A red text box states: '**This course is a live webinar. The ZOOM link to access this webinar will be sent to all registered participants 1-2 business days prior to the course.**'. Below this, it lists 'CE Credit: 7 Hours' and provides registration, class time, and exam review details. On the right side of the page, a vertical advertisement for EMC Insurance is highlighted with a red oval. The ad features the EMC logo and the text: 'Feed Your Success With a Broad Manufacturing Appetite. Learn More'. The ad also includes images of a factory and a person working at a computer.

Our website, www.iianc.com, attracts approximately 5,000 visitors each month, with most visitors coming to register for an upcoming IIANC course or event. Your company has the opportunity to place ads directly on the registration pages for EVERY IIANC event and class. Whether users are signing up for a course, InsurEXPO, or even a free webinar, your advertisement will be prominently displayed—guaranteeing visibility at key touchpoints throughout their journey.

These **website display advertisements** are sold in monthly increments. You can buy only one month or you can buy multiple months. Please note that this space is limited to one advertisement PER month (meaning your ad will be running for the full duration of a month - not sharing the page with any other company.) The advertisement will also link back to your website.

If you decide to buy this space for three (3) months or more, you will receive a discount off your bulk purchase. Plus, IIANC PARTNERS will receive a discount off this space, too.

Pricing + Available Space

Purchasing 1 website display advertisement:
\$500/month PARTNERS
\$650/month Non-PARTNERS

Purchasing 3 or more website display advertisements:
\$450/month PARTNERS
\$600/month Non-PARTNERS

Specs

225 x 610 pixels

- Artwork can be submitted in .jpeg, .gif or .png format to rtodd@iianc.com
- The maximum file size is 1,000k
- *The deadline to submit artwork is two weeks prior to the publishing date.*
- Artwork changes cannot be made during the contracted, month-long period
- The content of your advertisement cannot interfere with course and/or event offerings by IIANC, including but not limited to educational classes and events. IIANC reserves the right to request new artwork if the submitted ad does not comply with our requirements.

2025 DIGITAL ADVERTISING CONTRACT | 1 of 2

We, the undersigned, agree to advertise in an IIANC e-publication and/or on the IIANC website according to the terms listed hereafter. Please select from the following options and total each amount under each section.

1 E-NEWSLETTER DIGITAL ADVERTISING PACKAGES



IA Connection

PARTNERS PRICE: \$650.00 / NON-PARTNERS PRICE: \$790.00

A twice monthly e-newsletter, giving your company six (6) advertisement insertions

months: January-March April-June July-September October-December

please indicate the URL for the ad to link to: _____



The "I" on Professional Development

PARTNERS PRICE: \$650.00 / NON-PARTNERS PRICE: \$790.00

A twice monthly e-newsletter, giving your company six (6) advertisement insertions

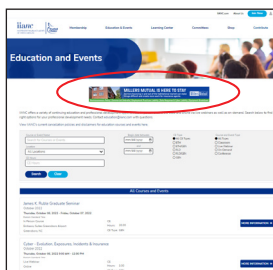
months: January-March April-June July-September October-December

please indicate the URL for the ad to link to: _____

TOTAL FOR E-NEWSLETTER DIGITAL ADVERTISING PACKAGES: \$

2 ADD-ON EDUCATION WEBSITE DISPLAY ADVERTISING

PLEASE NOTE: you must purchase an ad in "The "I" on Professional Development" newsletter above to purchase this website ad option.



Please check the 3-month increment(s) in which you wish to appear:

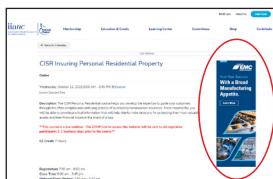
January-March July-September
 April-June October-December

	IIANC PARTNERS PRICE	NON-PARTNERS PRICE
3 months	\$750.00	\$975.00

URL for ad to link to: _____

TOTAL FOR ADD-ON EDUCATION WEBSITE DISPLAY ADVERTISING \$

3 IIANC.COM WEBSITE DISPLAY ADVERTISING



Please check the month(s) in which you wish to appear:

January February March April
 May June July August
 September October November December

	IIANC PARTNERS PRICE	NON-PARTNERS PRICE
1 month	\$500.00	\$650.00
3+ months	\$450.00	\$600.00

URL for ad to link to: _____

TOTAL FOR IIANC.COM WEBSITE DISPLAY ADVERTISING: \$

TOTAL AMOUNT OWED FOR 2025 ADVERTISING: \$ _____

2025 DIGITAL ADVERTISING CONTRACT | 2 of 2

TOTAL AMOUNT OWED FOR 2025 ADVERTISING: \$ _____

PAYMENT INFORMATION + TERMS

Payment is due sixty (60) days after the date of this agreement. Please check your payment option:

Check - please invoice me

Visa MC Amex

Print Name on Card

Credit Card Number Expiration Date Security Code (required)

Credit Card Billing Address & Zip Code

Signature

This contract serves as confirmation of the advertising sale and all sales are final. The advertiser is responsible for the full, contracted balance (even if remaining ads have not yet run), as no cancellations are permitted. IIANC reserves the right to terminate this contract for failure to pay invoices in a timely manner. **If an invoice is not paid within 60 days of receipt, the following advertisement insertion will be pulled until the account balance is cleared.**

If new copy is not furnished by the stated closing date, it is understood and agreed that the previous advertisement is to be repeated. No cuts or original art will be returned unless requested in writing. Advertiser is responsible for providing the completed, web-ready ad for insertion.

This contract is entered into this _____ day of _____, 20____, between IIANC and the advertiser named below.

Advertiser/Company: _____ Company to be billed: _____

Billing Address: _____

Advertising Company Website: _____ Phone: _____

Contact (Mr./Mrs.): _____ Title: _____

Contact's Email: _____

Signature: _____ Date: _____

Mail or Email Completed Contract to:

Rena Todd, Vice President of Marketing

Independent Insurance Agents of North Carolina, Inc. • 101 Weston Oaks Court, Cary, NC 27513

rtodd@iianc.com • www.iianc.com