



**The Association of Insurance Compliance Professionals  
invites you to take advantage of its...**

**2012 ADVERTISING | MARKETING  
OPPORTUNITIES**

**Here are three EASY ways to reach the Association's 1,500 members:**

1. Home Page Link
2. *Journal for Insurance Compliance Professionals* Ad
3. Membership Directory Ad

**WEBSITE EXPOSURE**

Feature your logo on the AICP website! Your company logo will link to your company's website, and specific information on your company will be included on the "AICP Key Supporters" website page. This page will include your company logo and a 100-word company / product description. **All for an annual fee of just \$525! In 2011, the AICP website averaged over 600,000 hits per month!**

**MEMBERSHIP DIRECTORY**

The Association's Membership Directory will be published in the spring. The printed Directory is circulated to an estimated 1,500 compliance professionals of P&C and Life & Health members. The directory goes to a variety of individuals ranging from filers, compliance personnel, department managers, and vice presidents, as well as regulators and related organizations.

Full page ad (5"w X 8" d – Inside Front, Opposite Inside Front or Back Cover) .....	<b>\$1,765</b>
Full page ad (5"w X 8" d – Inside Back Cover) .....	<b>\$1,110</b>
Full page ad (5"w X 8" d - Run of Press) .....	<b>\$1,065</b>
1/2 page ad (5"w X 4"d - Run of Press) .....	<b>\$825</b>
1/4 page ad (5"w X 2"d - Run of Press) .....	<b>\$450</b>
Business card size ad (3½"w X 2"d - Run of Press) .....	<b>\$330</b>

**QUARTERLY NEWSLETTER** (*Journal for Insurance Compliance Professionals*)

Four issues available. Ads limited to either 16 quarter pages or 8 half pages or a combination of these on a first-come first-served basis. Circulation of the newsletter is over 1,800 per issue.

**Black and White**

1/2 page ad (7"w X 5"d - Run of Press) .....	<b>\$880 per issue</b>
1/4 page ad (7"w X 2½"d - Run of Press) .....	<b>\$475 per issue</b>

**Four Color Display**

1/2 page ad (7"w X 5"d - Run of Press) .....	<b>\$1,165 per issue</b>
1/4 page ad (7"w X 2½"d - Run of Press) .....	<b>\$620 per issue</b>

## Premium Directory and Newsletter Positions – No Ads Sold on Page One

Page Two.....	Space Rate plus \$265 per issue
Center Page.....	Space Rate plus \$265 per issue
Guaranteed Position.....	Space Rate plus \$210 per issue
Ad within Specific Region.....	Space Rate plus \$210 per issue
Last Page.....	Space Rate plus \$265 per issue

### **ADVERTISING PACKAGE OPTIONS**

#### **Package A \$3,980; Color Option \$4,780**

Includes Home Page exposure described above; plus a full-page run-of-press ad in the AICP Membership Directory; and a ½ page ad in all four issues of the AICP Journal. A \$4,875 value! Color Option value \$5,955.

#### **Package B \$3,315; Color Option \$4,100**

A ½ page run-of-press ad in the AICP Membership Directory and a ½ page ad in all four issues of the AICP Journal. A \$4,145 value! Color Option value \$5,225.

#### **Package C \$1,740; Color Option \$2,185**

A ¼ page run-of-press ad in the AICP Membership Directory and a ¼ page ad in all four issues of the AICP Journal. A \$2,230 value! Color Option value \$2,790.

## **ADVERTISING / MARKETING DETAILS**

### **GENERAL CONDITIONS**

1. All advertising is subject to **AICP** approval. We reserve the right to reject advertising that is not in keeping with our standards and to place the word "advertisement" with material that, in our opinion, resembles editorial matter.
2. Advertising is sold only at published rates. There are no discounts for multiple placements except as noted in the packages being offered.
3. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify the Association and its management and hold both parties harmless against any expense or loss by reason of any claims arising out of publication.
4. Conditions, other than rates, are subject to change without notice.
5. Positioning of advertisements is at the discretion of the publisher, except through purchase of premium positions.
6. Cancellation of space reservations for reasons in whole or in part will result in an adjustment of the rate based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
7. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
8. Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher for advertising which the advertiser or its agent ordered and which advertising was published.
9. No commissions will be paid to advertising agency for any advertising placed.
10. Copies of prior publications are available upon request.
11. All links will be posted within 10 business days of receipt.

## **ISSUANCE and CLOSING DATES**

**HOME PAGE:** All links will be posted within 15 days of receipt and prorated for partial months.

**DIRECTORY:** Issue date is anticipated for spring 2012 and closing date for advertising material is February 29, 2012.

**NEWSLETTER:** Issue dates are March, June, September and December. Closing date for editorial material and advertising is normally the 10<sup>th</sup> of the second month before issue: February 10<sup>th</sup>; May 10<sup>th</sup>; August 10<sup>th</sup>, November 10<sup>th</sup>.

## **PRINTING AND MECHANICAL SPECIFICATIONS – JOURNAL AND MEMBERSHIP DIRECTORY (Please submit electronic files on CD or via email -size permitting)**

**Journal** - Print-resolution pdfs with fonts included. Adobe Ver 6 or later preferred, but will accept Adobe Ver 5. Please call before submitting an ad in any other electronic format to verify acceptability and to avoid additional charges for production work.

**Membership Directory** - Print-resolution pdfs with fonts included or .eps files with fonts converted to outline. Please call before submitting an ad in any other electronic format to verify acceptability and to avoid additional charges for production work.

**Journal Publication Trim Size:** 8.5" X 11" All live matter should be ½" from bleed edge top, bottom and sides.

**Member Directory Publication Trim Size:** 5.5" X 8.5" All live matter should be ½" from bleed edge top, bottom and sides.

**Color Specification:** Advertising is run in black and white, although color advertising is accepted as an option.

**Line Screen:** Electronic submission - 300 ppi preferred

**Production Questions:** Call Micki Francis, Communications Director at 703-234-4060 or email [mfrancis@drohanmgmt.com](mailto:mfrancis@drohanmgmt.com)

**Mailing Instructions:** Mail insertion requests and artwork to:

Association of Insurance Compliance Professionals  
12100 Sunset Hills Road, Suite 130  
Reston, VA 20190

Or e-mail to [rguggolz@drohanmgmt.com](mailto:rguggolz@drohanmgmt.com)

**Questions:** Call Rick Guggolz, AICP Executive Director, at (703) 437-4377 ext. 4070

## **INSERTION ORDERS**

Please send a letter on your letterhead or use the insertion orders you would normally use to reserve space with AICP. Letters/Insertion Orders should indicate size of ad, publication in which ad is to be inserted, number of insertions, and in the case of full page ads in the directory, whether the ad is an inside or back cover or run of press. Materials should be mailed by **March 1, 2012** to:

**Rick Guggolz, Executive Director**  
**Association of Insurance Compliance Professionals**  
**12100 Sunset Hills Road, Suite 130**  
**Reston, VA 20190**