

THE STANDARD

NEW ENGLAND'S INSURANCE MAGAZINE

Rate Card No. 53 January 1, 2019

There is no better way to reach New England's insurance industry!

The Standard is the only publication dedicated specifically to New England's insurance community. In publication since 1865, *The Standard* has earned a reputation as the timely, reliable source for regional news and information for New England's agents, brokers and insurers in Massachusetts, Connecticut, Maine, New Hampshire, Rhode Island, and Vermont.

Black & White Advertising Rates

COST PER AD INSERTION (\$)

Ad Size	Width x Height (inches)	1 Time	4 Times	8 Times	12 Times	26 Times
Full Page	Non-bleed (8.5 x 11) Bleed (8.75 x 11.25)	\$3,117	\$2,807	\$2,657	\$2,435	\$1,789
2/3 Page	Horizontal (7.5 x 6.667) Vertical (4.9 x 10)	2,364	2,127	1,887	1,764	1,508
1/2 Page	Horizontal (7.5 x 5) Vertical (4.9 x 7.5)	1,760	1,584	1,497	1,402	1,208
1/3 Page	Horizontal (7.5 x 3.333) 2 column (4.9 x 5) 1 column (2.3 x 10)	1,302	1,172	1,042	1,015	863
1/4 Page	Horizontal (7.5 x 2.5) 2 column (4.9 x 3.75) 1 column (2.3 x 7.5)	984	887	845	756	618
1/8 Page	Horizontal (7.5 x 1.25) 2 column (4.9 x 1.875) 1 column (2.3 x 3.75)	530	480	452	398	322

All rates are per insertion and include your ad in both the print and digital editions with web and e-mail address hyperlinks.

Digital Advertising Opportunities

Advertisers who run 4 or more print ads in *The Standard* in 2019 may take advantage of *The Standard's* digital advertising opportunities.

Biweekly Email Update Sponsor - Your ad appears in the email with **The Standard's** news update: \$750 per update.

Ad on Standard Publishing's homepage - (300px wide X 250px high): \$1,250 per month.

Bonus Distribution

In 2019, *The Standard* will add extra readers to its weekly audience of 27,008 insurance professionals through its Bonus Circulation Plan. The following is a list of issue dates and meetings where the issue noted will be available to attendees and exhibitors.

Association Meetings	Issue Date
Professional Insurance Agents of CT	February 22, 2019
Maine Insurance Agents Association	April 19, 2019
Independent Insurance Agents of RI	May 31, 2019
Vermont Insurance Agents Association	September 6, 2019
New Hampshire Assn. of Insurance Agents	TBA
The Big Event: MAIA's Annual Convention	November 1, 2019
Independent Insurance Agents of CT	TBA

2019 Special Focus Issues

In addition to the vital information *The Standard* provides New England's insurance professionals in each issue, we also feature special focus issues on topics of interest to today's insurance professional:

Jan 11	Legislative Update
Jan 25	Focus on Young Agents & Insurance Education
Feb 22	Tourism, Hospitality & Recreational Risks
Mar 22	Salute to Independent Agents
Apr 19	The High Net Worth Market
May 31	Workers Compensation
Jun 14	Personal Lines-Auto and Home
Jul 12	Women in New England Insurance
Aug 23	Non-Profits/Schools/Social Services
Sep 20	Small Business Coverages
Oct 18	Emerging Risks/New Markets/E&S Lines
Nov 1	Agency Management
Dec 13	Holiday Issue

Ad Closing Dates

Advertising Closing Dates – 10 a.m. on Wednesday, the week prior to issue date.

Classified Ad Closing Dates – Noon on Tuesday the week of issue date.

Color Advertising Rates

- Second color, PMS color inks available, earned rate plus \$340. House colors, \$210. Commissionable.
- Four-color process available, earned rate plus premium of \$750. Commissionable.
- Three-color ads are acceptable, earned rate plus \$660. Commissionable.

Covers

- Cover 2, Inside Front Cover: earned rate plus \$180.
- Cover 4, Outside Back Cover: earned rate plus \$230.

Special Positions

- No extra charge for center spread.

Earned Rates & Legal Notices

- The rate earned is based on number of insertions used within the contract period.
- Advertisers will be short-rated if within the 12-month contract period the amount of space upon which their billings have been based has changed to another rate category. Cancellations are subject to short-rate charge to conform to frequency rate earned. No cancellations after advertising closing.
- Legal Ads and License Application rates by column inches: Minimum required 3", \$395. Each additional 1/2", \$75.

Inserts

- Inserts can be furnished ready for binding, or we can provide printing, if required. Please contact us for information. Earned rate plus additional insertion/printing fee. Inserts cannot be tipped in. Commissionable.
- Insert size for four-page spread, 17.5 x 11.25"; trim size 17 x 11".
- Must have .375" back-lip on high folio side, .125" front-lip on low folio page. Supply folded.
- Paper weight not to exceed 100 lb. text.
- Allow .125" all-around bleed for trim (publication trim size 8.5 x 11", untrimmed 8.75 x 11.25").

Ad Agency Commission

- Ad Agency Commission if paid within 30 days. 15% of gross to recognized agencies. Preferred or acceptable material must be received to earn this commission.

Classified Ad Rates

- Help or Position Wanted, Agencies to Buy or Sell
Listing Ads – Charged by the word. Not commissionable.

# Words	1 Time	3 Times
up to 100 words	\$125	\$355
101-150	\$227	\$650

- **Boxed/Display Classified Ads:** \$125 per column inch (\$115 per column inch for two insertions); Three or more inches are commissionable.
- **Blind Box:** One time \$15 additional charge per ad to cover forwarding costs.
- All classified ads under \$300 must be pre-paid by check or charged to American Express, MasterCard, Visa, or Discover.

Print Specifications

- Offset sheet-fed printing with saddle stitch binding.
- Column width 2.33". Depth of column 10". Three columns per page.
- Resolution: 300 dpi minimum.
- Preferred material: Electronic Files (PDF, InDesign, Photoshop, Illustrator, EPS, TIFF, GIF).

For four-color, set up in CMYK format. For 2-color, set up as Black and PMS match. While every effort will be made to match any proofs supplied, publisher guarantees "pleasing color" only.

Contact Information

Please address ad copy, insertion orders, proofs, correspondence, instructions, and inserts to:

ads@spcpub.com

Advertising Department
Standard Publishing Corp.
10 High St., Suite 1107
Boston, MA 02110

Phone: (617) 457-0600
(800) 682-5759

Fax: (617) 457-0608

www.spcpub.com

Bleed

- No extra charge for bleed on full pages and spreads.
- For single-page bleed allow .125" all-around bleed for trim (publication trim size 8.5 x 11", untrimmed 8.75 x 11.25").
- For facing bleed pages allow .125" bleed for trim on all sides (publication trim size 17 x 11", untrimmed 17.25 x 11.25").
- Allow 0.5" gutter for one-page bleed, 1" gutter for spread.

Contract & Copy Requirements

- Publisher not responsible for errors occurring in key numbers.

Design Services

- Ad composition is free-of-charge with two rounds of revisions. Production fee for additional revisions.

Circulation

- *The Standard* is distributed as follows: Insurance Agents and Brokers (selling force), 74%; Insurance Companies (officers, supervisors, department heads), 16%; Others serving the industry, 10%.
- 98% of *The Standard's* circulation is in New England, primarily reaching insurance agencies. The magazine's dominance throughout the region for so many years is evidenced by *The Standard's* base circulation of 4,155 with a 6.5 reader per issue pass-along rate (27,008 weekly readers).

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Special Focus Issues

- Jan 11 Legislative Update
- Jan 25 Focus on Young Agents & Insurance Education
- Feb 22 Tourism, Hospitality & Recreational Risks
- Mar 22 Salute to Independent Agents
- Apr 19 The High Net Worth Market
- May 31 Workers Compensation
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- Aug 23 Non-Profits/Schools/Social Services
- Sep 20 Small Business Coverages
- Oct 18 Emerging Risks/E&S Lines
- Nov 1 Agency Management
- Dec 13 Holiday Issue

January

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February

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March

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31						

April

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May

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June

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23	24	25	26	27	28	29
30						

July

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August

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				1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October

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		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				