

# THE INSURANCE RECORD

THE VOICE OF TEXAS INSURANCE  
Published Since 1934 • Dallas, Texas

2010 Advertising Rates

## ADVERTISING RATE CARD JANUARY 1, 2010

Since 1934, THE INSURANCE RECORD has been "published in the interest of forthright spokespersonship on behalf of sound insurance in the Southwest."

*There is no better way to reach the insurance industry in Texas.*

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

**Standard Publishing Corporation**  
9601 White Rock Trail, Suite 213  
Dallas, TX 75238-2588  
Phone (214) 343-9844  
Fax (214) 343-9847  
www.insrecord.com

### Editor

Glen E. Hargis  
insrecrd@swbell.net

### Advertising Manager

Carol Leslie Hargis  
ir-ads@swbell.net

### Classified/ Production Manager

John H. Leslie  
ir-prod@swbell.net

### Publisher

John C. Cross

### ADVERTISING CLOSING DATE:

Noon on Thursday, the week prior to publication date.

### CLASSIFIED AD CLOSING:

Noon on Tuesday the week of issue date.

### PUBLICATION DATES:

Published bi-weekly on Thursdays.

### OWNER:

Standard Publishing Corporation, Boston.

## BLACK & WHITE ADVERTISING RATES

		1 TIME	7 TIMES	13 TIMES	20 TIMES	26 TIMES
<b>FULL PAGE</b>	Per Insertion	\$1,553	\$1,329	\$1,128	\$963	\$868
<b>COVER 2</b>	Per Insertion	1,769	1,544	1,338	1,168	1,074
<b>COVER 3</b>	Per Insertion	1,769	1,544	1,338	1,168	1,074
<b>COVER 4</b>	Per Insertion	1,879	1,650	1,444	1,274	1,180
<b>2/3 PAGE</b>	Per Insertion	1,146	989	839	727	630
<b>1/2 PAGE</b>	Per Insertion	884	769	656	568	489
<b>1/3 PAGE</b>	Per Insertion	644	553	474	412	357
<b>1/4 PAGE</b>	Per Insertion	553	477	408	355	307
<b>1/8 PAGE</b>	Per Insertion	273	235	210	180	153
<b>Legal Notices</b>	Per Inch	\$110 per inch. \$55 each additional 1/2 inch.				

### COMMISSION AND CASH DISCOUNT

- Agency Commission if paid within 30 days. 15% of gross to recognized agencies. Preferred or acceptable material must be received to earn this commission.
- Cash discount, 2% on net only, ten days from the invoice date. Net 30 days.

### GENERAL

- The publishers reserve the right to refuse copy which in their opinion may be libelous, not in the best interest of the insurance industry, or not in keeping with the paper's standards.
- Advertising that simulates editorial content will be run only if it carries the caption "Advertisement" and is set off from editorial content by rules.
- 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.
- One-quarter page is the minimum size accepted as a rate holder with larger units to earn frequency rates.

### GENERAL ADVERTISING RATES

- The rate earned is based on number of insertions used within the contract period.
- A spread is figured as two insertions.
- Two small ads may be combined into a larger ad without loss of frequency discount.

### COLOR

- Available only for advertisements one-fourth page or larger.
- Second color, PMS color inks available, earned rate plus \$330. House colors, \$200. Commissionable.
- Four-color process available, earned space rate plus color charge of \$750. Separations and match print must be provided. Commissionable.
- Three-color ads are acceptable. Commissionable.

## INSERTS

- Inserts furnished ready for binding (backup printing not available), earned frequency rate plus \$150 for one or two pages (both sides of leaf) or for four-page insert wired in as a center spread. Inserts cannot be tipped in. Commissionable.
- Insert size for one or two pages (both sides of leaf) 11 ¼" wide (including 2 ½" lip which should come folded) x 11 ½" deep; trim size 8 ½" x 11". Insert size for four-page spread, 17 ¾" x 11 ½"; trim size 17" x 11". Must have ¼" lip on low folio side.
- Wrap throughs must have ½" center gutter for binding purposes.
- Paper weight not to exceed 100 lb. text.
- Check publication for quantity needed.

## BLEED

- No extra charge for bleed on full pages and spreads.
- For single-page bleed allow ¼" all-around bleed for trim (publication trim size 8 ½" x 11", untrimmed 9" x 11 ½").
- For facing bleed pages allow ¼" bleed for trim on all sides (publication trim size 17" x 11", untrimmed 17 ½" x 11 ½").
- Allow ½" gutter for one-page bleed, 1" gutter for spread.

## SPECIAL POSITIONS

- No ads sold on Page 1, Page 3, or "Casual Comments" page.
- No extra charge for center spread.

## CONTRACT AND COPY REQUIREMENTS

- Publisher not responsible for errors occurring in key numbers.
- Contracts run 12 months from first insertion.
- Publication trim size 8 ½" x 11".
- Column width 2.33". Depth of column 10". Three columns per page.
- Input Resolution: 300 dpi minimum.
- Offset-Sheet fed.
- Preferred material: Electronic Files (Macintosh format) — InDesign CS3, high-resolution PDF, Photoshop CS3 (high-resolution JPEG or TIFF), Illustrator CS3, or QuarkXPress 6.
- Four-color process: High-resolution CMYK Digital file (RGB not acceptable). Color proof is requested and a match print may be required. While every effort will be made to match proofs supplied, publisher guarantees "pleasing color" only.
- Acceptable materials: Negatives (right reading, emulsion side down), high-resolution positives, or other "camera ready" artwork.
- Binding: saddle stitch.

## ISSUES AND CLOSING DATES

- Published alternate Thursdays.
- Closing is Noon on Thursday, the week prior to publication date.

## CIRCULATION INFORMATION

- **THE INSURANCE RECORD** is distributed as follows: Insurance Agents and Brokers (selling force), 77%; Insurance Companies (officers, supervisors, department heads), 13%; Others serving the industry, 10%.
- Circulation covering Texas primarily reaches sales offices that employ in excess of 12,000 licensed insurance salespeople.
- Approximately ninety-five percent of the circulation of **THE INSURANCE RECORD** is in Texas.
- The magazine's dominance throughout Texas and the Southwest for so many years is evidenced by **THE INSURANCE RECORD**'s 3.75 pass-along rate.

## SPLIT-RUN

- None

## SPECIAL ISSUE RATES AND DATA

- Consult Advertising Manager.

## CLASSIFIEDS

- Line Ad Rates: Help or Position Wanted, Agencies to Buy or Sell. Must include salary information.
- Not available for insurers seeking agency representations.
- Not commissionable.

# WORDS	1 TIME	3 TIMES
to 25	\$43	\$114 (\$38 ea.)
26-50	68	189 (63 ea.)
51-75	93	264 (88 ea.)
76-100	117	336 (112 ea.)
101+	Display Rates Apply	

- **Display Classified Ads:** Help Wanted is \$98 per column inch (\$93 per column inch for three insertions); Position Wanted is \$76 per column inch. Three or more inches are commissionable.
- **Blind Box:** One time \$12 additional charge per ad to cover forwarding costs.
- **Deadline:** Tuesday at noon of the week of publication.
- **Payment:** All classified ads under \$200 must be pre-paid by check or charged to American Express, MasterCard, Visa, or Discover.

## SERVICES DIRECTORY

- Listings are \$38 per column inch per issue. Minimum three month placement, paid in advance.

## SPECIAL SERVICES

- Digital ad composition is free-of-charge.

PAGE UNIT	WIDTH INCHES	HEIGHT INCHES
Full Page	7 ½	10
2/3 Page	7 ½	6 ⅔
	4 ⅞	10
1/2 Page	7 ½	5
	4 ⅞	7 ½
1/3 Page	7 ½	3 ⅓
	4 ⅞	5
	2 ⅓	10
1/4 Page	7 ½	2 ½
	4 ⅞	3 ¾
	2 ⅓	7 ½
1/8 Page	7 ½	1 ¼
	4 ⅞	1 ⅞
	2 ⅓	3 ¾
Center Spread	16	10

# THE INSURANCE RECORD

THE VOICE OF TEXAS INSURANCE  
Published Since 1934 • Dallas, Texas 2010 Editorial Calendar

## 2010 SPECIAL ISSUES & EXTENDED CIRCULATION

As Texas' oldest continuously published insurance magazine, THE INSURANCE RECORD maintains its 76-year tradition of delivering timely and accurate news and information to its readers. Texas insurance professionals trust THE INSURANCE RECORD and continue to reward us with a subscription renewal rate of nearly 90% and an ever-increasing paid circulation.

### Special Focus Issue Dates

Among our 26 bi-weekly issues, we include *Special Focus* sections, which target a specific topic for news and feature articles. These special topics, combined with timely reporting of news events and coverage of local, state, and regional meetings, make THE INSURANCE RECORD the most widely read and respected insurance publication in Texas.

### Extended Circulation

In 2010, THE INSURANCE RECORD will again add thousands of additional readers to its bi-weekly circulation through its participation at several meetings where issues will be distributed to attendees and exhibitors in addition to our regular subscribers. Contact us to contribute articles or place special advertising.

IIAT Joe Vincent Seminar, Jan. 31 - Feb. 1, Austin  
IIATC 2010 Tradefest, Feb. 9, Arlington

**Special Events ..... February 11**

IIAH Houston Insurance Day, Feb. 25, Houston

**Automobile/Transportation Risks..... April 8**

FIWT Mid-Year Education Conf., April 16-17, San Antonio  
RIMS Annual Meeting, April 25-29, Boston  
AIAT Annual Meeting, May 7-8, San Marcos

**Workers Compensation ..... June 3**

PIA of Texas Annual Meeting, June 4-5, San Antonio  
IIAT Annual Meeting, June 13-15, Fort Worth  
TSLA Mid-Year Meeting, July 18-20, Dana Point, Calif.

**Salute to Texas Independent Agents and  
Customer Service Representatives ..... August 12**

**Excess & Surplus Lines ..... October 7**

FIWT Annual Meeting, Oct. 7-10, Arlington  
TSLA Annual Meeting, Nov. 7-8, Austin  
IIAD All Industry Day, Nov. 23, Dallas

**Insurance Education & Career Building..... December 2**

*(Special Focus topics and issue dates are subject to change without notice, and additional topics may be added.)*

### Advertising Closing Date

Noon Thursday, the week prior to publication date.

### Classified/Recruitment

#### Ad Closing

Noon Tuesday of publication week.

### Editor

Glen E. Hargis  
[insrecrd@swbell.net](mailto:insrecrd@swbell.net)

### Advertising Manager

Carol J. Leslie Hargis  
[ir-ads@swbell.net](mailto:ir-ads@swbell.net)

### Classified/Production Manager

John H. Leslie  
[ir-prod@swbell.net](mailto:ir-prod@swbell.net)

### Publisher

John C. Cross (Boston)  
[j.cross@spcpub.com](mailto:j.cross@spcpub.com)

**S • P**  
**1 8 6 5**

### Standard Publishing Corporation

**Dallas Production Office:**  
9601 White Rock Trail, #213  
Dallas, TX 75238-2588  
Phone 214-343-9844  
Fax 214-343-9847

**Corporate Office:**  
155 Federal Street  
Boston, MA 02110  
Phone 617-457-0600  
Fax 617-457-0608  
Toll-free 800-682-5759

# INSURANCE FIRE RECORD

THE VOICE OF TEXAS INSURANCE  
Published Since 1934 • Dallas, Texas 2010 Issue Calendar

## 2010

### 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

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						

### march

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			

### april

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	

### may

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	⑳					

### june

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			

### july

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

### august

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				

### september

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		

### october

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						

### 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	⑳	㉑	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	



**Standard Publishing Corporation**  
9601 White Rock Trail • Suite 213 • Dallas, TX 75238-2588  
Phone (214) 343-9844 • Fax (214) 343-9847  
www.insrecord.com

- Issue date
- Holiday Honored