

# THE STANDARD

NEW ENGLAND'S INSURANCE WEEKLY

## RATE CARD NO. 42 JANUARY 1, 2010

As the only publication targeted specifically to New England's insurance community, **THE STANDARD** has earned a reputation as a timely and reliable source for regional news and information. It continues, after 145 years, to maintain the largest circulation in the northeast.

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

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

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### ADVERTISING CLOSING DATE:

10 a.m. on Wednesday, the week prior to issue date.

### CLASSIFIED AD CLOSING:

Noon on Tuesday the week of issue date.

### PUBLICATION DATES:

Published most Fridays except no issues published January 1, July 2, July 16, July 30, August 13, August 27 or December 24 & 31, 2010.

## BLACK & WHITE ADVERTISING RATES

		1 TIME	8 TIMES	12 TIMES	26 TIMES	46 TIMES
<b>FULL PAGE</b>	Per Insertion	\$2,476	\$2,272	\$1,976	\$1,428	\$1,214
<b>2/3 PAGE</b>	Per Insertion	1,868	1,669	1,515	1,224	1,012
<b>1/2 PAGE</b>	Per Insertion	1,389	1,308	1,135	980	830
<b>1/3 PAGE</b>	Per Insertion	1,030	935	823	698	586
<b>1/4 PAGE</b>	Per Insertion	776	684	613	501	418
<b>1/8 PAGE</b>	Per Insertion	422	367	319	261	222

**Legal Ads and License Application rates by column inches:**  
Minimum required 3", \$340. Each additional 1/2", \$56.

### 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 which 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.

### GENERAL ADVERTISING RATES

- The rate earned is based on number of insertions used within the contract period.

### COVERS

- Cover 2, earned rate plus \$170. Cover 4, earned rate plus \$220. Cover 3 not available.

### INSERTS

- Inserts furnished ready for binding (backup printing not available), earned frequency rate plus \$250 for one or two pages (both sides of leaf) or for four-page insert wired in as center spread. Inserts cannot be tipped in. Commissionable.
- Insert size for one or two pages (both sides of leaf) 11 1/4" wide (including 2 1/2" lip which should come folded) x 11 1/2" deep; trim size 8 1/2" x 11". Insert size for four-page spread, 17 3/4" x 11 1/2"; trim size 17" x 11". Must have 1/4" lip on low folio side.
- Wrap throughs must have 1/2" center gutter for binding purposes.
- Paper weight not to exceed 100 lb. text.
- Check publication for quantity needed.

### SPECIAL POSITIONS

- No ads sold on Page 1, Page 3 or Cover 3. No extra charge for center spread.

## COLOR

- Second color, PMS color inks available, earned rate plus \$330. House colors, \$200. Commissionable.
- Four-color process available, earned rate plus premium of \$750. Separations and match print must be provided. Commissionable.
- Three-color ads are acceptable. Commissionable.

## BLEED

- No extra charge for bleed on full pages and spreads.
- For single-page bleed allow  $\frac{1}{8}$ " all-around bleed for trim (publication trim size 8.5" x 11", untrimmed 8.75" x 11.25").
- For facing bleed pages allow  $\frac{1}{8}$ " bleed for trim on all sides (publication trim size 17" x 11", untrimmed 17.25" x 11.25").
- Allow  $\frac{1}{2}$ " gutter for one-page bleed, 1" gutter for spread.

## CONTRACT AND COPY REQUIREMENTS

- Publisher not responsible for errors occurring in key numbers.
- Publication trim size 8.5" x 11".
- Column width 2.33". Depth of column 10". Three columns per page.
- Resolution: 300 dpi minimum.
- Offset-Sheet fed.
- Preferred material: Electronic Files (InDesign, QuarkXPress, Photoshop, Illustrator, PDF, EPS, TIFF). 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.
- Binding: saddle stitch.

## ISSUES AND CLOSING DATES

- Published every Friday except during the December holiday season and in July and August when issues are published every other week.
- Closing is Wednesday at 10 a.m. ten days prior to issue date.

## SPECIAL SERVICES

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

## CIRCULATION INFORMATION

- **THE STANDARD** is distributed as follows: Insurance Agents and Brokers (selling force), 73%; Insurance Companies (officers, supervisors, department heads), 16%; Others serving the industry, 11%.
- Circulation covering New England primarily reaches insurance sales offices. Ninety-five percent of **THE STANDARD**'s circulation is in New England. The magazine's dominance throughout New England for so many years is evidenced by **THE STANDARD**'s base circulation of 5,023 with a 6.8 pass-along rate (34,156 weekly readers).

## SPECIAL ISSUE DATES

Among our 45 weekly issues, we create special focus issues. These specials, combined with reporting of news events and exclusive coverage of local, regional and national meetings, make **THE STANDARD** New England's most prestigious and highly read insurance publication.

<b>Independent Agencies</b>	<b>March 12</b>
<b>Excess &amp; Surplus Lines</b>	<b>April 16</b>
<b>Workers Compensation</b>	<b>May 21</b>
<b>Legal Services</b>	<b>June 25</b>
<b>Professional Liability / D&amp;O</b>	<b>August 20</b>
<b>Spotlight on Auto Insurance</b>	<b>September 17</b>
<b>Agency Management</b>	<b>November 5</b>

## CLASSIFIEDS

- **Line Ad Rates:** Help or Position Wanted, Agencies to Buy or Sell. Not commissionable.

# WORDS	1 TIME	3 TIMES
to 25	\$55	\$153 (\$51 per)
26-50	80	228 (76 per)
51-75	107	309 (103 per)
76-100	133	387 (129 per)
101-125	159	465 (155 per)

- **Boxed Want Ads:** Help Wanted \$112 per column inch (\$108 per column inch for three insertions); Three or more inches are commissionable.
- **Blind Box:** One time \$12 additional charge per ad to cover forwarding costs.
- **Deadline:** Tuesday at noon for the Friday issue.
- All classified ads under \$300 must be pre-paid by check or charged to American Express, MasterCard, Visa, or Discover.

## MECHANICAL REQUIREMENTS

PAGE UNIT	INCHES WIDE	INCHES DEEP
<b>Full Page</b>	7.5	x 10
$\frac{2}{3}$	7.5	x 6.667
	4.9	x 10
$\frac{1}{2}$	7.5	x 5
	4.9	x 7.5
$\frac{1}{3}$	7.5	x 3.333
	4.9	x 5
	2.3	x 10
$\frac{1}{4}$	7.5	x 2.5
	4.9	x 3.75
	2.3	x 7.5
$\frac{1}{8}$	7.5	x 1.25
	4.9	x 1.875
	2.3	x 3.75
<b>Center Spread</b>	16	x 10

## EXTENDED CIRCULATION

In 2010, **THE STANDARD** will add additional readers to its weekly audience of 34,156 insurance professionals through its Extended Circulation Plan. The following is a list of issue dates and meetings where the issue noted will be available to attendees and exhibitors in addition to our regular subscribers.

## ASSOCIATION MEETINGS

	ISSUE DATE
<b>Professional Insurance Agents of CT</b>	<b>March 12</b>
<b>Maine Insurance Agents Association</b>	<b>April 9</b>
<b>Independent Insurance Agents of NH</b>	<b>April 16</b>
<b>Vermont Insurance Agents Association</b>	<b>September 18</b>
<b>Independent Insurance Agents of RI</b>	<b>September 30</b>
<b>The Big Event: MAIA's Annual Convention and Trade Show</b>	<b>November 5</b>
<b>Independent Insurance Agents of CT</b>	<b>November 5</b>

# THE STANDARD

NEW ENGLAND'S INSURANCE WEEKLY

## 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	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	⑳	25
26	27	28	29	30	31	



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■ - Issue date  
 ○ - Holiday Honored