

THE STANDARD

NEW ENGLAND'S INSURANCE WEEKLY

RATE CARD NO. 44, JANUARY 1, 2012

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 147 years, to maintain the largest circulation in the northeast. There is no better way to reach New England's insurance industry.

CLASSIFIEDS

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

# WORDS	1 TIME	3 TIMES
to 25	\$59	\$165 (\$55 per)
26-50	84	240 (80 per)
51-75	113	327 (109 per)
76-100	141	411 (137 per)
101-125	169	495 (165 per)

- **Boxed Want Ads:** Help Wanted \$118 per column inch (\$114 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.

FOCUS ISSUE DATES

Each month THE STANDARD's editors create special focus issues highlighting topics valuable to today's insurance professionals.

These issues, combined with the weekly reporting of New England news events and exclusive coverage of local, regional and national industry meetings, make The Standard a unique, prestigious and highly-read insurance publication.

- Jan 20** Homeowners
- Feb 17** Legal Services
- Mar 16** Salute to Independent Agents
- Apr 13** Excess & Surplus
- May 18** Workers Compensation
- June 22** Seasonal Risks
- July 27** Construction
- Aug 24** Professional Liability / D&O
- Sept 14** Personal Auto / Vehicles
- Oct 12** Identity Theft
- Nov 2** MAIA Big Event / Agency Management
- Dec 7** Commercial Loss Control / Risk Management
- Dec 21** Holiday Issue

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

BLACK & WHITE ADVERTISING RATES

		1 TIME	8 TIMES	12 TIMES	26 TIMES	46 TIMES
FULL PAGE	Per Insertion	\$2,626	\$2,410	\$2,096	\$1,514	\$1,287
2/3 PAGE	Per Insertion	1,982	1,771	1,606	1,298	1,073
1/2 PAGE	Per Insertion	1,473	1,387	1,204	1,039	879
1/3 PAGE	Per Insertion	1,092	992	872	741	621
1/4 PAGE	Per Insertion	823	725	649	531	443
1/8 PAGE	Per Insertion	447	389	338	277	236

Legal Ads and License Application rates by column inches:

Minimum required 3", \$360. Each additional 1/2", \$60.

INDIVIDUAL DIGITAL EDITION ADVERTISING RATES AVAILABLE ON REQUEST

BONUS DISTRIBUTION

In 2012, THE STANDARD will add extra readers to its weekly audience of 31,577 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	March 9
Maine Insurance Agents Association	March 30
Independent Insurance Agents of NH	May 4
Vermont Insurance Agents Association	September 14
Independent Insurance Agents of RI	October 26
The Big Event: MAIA's Annual Convention	November 2
Independent Insurance Agents of CT	November 2

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

Advertising Department
Standard Publishing Corp.
155 Federal Street,
Boston, MA 02110

Phone (617) 457-0600
Toll Free (800) 682-5759
Fax (617) 457-0608
www.spcpub.com

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 July 6, July 20, August 10, August 26 and December 28, 2011.

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 \$180. Cover 4, earned rate plus \$230. Cover 3 not available.

INSERTS

- Inserts furnished ready for binding (backup printing not available), earned frequency rate plus \$550 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 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").
- 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 \$340. House colors, \$210. 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, Photoshop, Illustrator, PDF, 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.
- Binding: saddle stitch.

MECHANICAL REQUIREMENTS

PAGE UNIT	INCHES WIDE		INCHES DEEP
Full Page	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
Center Spread	16	x	10

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 agencies. Ninety-five percent of **THE STANDARD's** circulation is in New England. The magazine's dominance throughout the region for so many years is evidenced by **THE STANDARD's** base circulation of 4,858 with a 6.5 pass-along rate (31,577 weekly readers).

EDITOR

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CLASSIFIED/

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John C. Cross

THE STANDARD

NEW ENGLAND'S INSURANCE WEEKLY

2012

January

S	M	T	W	T	F	S
①	2	3	4	5	6	7
8	9	10	11	12	13	14
15	⑬	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	29			

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	⑳	29	30	31		

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	⑳	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	⑳	26	27	28	29
30	31					



Standard Publishing Corporation
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■ – Issue date
 ○ – Holiday Honored