

# THE STANDARD

NEW ENGLAND'S INSURANCE MAGAZINE

Rate Card No. 52 January 1, 2018

***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
<b>Full Page</b>	Non-bleed (8.5 x 11) Bleed (8.75 x 11.25)	\$3,050	\$2,745	\$2,592	\$2,382	\$1,750
<b>2/3 Page</b>	Horizontal (7.5 x 6.667) Vertical (4.9 x 10)	2,306	2,075	1,845	1,729	1,475
<b>1/2 Page</b>	Horizontal (7.5 x 5) Vertical (4.9 x 7.5)	1,717	1,545	1,460	1,368	1,179
<b>1/3 Page</b>	Horizontal (7.5 x 3.333) 2 column (4.9 x 5) 1 column (2.3 x 10)	1,270	1,143	1,017	990	842
<b>1/4 Page</b>	Horizontal (7.5 x 2.5) 2 column (4.9 x 3.75) 1 column (2.3 x 7.5)	960	865	824	738	603
<b>1/8 Page</b>	Horizontal (7.5 x 1.25) 2 column (4.9 x 1.875) 1 column (2.3 x 3.75)	520	468	442	390	314

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 2018 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 2018, *The Standard* will add extra readers to its weekly audience of 27,040 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 2, 2018
Maine Insurance Agents Association	March 30, 2018
Independent Insurance Agents of RI	June 8, 2018
Vermont Insurance Agents Association	September 14, 2018
New Hampshire Assn. of Insurance Agents	September 28, 2018
The Big Event: MAIA's Annual Convention	October 26, 2018
Independent Insurance Agents of CT	October 26, 2018

### 2018 Special Focus Issues

In addition to the vital information *The Standard* provides New England's insurance professionals in each issue, one issue every month also includes a special in-depth section focusing on a topic of interest to today's insurance professional:

Jan 19	Insurance & Technology
Feb 16	Cyber Risk Coverages
Mar 16	Salute to Independent Agents
Apr 13	Construction Risks
May 11	Workers Compensation
Jun 22	Personal Lines-Auto and Home
Jul 20	Loss Control/Claims
Aug 31	Professional Liability/D&O
Sep 28	Small Business Coverages
Oct 26	Agency Management
Nov 9	Excess & Surplus Lines
Dec 21	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", \$375. Each additional 1/2", \$60.

### 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. 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:** \$118 per column inch (\$114 per column inch for three 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 4,160 with a 6.5 reader pass-along rate (27,040 weekly readers).

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John C. Cross, Esq.  
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### 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			

### 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					

### 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				

### 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			

### 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			

### 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	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	

### 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	

### 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

### 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

### 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 30	24	25	26	27	28	29

### 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 30	24 31	25	26	27	28	29

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■ Issue date    ○ Holiday honored

**S:P**  
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