

2024

BIG I
MARYLAND

ADVERTISING GUIDE



About Big I Maryland

Big I Maryland is the premier trade association for independent agents. Our mission is to ensure the success of independent insurance producers and agency staff throughout Maryland by focusing on providing access to products for both the agent and their clients, timely industry information and superior education programs. **We are proud to serve as the unrelenting advocate for Trusted Choice independent insurance agencies across Maryland.**

Advertising Opportunities

Big I Maryland currently offers advertising opportunities in our quarterly magazine, the **Maryland Messenger**. This publication contains concise, up-to-date, insurance information on all phases of our business. Each issue also includes important information pertaining to the association, events, education, and much more. These key features, along with significant industry news, make the Maryland Messenger a must-read publication with agents in Maryland.

As an advertiser, you will **lock in valuable benefits and unique access** to our network of independent insurance agents in Maryland while positioning your organization as a critical partner in leading our industry into the future. We are confident that your company will benefit from your commitment and the exposure to our members and industry friends. Join us as we work to promote our industry and our company partners!

Maryland Messenger 2024 Editorial Calendar

Issue	Content Deadline	Payment Deadline
MARCH	2/15/2024	2/15/2024
JUNE	5/15/2024	5/15/2024
SEPTEMBER	8/15/2024	8/15/2024
DECEMBER	11/15/2024	11/15/2024

Discounted Pricing for Associate Partners

We wish to recognize those companies who are committed to supporting Big I Maryland and are involved with our Associate Partner Program by offering them a **discount off their advertising in 2024**. Please visit www.bigimd.com/partners to learn more about our Associate Partner Program and how your company can get involved.

For questions or additional information contact:

Big I Maryland Communications Department
mdmessenger@bigimd.com
410-766-0600

Advertising Placements & Rates

	Member Black & White	Non-Member Black & White	Member Full Color	Non-Member Full Color
FULL PAGE	\$400	\$600	\$600	\$800
BACK COVER*	\$550	\$750	\$750	\$1,000
CENTERFOLD	\$650	\$850	\$850	\$1,200
1/2 PAGE (H)	\$250	\$450	\$450	\$650
1/2 PAGE (V)	\$300	\$500	\$500	\$700
1/4 PAGE	\$125	\$325	\$325	\$375
BUSINESS CARD	\$75	\$150	\$150	\$300

Advertising Dimensions

	W x H (inches)
FULL PAGE	8" x 10.5"
BACK COVER*	8" x 10.5"
CENTERFOLD	
1/2 PAGE (H)	7.625" x 5"
1/2 PAGE (V)	4" x 9.5"
1/4 PAGE	3.5" x 4.75"
BUSINESS CARD	3.75" x 2.25"

MECHANICAL REQUIREMENTS

Preferred File Format

- PDF (set to print quality specifications)
- JPG
- TIFF

Image Resolution/Bleeds

All color images must have a resolution of at least 300 DPI. All black and white images must have a resolution of at least 600 DPI. Do not include bleeds when submitting artwork.

For questions or additional information:

Big I Maryland Communications Department
 mdmessenger@bigimd.com
 410-766-0600

2024 Advertising Contract

Select Ad Placements & Specifications

Please select your desired issue(s):

- March June
 September December

Please select ad color:

- Full Color Black & White

Please select your desired ad size:

- Full Page Back Cover Centerfold
 1/2 Page (H) 1/2 Page (V) 1/4 Page
 Business Card

Payment Information

Select how you wish to receive your invoice:

- Via Email Via Mail

Select how you wish to pay your invoice:

- Monthly Annually

Advertiser Information

Advertiser/Company Name:

Placing Ad On Behalf Of (please complete if you are an advertising agency):

Main Contact Name:

Main Contact Email:

Mailing Address:

This contract serves as confirmation of the advertising sale and all sales are final. The advertiser is responsible for the full, contracted balance (even if remaining ads have not yet run), as no cancellations are permitted. Big I Maryland reserves the right to terminate this contract without notice and without liability for nonpayment by Advertiser or Agency acting on their behalf. If an invoice is not paid within 30 days of receipt, the advertisement insertion will be pulled until the account balance is cleared, and the account balance shall bear interest at 5% per month.

If new copy is not furnished by the stated closing date, it is understood and agreed that the previous advertisement is to be repeated. The advertiser is agrees to assume all responsibility and liability for any insertion published by Big I Maryland on behalf of the advertiser and that advertiser holds harmless Big I Maryland for any and all claims for such insertions including but not limited to, tort, copyright, photographic, trademark actions and errors in copy.

Main Contact Signature

Date

Thank you for advertising with us!

Please email completed contract to mdmessenger@bigimd.com