



# Independent Insurance Agents of Wisconsin Magazine Services



Your ads will reach more than 6,000 Oregon independent agents every quarter. The Oregon Agent magazine is mailed to all Big I Oregon members and the magazine will also be digitally accessible at [bigioregon.com](http://bigioregon.com). *Oregon Agent* content is valuable and diverse, and the readership level among our members and others in the industry is very high.

## PUBLISHING INFORMATION:

The *Oregon Agent* is published four times per year on a quarterly basis. The Oregon Agent will be published digitally and physical copies will be printed and mailed. Magazine size will range from 32 pages to 48 pages.

## REQUIRED SPECS:

Ads must be submitted as a PDF only (CMYK). All photos and graphics must be 300 dpi minimum. While we do our best to check all ads, IIAW (publisher) and Big I Oregon cannot be held responsible for ads that do not meet these requirements.

## AD RATES:

Net pricing per year and for a single insertion

AD SIZE	AD DIMENSIONS	ANNUAL RATES	SINGLE RATES
Full Page (with bleed)	8.625" x 11.125"	\$3992	\$998
Full Page (no bleed)	7.875"x10.375"	\$3992	\$998
1/2 Page Vertical	3.5" x10"	\$2308	\$577
1/2 Page Horizontal	7.875" x 5"	\$2308	\$577
1/3 Page Square	5" x 5"	\$1608	\$402
1/4 Page Vertical	3.5" x 5"	\$1304	\$326

## SPECIAL PLACEMENT:

Back cover and inside front cover - additional \$800 or \$200 each  
 Inside back cover, page 3 or page 5 - additional \$400 or \$100 each

## ADVERTISING DISCOUNT:

Big I Oregon Premier Partners receive a discount on advertising. Please refer to your Premier Partner benefits for details.

## ADVERTISING DEADLINES:

- Q1 ISSUE (mailed Feb. 2024) - space must be reserved by December 15, 2023. The art deadline is January 5, 2023.
- Q2 ISSUE (mailed April 2024) - space must be reserved by February 15, 2024. The art deadline is March 5, 2024.
- Q3 ISSUE (mailed July 2024) - space must be reserved by May 15, 2024. The art deadline is June 5, 2024.
- Q4 ISSUE (mailed Oct. 2024) - space must be reserved by August 15, 2024. The art deadline is September 5, 2024.

No changes or insertion orders accepted after the space reservation deadline. If materials are not received by the deadline, publisher may repeat the most recent advertisement or publish nothing, billing for space reserved. Please send to [kaylyn@iiaw.com](mailto:kaylyn@iiaw.com).

Ad Contact: Kaylyn Staudt - 608.210.2977 • [kaylyn@iiaw.com](mailto:kaylyn@iiaw.com)

# TERMS & CONDITIONS OF ADVERTISING CONTRACT FOR OREGON AGENT MAGAZINE

1. Advertising and its agency, if any ("Advertiser"), agrees to the rates set forth in the current rate sheet, which is incorporated herein by reference. All ads scheduled which are canceled by the advertiser, will be short-rated. Which means that all ads that have been run when a contract is cancelled will be charged the 1 time, agreed upon ad rate. Cancellations are subject to a cancellation fee. The Advertiser further agrees to send payment with advertising order and contract. The Advertiser, and its agency, if any, are jointly and separately liable for all monies due for ads place or contracted for in accordance with the Agreement.
2. IIAW ("Publisher") reserves the right to place advertisement wherever they deem appropriate; unless otherwise agreed upon.
3. Advertiser is solely responsible for and assumes full liability for the contents of its advertisements and they warrant & represent that nothing contained in this advertising material infringes upon in whole or in part, any copyright, trademark or right of privacy in any third person, firm or corporation AND they represent that it is authorized to publish the entire contents and subject matter of the advertisement covered by this contract. In the event of claims for unfair competition, copyright infringement, actions or proceedings based on the contents. Advertiser will hold publisher harmless and indemnify for all legal costs, without limitation on such indemnities.
4. Advertiser recognizes that the quality of reproduction of an advertisement is dependent on the quality of the material furnished by the Advertiser, including, and without limitation, the quality of the graphics, copy, type, etc.
5. Advertiser recognizes and agrees that the Publisher shall not be liable for
  - a.) Delays in publication of the magazine
  - b.) Failure to publish the magazine at the specified time
  - c.) Defects in quality (i.e. errors or omissions)\* where such defects are not solely the fault of Publisher, but, where they are, the Publisher's liability in no event shall be more than;
    1. Returning all or a portion of the fee, or
    2. Running a replacement/comparable advertisement; or running another ad at a reasonable discount, which discount shall be proportionate to the degree of error or the extend of the defect.
6. The Publisher, in its sole discretion, may accept or reject all materials submitted for advertising. Publisher reserves the right to refuse to publish any material not keeping with the style and standards of their editorial philosophy and format.
7. This document constitutes the entire Agreement between the parties and supersedes all prior Agreements, understandings and proposals (whether written or oral) with respect to matters covered herein. No changes, modifications, alterations or amendments shall be effective unless made in writing by the parties with the same formality as the Agreement.

The company or individual listed herein contracts for space with the above terms in the Oregon Agent, quarterly official publication of Big I Oregon. *Oregon Agent is produced both in print and digitally.*

Name of Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Size of ad: \_\_\_\_\_

Put an "X" next to each publication(s) you will be purchasing an advertisement for: \_\_\_\_\_ Full Year (All Four Issues)

\_\_\_\_\_ Q1 Magazine

\_\_\_\_\_ Q2 Magazine

\_\_\_\_\_ Q3 Magazine

\_\_\_\_\_ Q4 Magazine

Special Instructions: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please sign and email to [kaylyn@iiaw.com](mailto:kaylyn@iiaw.com).