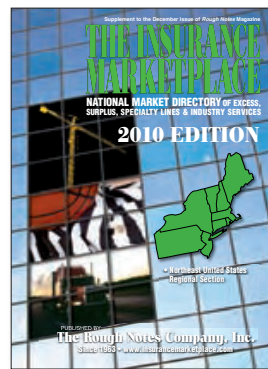


THE INSURANCE MARKETPLACE 2010 ADVERTISING RATES

Reservation Deadline: September 8, 2009

Publication Date: December 2009



Market Directory Guaranteed Position

Placement within, adjacent to or facing a specific coverage category in the National Marketing Directory: 10% extra space charge.

Covers

2nd (Inside Front)	Extra 15% of space rate
3rd (Inside Back)	Extra 10% of space rate
4th (Outside Back)	Extra 15% of space rate

Preprinted Inserts

Up to four pages	Available and commissionable
Over four pages	Available and commissionable
Postcard	Available and commissionable

Multiple Advertisement Discounts

Because *The Insurance Marketplace* is a business placement guide to specialty lines and services, you may wish to advertise in more than one coverage category. If so, your price and savings will vary depending on the number of standard size units. Please ask your advertising representative for details.

Color

(Note: 2-color = Black + one PMS Color)

Metallic/Flourescent	\$835
Each Matched (PMS) Color	\$825

Online Insurance Marketplace Banner Ads

Call for pricing

2010 Advertising Rates

(Regions include 1-5)

Black/White	1 Region	2 Regions	3 Regions	National
Full Page	\$5,555	\$7,775	\$10,000	\$12,150
2/3 Page	3,635	5,090	6,545	8,955
1/2 Page	2,820	3,950	5,075	6,820
1/3 Page	2,235	3,130	4,020	4,625
1/4 Page	1,690	2,365	3,040	3,660
1/6 Page	1,125	1,575	2,025	2,555

2-Color	1 Region	2 Regions	3 Regions	National
Full Page	\$6,380	\$8,600	\$10,825	\$12,975
2/3 Page	4,460	5,915	7,370	9,780
1/2 Page	3,645	4,775	5,900	7,645
1/3 Page	3,060	3,955	4,845	5,450
1/4 Page	2,515	3,190	3,865	4,485
1/6 Page	1,950	2,400	2,850	3,380

4-Color	1 Region	2 Regions	3 Regions	National
Full Page	\$6,580	\$8,800	\$11,025	\$13,325
2/3 Page	4,660	6,115	7,570	10,130
1/2 Page	3,845	4,975	6,100	7,995
1/3 Page	3,260	4,155	5,045	5,800
1/4 Page	2,715	3,390	4,065	4,835
1/6 Page	2,150	2,600	3,050	3,730

- Region 1**—Connecticut • Maine • Massachusetts • New Hampshire • New Jersey • New York • Pennsylvania • Rhode Island • Vermont
- Region 2**—Alabama • Delaware • District of Columbia • Florida • Georgia • Kentucky • Maryland • Mississippi • North Carolina • South Carolina • Tennessee • Virginia • West Virginia • Puerto Rico • U.S. Virgin Islands
- Region 3**—Illinois • Indiana • Michigan • Minnesota • Ohio • Wisconsin
- Region 4**—Arkansas • Colorado • Iowa • Kansas • Louisiana • Missouri • Nebraska • New Mexico • Oklahoma • Texas
- Region 5**—Alaska • Arizona • California • Hawaii • Idaho • Montana • Nevada • North & South Dakota • Oregon • Utah • Washington • Wyoming

The Insurance Marketplace Advertising Representatives

Eric Hall

Executive Vice President,
National Sales Director - Advertising
11690 Technology Dr., Carmel, IN 46032
Ph (800) 428-4384; (317) 816-1022
Fax (317) 816-1000
ehall@roughnotes.com

Dick Schoeninger

Vice President,
Advertising - East Coast
313 Swedesford Road, Malvern, PA 19355
Ph (866) 918-2900; (610) 640-2985
Fax (610) 640-2849
dick@roughnotes.com

Marc Basis

Vice President,
National Sales Director - Benefits Advertising
7886 Oak Grove Circle, Lake Worth, FL 33467
Ph (866) 461-3045; (561) 740-8110
Fax (561) 740-8101
marcb@roughnotes.com

Commissions and Policies

Standard 15% commission is allowed to recognized advertising agencies if invoice is paid within 30 days. We reserve the right to hold advertisers and/or agencies jointly and severally liable for payment.

Advertising may be rejected for any reason if, in our judgment, it is inconsistent with the best interests of the insureds, the insurance industry or its agents and brokers. *The Insurance Marketplace* and its publisher, The Rough Notes Company, are held harmless from any claims or suits that might arise.

Shipping Information

Material to: Georgianna Quinn or Tricia Cutter
The Insurance Marketplace
The Rough Notes Company, Inc.
11690 Technology Drive
Carmel, Indiana 46032-5600
Phone: (800) 428-4384 or (317) 582-1600

Deadlines

Publication: December 2009
Reservations: September 8, 2009
Materials: September 15, 2009

Ad Sizes and Requirements

Trim Size

8-1/8" x 10-7/8"; **Safety=1/4" from trim dimensions**

Bleed Sizes (Includes bleed—use this size for bleed ads)

Page—8-1/4" x 11-1/8" (trims to 8-1/8" x 10-7/8")

Spread—16-1/2" x 11-1/8" (trims to 16-1/4" x 10-7/8")

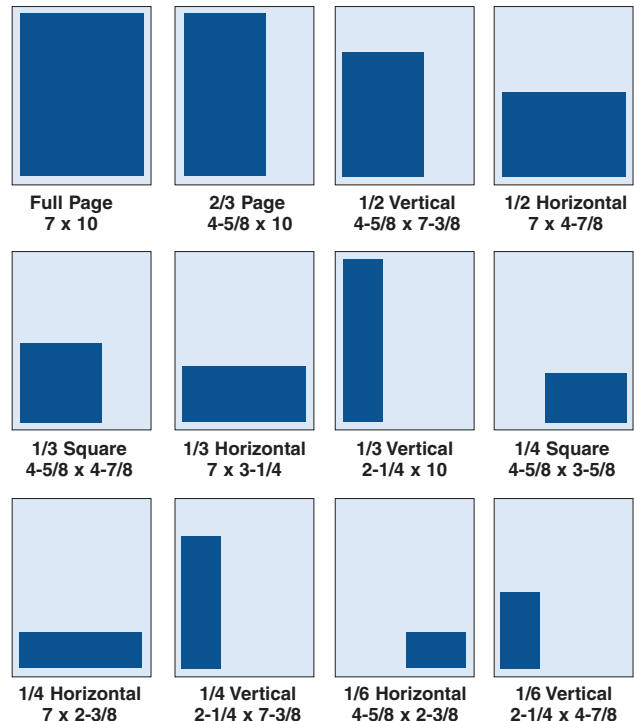
(No additional charge for bleed)

Screen

150 line screen

Printing & Binding

Web Offset/Perfect Bind



Material Requirements

Hi-resolution PDF for print preferred

Contact Georgianna Quinn, ext. 1014 or

Tricia Cutter, ext. 1019

(800) 428-4384

for instructions on submitting ad files.

Ad change policy: It is not the policy of The Rough Notes Company to change a client's ad in any way. All ads should be submitted as per the specifications described in the material requirements section above. However, upon written request, and in order to facilitate the production of *The Insurance Marketplace* directory, The Rough Notes Company will at no charge make minor changes to ads submitted by our clients. The Rough Notes Company will not guarantee or warrant these changes and will be held harmless in the event that these changes are not printed correctly. The client is responsible for full payment of the advertising space.

Why The Insurance Marketplace®?

"We recommend **The Insurance Marketplace (IMP)** to our clients for their advertising. IMP provides year-long print and online exposure, and works hard when the agent is most in need of an underwriter. Quantifying results and tracking leads are of the utmost importance to our clients, and IMP consistently maintains a high lead-to-submission ratio."

—Richard Look, President, Vertibrands, Inc.

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