2023 ADVERTISER GUIDE

INSURANCE & FINANCIAL
MEDIA NETWORK

IN INSURANCE NEWSNET

AN ADVISOR NEWS

FC FIRST CLASS DATA SERVICES

Greetings!

Welcome to Insurance & Financial Media Network! We're looking forward to partnering with you to reach your marketing goals. In order to provide the most value possible, we ask that our advertisers play their part in creating a successful campaign by adhering to the guidelines detailed in this booklet.

Submitting Creative

Every effort will be made by InsuranceNewsNet to remind clients of due dates; however, this does not remove the the advertiser's responsibility to track and provide the necessary elements so that the contract can be fulfilled.

Print – *InsuranceNewsNet Magazine*

Press Ready: See due dates in right-hand column. (See Print Specs)

Requiring INN Creative Services: See due dates in right-hand column.

Digital – Email Marketing, Website Banners, Digital Newsletter Banners, Text Ads, Social

Publish Ready: Due date is 8 business days prior to deploy date. (See Email or Digital Specs)

Requiring INN Creative Services: Due date is 15 business days prior to deploy date.

How to Submit Creative
All ad files should be uploaded to
https://innmb.com/INNUploads

LATE MATERIALS:
We allow two (2) late submission exceptions (we understand that things happen) per year. Late submissions that exceed two occurrences will be subject to a late fee of $175 per instance. Late fees that are unpaid will ultimately result in a suspension of the agreement with INN until payment is received.

It will be at INN's discretion to reschedule any ad based on the availability of ad space and the number of infractions.

InsuranceNewsNet Magazine
Ad Close and Submission Dates*

January
High impact ad close date.. 10/14/22
Ad contract close date...11/11/22
Materials requiring full creative due...................................11/18/22
Camera ready materials due..11/25/22

February
High impact ad close date..11/18/22
Ad contract close date... 12/16/22
Materials requiring full creative due................................12/23/22
Camera ready materials due...12/30/22

March
High impact ad close date...12/19/22
Ad contract close date...1/16/23
Materials requiring full creative due................................. 1/23/23
Camera ready materials due... ... 1/30/23

April
High impact ad close date.. 1/16/23
Ad contract close date.. 2/13/23
Materials requiring full creative due...................................2/20/23
Camera ready materials due..2/27/23

May
High impact ad close date.. 2/17/23
Ad contract close date...3/17/23
Materials requiring full creative due 3/24/23
Camera ready materials due... 3/31/23

June
High impact ad close date.. 3/13/23
Ad contract close date...4/10/23
Materials requiring full creative due....................................4/17/23
Camera ready materials due... ...4/24/23

July
High impact ad close date...4/17/23
Ad contract close date... 5/15/23
Materials requiring full creative due 5/22/23
Camera ready materials due.. 5/29/23

August
High impact ad close date.. 5/15/23
Ad contract close date.. 6/12/23
Materials requiring full creative due 6/19/23
Camera ready materials due.. 6/26/23

September
High impact ad close date.. 6/12/23
Ad contract close date...7/10/23
Materials requiring full creative due....................................7/17/23
Camera ready materials due.. 7/24/23

October
High impact ad close date...7/17/23
Ad contract close date...8/14/23
Materials requiring full creative due 8/21/23
Camera ready materials due.. 8/28/23

November
High impact ad close date... 8/11/23
Ad contract close date...9/8/23
Materials requiring full creative due 9/15/23
Camera ready materials due.. 9/22/23

December
High impact ad close date.. 9/11/23
Ad contract close date..10/9/23
Materials requiring full creative due 10/16/23
Camera ready materials due... 10/23/23

Using Our Award-Winning Creative Services
To help you realize success with your campaign, we staff a full-service marketing and creative team devoted to helping you speak directly to our audience. The following services are included with any contract:

- Full ad creation, including writing and design, includes **two (2) full rounds of edits***

- A dedicated landing page for your campaign with a custom URL, hosted by INN

- Campaign tracked on an online dashboard with a personal account login

- Landing page forms are able to be integrated with most client CRM systems, but not all. Please inquire if you are interested in this functionality on your campaign landing page.

Sample Timeline of Creative Process
Name: FMO Email Marketing Campaign
Deploy Date: March 24

Step 1:   Assets received (Client sends information 15 business days prior to launch)
March 3

Step 2:   Copywriting and design
March 4 – March 15

Step 3:   Draft sent for client review
March 16

Step 4:   Client receives 2 rounds of edits
March 16 – 22

Step 5:   Testing and final client approval
March 23

Step 6:   Email deployment
March 24

IMPORTANT: Please note 15 business days for both email campaigns and print ads is the minimum for us to design any advertisement prior to deploy date. **(Please adjust timeline for compliance review, if necessary.)**

*Additional edits to creative beyond the 2 rounds included in the contract will be charged a fee of $150 per edit, unless it is an INN error. Unpaid edit fees over 60 days from issue will result in a suspension of the agreement with INN until payment is received.

Additional Creative Services
The following creative services are provided, but not included, in the price of a campaign. We would be happy to assist you with any of the following services:

- Assumption of the custom URL ownership

- Custom white paper/report creation

- Additional collateral or other marketing not associated with an INN ad or INN campaign

Creative Services Rates

SERVICE	HOURLY RATE
Copywriting	$150
Design	$150
Project coordination	$75
Editing	$75

Please contact your account director for a custom quote.

Creative Rights for INN-developed Creative
We are often asked to allow use of our custom-created ads in another publication or other advertising outlet. In order to use any INN-created campaign, the client must request release of the ad and pay a fee (minimum of $250) for a standard ad and an agreed upon amount for a highly involved ongoing campaign based on time involved to execute design and copywriting.

Email Specs
When supplying your own email designs, please adhere to the following guidelines:

- Final deliverable should be provided as an HTML file with all images included or hard-linked to a web server.

- Try to adhere to a 70/30 text to image ratio. Most of the text should be actual text rather than an image with text in it. Length of the email is not limited, but it should be sensible. Brief and to the point emails with a clear call to action are preferable.

- Links embedded in the HTML or otherwise supplied

- CSS styles limited to text formatting, best when used inline (as opposed to listed in the <head>)

- Table-based layouts tend to work best for all mail browsers (Outlook, Gmail, Yahoo, etc.)

- Include the from line, subject line, and preview text when submitting the HTML

- Provide a seed list, which includes any email addresses you would like added to your live email deployment

DIGITAL SPECS*

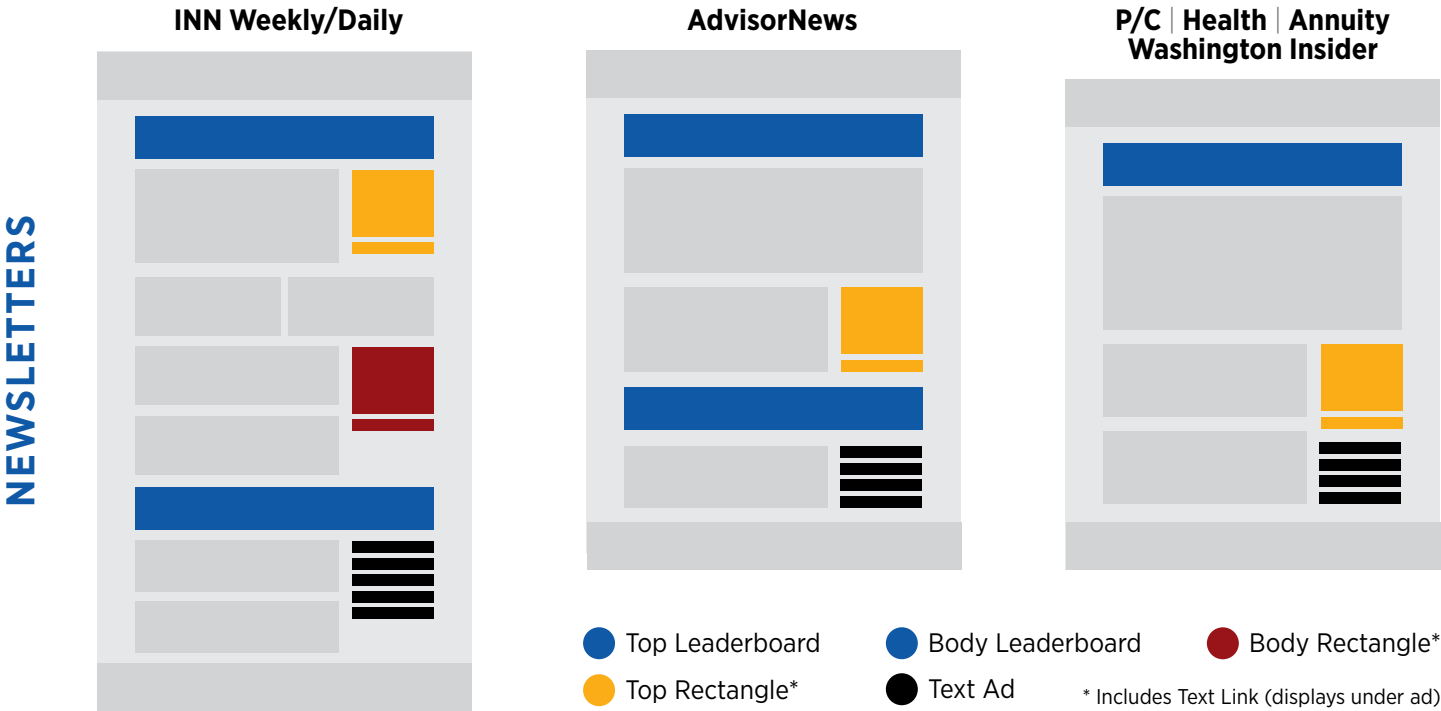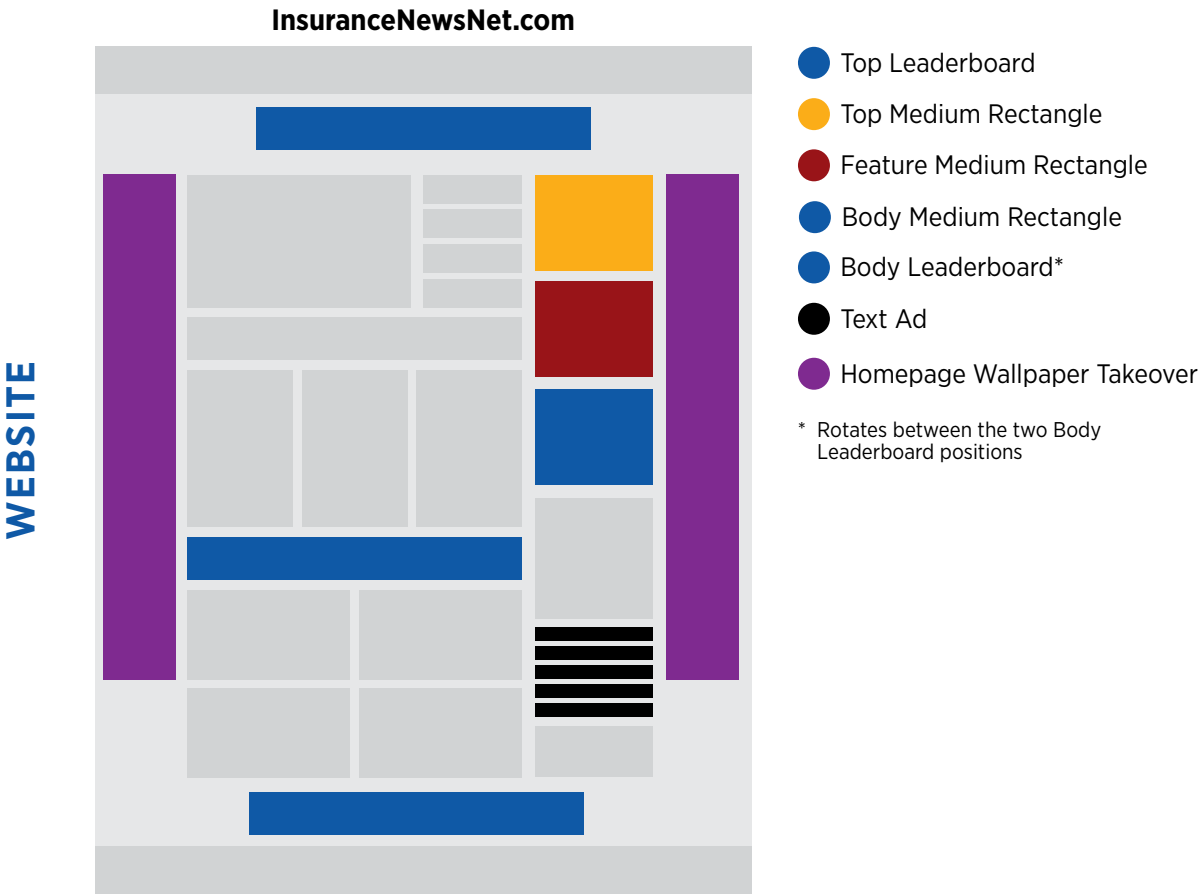| POSITION	AD UNIT	DIMENSIONS (pixels)	GIF/JPG/SWF MAX INITIAL FILE LOAD SIZE	ANIMATION TIME (seconds)	LOOPING
INSURANCENEWSNET.COM					
Top	Leaderboard	728 x 90	80kb	:15	4x
	Super Leaderboard	970 x 90	120kb	"	"
★	Billboard	970 x 250	120kb	"	"
📱	*Mobile Leaderboard*	*320 x 50*	80kb	"	"
Top	Medium Rectangle	300 x 250	80kb	:15	4x
★	Half Page	300 x 600	"	"	"
Feature	Medium Rectangle	300 x 250	80kb	:15	4x
Body	Medium Rectangle	300 x 250	80kb	:15	4x
★	Half Page	300 x 600	"	"	"
Body	Leaderboard	728 x 90	80kb	:15	4x
📱	*Mobile Leaderboard*	*320 x 50*	"	"	"
Text Ad	Headline: 60 Characters | Description: 100 Characters (character count includes spaces)				
Homepage Wallpaper	Wallpaper	1920 x 1280	2MB	N/A	N/A
INN NEWSLETTER					
Top	Leaderboard	550 x 90	80kb	n/a	n/a
Top	Rectangle and Text Link	180 x 150 60 characters*	80kb	n/a	n/a
Body	Rectangle and Text Link	180 x 150 60 characters*	80kb	n/a	n/a
Body	Leaderboard	550 x 90	80kb	n/a	n/a
Logo	Logo sponsorship	175 x 70	40kb	n/a	n/a
Text Ad	Headline: 60 Characters | Description: 100 Characters (character count includes spaces)				
ANNUITY NEWSLETTER / P/C NEWSLETTER / HEALTHWEEK NEWSLETTER/WASHINGTON INSIDER NEWSLETTER					
Top	Leaderboard	550 x 90	80kb	n/a	n/a
Top	Rectangle and Text Link	180 x 150 60 characters*	80kb	n/a	n/a
Logo	Logo sponsorship	175 x 70	40kb	n/a	n/a
Text Ad	Headline: 60 Characters | Description: 100 Characters (character count includes spaces)				
ADVISORNEWS NEWSLETTER					
Top	Leaderboard	550 x 90	80kb	n/a	n/a
Top	Rectangle and Text Link	180 x 150 60 characters*	80kb	n/a	n/a
Body	Leaderboard	550 x 90	80kb	n/a	n/a
Logo	Logo sponsorship	175 x 70	40kb	n/a	n/a
Text Ad	Headline: 60 Characters | Description: 100 Characters (character count includes spaces)				
INSURANCENEWSNET MAGAZINE LAUNCH NEWSLETTER					
Top	Leaderboard	728 x 90	80kb	n/a	n/a
Top/Body	Medium Rectangle	300 x 250	80kb	n/a	n/a
Text Ad	Headline: 60 Characters | Description: 100 Characters (character count includes spaces)				

📱 **Mobile-Friendly:** Required to display ad on devices less than 730px wide. (Mobile Leaderboard included with Leaderboards, Super Leaderboard and Billboard placements.)

★ **High Impact:** Contact your rep for details
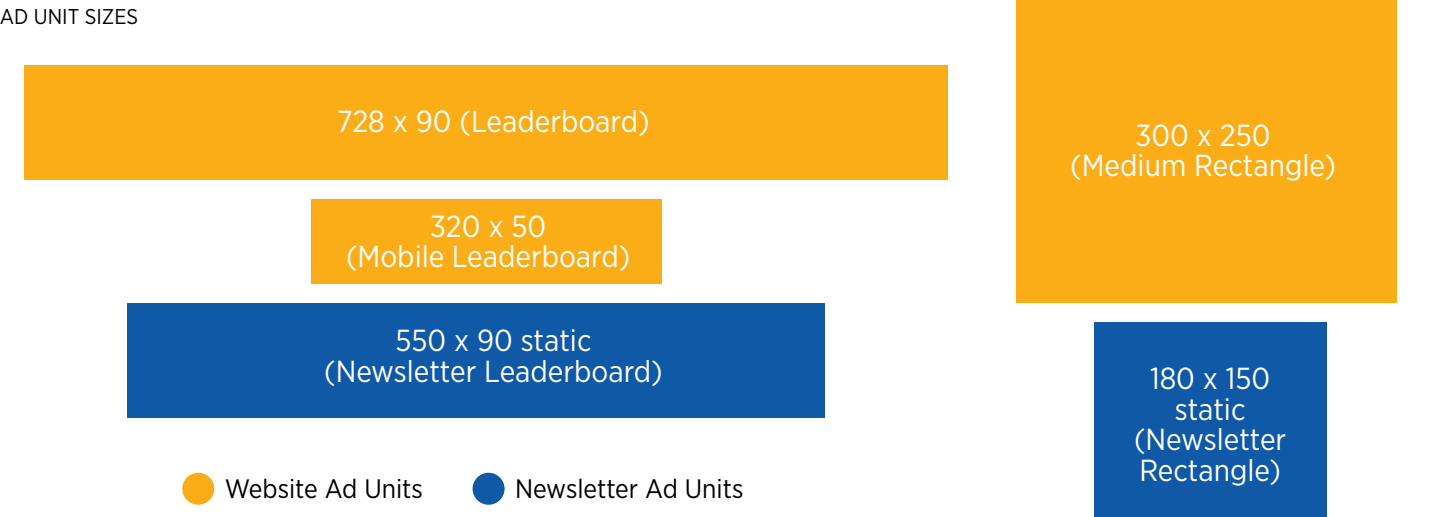
* Character count includes spaces

AD UNIT POSITION KEY

InsuranceNewsNet.com

WEBSITE

- 🔵 Top Leaderboard
- 🟡 Top Medium Rectangle
- 🔴 Feature Medium Rectangle
- 🔵 Body Medium Rectangle
- 🔵 Body Leaderboard*
- ⚫ Text Ad
- 🟣 Homepage Wallpaper Takeover

* Rotates between the two Body
Leaderboard positions

NEWSLETTERS

INN Weekly/Daily

AdvisorNews

P/C | Health | Annuity
Washington Insider

- 🔵 Top Leaderboard
- 🔵 Body Leaderboard
- 🔴 Body Rectangle*
- 🟡 Top Rectangle*
- ⚫ Text Ad

* Includes Text Link (displays under ad)

DIGITAL SPECS (continued)

AD UNIT SIZES

728 x 90 (Leaderboard)

320 x 50
(Mobile Leaderboard)

550 x 90 static
(Newsletter Leaderboard)

300 x 250
(Medium Rectangle)

180 x 150
static
(Newsletter
Rectangle)

● Website Ad Units   ● Newsletter Ad Units

HTML5, Flash & Rich Media Banners
We accept HTML5, Flash and other forms of rich media banners on our website in the banner sizes listed on the Digital Spec page. We adhere to IAB standards for rich media, which can be found on www.IAB.com.

Tracking Tags
We can also accept tracking tags generated from ad tracking services.

Additional Digital Spec Information
• Active click-through URLs must be provided. ALT text may be supplied up to 65 characters.
• .gif animated banners must contain no more than 5 frames per loop and a minimum of
2-second duration except for transitions.
• All banners must open a new browser window upon click.
• InsuranceNewsNet reserves the right to reject any insertion, graphic, text or URL.
• Ads should not modify any of InsuranceNewsNet websites' existing DOM elements by means of adding inline styles, changing or setting IDs or by adding/removing a class value. Ads should not add or remove any DOM elements outside of the DOM element that it is called into.

SOCIAL MEDIA SPONSORED CONTENT
• LinkedIn Sponsored Content   • LinkedIn Text Ads   • Facebook   (See account rep for current ad specifications.)

PROGRAMMATIC BANNER SPECS

* Required Banner Sizes for Programmatic Campaigns. Programmatic campaigns must be static images, animated GIFs or HTML5 only.

Ad Unit	Creative Size	Max File Size	File Type	Animation	3rd Party Tags
Cube*	300x250 (IAB Standard)	150kb	.jpg | .gif | .png	15 seconds max	Yes
Leaderboard*	728x90 (IAB Standard)	150kb	.jpg | .gif | .png	15 seconds max	Yes
Skyscraper*	160x600 (IAB Standard)	150kb	.jpg | .gif | .png	15 seconds max	Yes
Half Page Banner	300x600 (IAB Standard)	150kb	.jpg | .gif | .png	15 seconds max	Yes
Mobile Phone*	300x50 | 320x50	150kb	.jpg | .gif | .png	15 seconds max	Yes
Mob Interstitial	320x480	150kb	.jpg | .gif | .png	15 seconds max	Yes

PRINT SPECS

AD UNIT	BLEED	TRIM	NON-BLEED
	WIDTH x HEIGHT	WIDTH x HEIGHT	WIDTH x HEIGHT
2-page spread	16 1/4" x 11" 413mm x 279mm	15 3/4" x 10 1/2" 400mm x 267mm	15 1/4" x 10" 387mm x 254mm
1/2-page spread	16 1/4" x 5 1/2" 413mm x 140mm	15 3/4" x 5 1/4" 400mm x 133mm	15 1/4" x 5" 387mm x 127mm
Full page	8 3/8" x 11" 213mm x 279mm	7 7/8" x 10 1/2" 200mm x 267mm	7 3/8" x 10" 187mm x 254mm
2/3 page (vertical)	5 1/8" x 11" 130mm x 279mm	4 7/8" x 10 1/2" 124mm x 267mm	4 3/8" x 10" 111mm x 254mm
1/2 page (horizontal)	8 3/8" x 5 1/2" 213mm x 140mm	7 7/8" x 5 1/4" 200mm x 133mm	6 7/8" x 5" 178mm x 127mm
1/3 page (vertical)	2 3/4" x 11" 70mm x 279mm	2 1/2" x 10 1/2" 64mm x 267mm	2 1/8" x 10" 54mm x 254mm
1/4 page	—	—	3 1/4" x 5" 83mm x 127mm

Material Requirements (Press Ready)
All ad files should be uploaded to https://innmb.com/INNUploads. If supplied proofs are required, please send to our office address.

Mechanical Specifications
- Final trim: 7 7/8″ x 10 1/2″ (200mm x 266.7mm).
- Live matter safety: 5/8″ (16mm) all 4 sides.
- Gutter safety for double spread: 1/2″ (13mm); total gutter safety = 1/4″ (6.5mm) on each side. Headlines across gutter should be set so that words rather than letters are split, if possible.

General File Requirements
- Each file should contain only one page or one spread.
- Colors must be CMYK, no PANTONE colors.
- All required trapping should be done prior to creating the file.
- Include quality control patch (color bars) within maximum dimension of ad file.
- All marks (trim, bleed, center) should be included in all colors.

Acceptable File Formats
- Preferred: PDF/X-1a:2001 with fonts and 300 dpi images embedded.
- Adobe InDesign CC must include all screen and printer fonts and all resource images.
- Adobe Illustrator CC must include all screen and printer fonts and all resource images or embed images.
- Adobe Photoshop must be 300 dpi. If text is used, file must be saved as a hi-res TIFF.

Additional Notes
Contract quality press, offpress and digital (halftone and continuous tone) proofs are acceptable for color guidance on press. Examples of preferred SWO-certified proofs can be found at swop.org. Ads without a complete set of color guidance proofs will be accepted at the advertiser's risk.

COMMON QUESTIONS

Do you provide creative support for my campaign?

Yes, we have an in-house, agency-caliber creative team of writers, strategists and graphic designers who can create your campaign for you based on your specific needs and goals.

What is the creative process if we use your services?

• Campaigns created by INN typically begin with the client completing a campaign questionnaire and submitting supporting reference materials.

• From the questionnaire and materials, INN will develop a campaign strategy, messaging and design. Then, INN will submit the creative to the client for review and approval.

• Client contracts include two rounds of revisions on any campaign prior to final approval. INN recommends the client select one point of contact who will gather, consolidate and submit all feedback at once.

• See our Submission Dates for specifics on deadlines for both INN-created ads and client-submitted creative.

Is there a proven formula for a successful campaign to your audience?

While there is no secret formula, the following elements have been proven to create the most successful campaigns:

• Promote something unique to your company that can solve a problem.

• Show value by having a compelling offer or free giveaway.

• Have a clear, single call to action.

• Have a concise and consistent feel.

What kinds of offers work best to your audience?

• The best offers provide educational or financial value.

• The most successful offers to our list include sales kits, white papers, educational videos or a free trial.

• Our audience is unique and we are experts on what they respond to. If you have a completed ad that has worked well elsewhere, let our team take a look and see how we may tailor it for our audience.

Do we have to use a different ad every time?

We have found that ongoing campaigns build awareness and increase in momentum, resulting in greater response rates. We typically do not recommend a "one-off" ad, especially for newer advertisers who have no relationship built with our audience.

What process do you recommend for capturing leads who respond to my ad?

The strongest campaigns include a clear path for the prospect with a strong incentive/offer. We recommend setting up a custom URL for a designated campaign landing page with a form to capture leads. *(Both are included in your contract.)*

How are leads delivered and tracked?

We can provide a custom URL and landing page with a form to capture leads. These leads will be populated to a dashboard that you have access to and will also be emailed in real time to any email address(es) you provide. We also can set up trackable 800 numbers.

How do I collect my leads?

At the beginning of your contract, INN will send you a personal login to a dashboard where you can monitor the success of your campaign and download the leads captured from your campaign. You can also provide us with email addresses where lead information can be sent directly as they submit to enable you to follow up with your leads while you're still fresh in their minds. We are also able to sync the lead form directly with some client CRM systems. Please inquire for details.

If I don't want to collect leads, how else can you track ads results?

• We track impressions and clicks on web-based ads.

• We track opens and clicks on email marketing.

What kinds of promotions have you done for other clients?

• Webinars
• Lead programs
• CRMs & software platforms
• Branding
• Special events
• Product ads
• Agent training & education
• Client events
• Seminars

Can I see samples of similar campaigns you've done?

Absolutely. Make sure to ask your account manager for samples of similar campaigns that have worked well. They will be happy to provide you with examples and a general idea of how they performed.

What kind of results can I expect from my campaign?

Results are based on a number of different factors. Because each campaign is unique, we would be happy to discuss the kinds of results we expect based on your specific promotion. While results aren't guaranteed, we staff a team of experts to ensure your campaign shows you the ROI you expect.

Call us at 717.441.9357 ext. 125 if you have any other questions or concerns about marketing or advertising projects.