

# Advertising Rates and Specifications

Effective Sept. 1, 2023



## About Missouri Agent

*Missouri Agent* publishes 6 times per year on a bimonthly schedule. Editorial content includes news and information concerning the state and national insurance industry, and the programs and services of MAIA. This is a full-color, hard copy magazine with 40 to 56 pages per issue. Each issue is also published for MAIA members on the association website ([www.moagent.org](http://www.moagent.org)) in flip-book format.

Circulation for *Missouri Agent* averages 1,600 copies per issue, with subscriptions delivered to the decision makers at approximately 450 independent insurance agencies around the state.

## Display Advertising Net Rates\*

### Non-Member Prices

Color	1X	3X	6X
Full page	\$1,663	\$1,506	\$1,400
1/2 page	\$1,148	\$1,064	\$1,004
1/4 page	\$595	\$542	\$509

Black & White	1X	3X	6X
Full page	\$1,377	\$1,173	\$1,035
1/2 page	\$800	\$686	\$601
1/4 page	\$456	\$390	\$344

## Why advertise in Missouri Agent?

*Missouri Agent* is the official publication of the Missouri Association of Insurance Agents, the only association dedicated to independent insurance agents in the state.

*Missouri Agent* is your link to approximately 450 independent insurance agencies and brokerages across Missouri.

*Missouri Agent* is widely respected as one of the top publications of its kind in the nation.

## What We Do Differently:

*Missouri Agent* makes every effort to place only **one ad per page**, meaning your ad will not compete with others on the same page for our readers' attention. Full-page ads placed across from full-text pages in every instance possible.

### Member & Associate Member Prices

Color	1X	3X	6X
Full page	\$1,558	\$1,416	\$1,322
1/2 page	\$1,089	\$1,015	\$961
1/4 page	\$557	\$514	\$481

Black & White	1X	3X	6X
Full page	\$1,240	\$1,057	\$930
1/2 page	\$721	\$619	\$543
1/4 page	\$410	\$350	\$308

### Partner Prices

Color	1X	3X	6X
Full page	\$1,452	\$1,326	\$1,243
1/2 page	\$1,031	\$965	\$911
1/4 page	\$524	\$482	\$453

Black & White	1X	3X	6X
Full page	\$1,101	\$938	\$828
1/2 page	\$640	\$548	\$480
1/4 page	\$364	\$311	\$275

\*Rates are based on the number of insertions used in 12 months. Advertising will be billed at rates prevailing at time of insertion contract. No contracts accepted over two years in advance. Rates are net. No discounts given for advertising agencies.

**Special Positioning Rates:** Premium applies to guarantee special positions or inside covers. Contact [advertising@moagent.org](mailto:advertising@moagent.org) or 573-893-4301 for a quote. Inside covers are only available for color ads.

**Insert Rates:** Determined by nature of insert. Contact [advertising@moagent.org](mailto:advertising@moagent.org) or 573-893-4301 for a quote.

See reverse for specifications and deadlines.

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### Mechanical Requirements

We prefer that all ads be submitted electronically at 100% print size in a PDF, EPS, TIFF or JPG format. High-resolution PDF is preferred.

- All color and black and white images must be 300 dpi.
- All fonts must be embedded or converted to outlines.

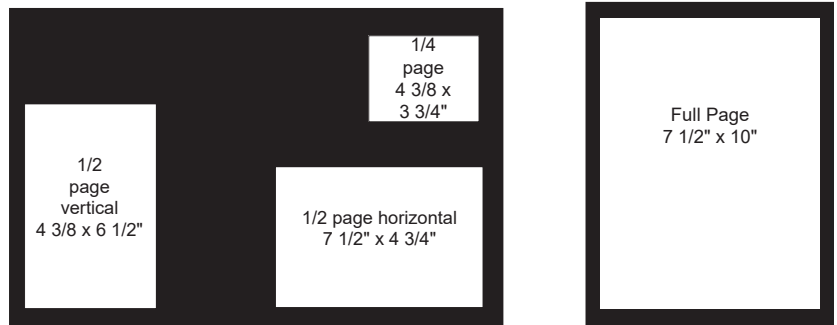
Ads should be submitted as e-mail attachments to [advertising@moagent.org](mailto:advertising@moagent.org).  
No camera-ready images.

Color ads must be submitted in CMYK. Any images submitted in RGB, Pantone or spot color will be converted to CMYK, which may result in a color shift.

Black-and-white ads must be submitted in gray scale.

### Ad Sizes & Styles

Ad Sizes	Width		Depth
Full page	7.5"	x	10"
1/2 page horizontal	7.5"	x	4.75"
1/2 page vertical	4.375"	x	6.5"
1/4 page	4.375"	x	3.75"



**Bleeds:** Full-page bleeds are available at no extra charge. Bleed size: 8.75 x 11.25". Trims to 8.5 x 11". Live copy should be kept 0.25" from trim to ensure all images and text are visible.

### Insertions

#### Deadlines for space and copy

Issue	Deadline
January-February	December 1
March-April	February 1
May-June	April 1
July-August	June 1
September-October	August 1
November-December	October 1

#### Submit Insertion Orders to:

[advertising@moagent.org](mailto:advertising@moagent.org)  
573-893-4301  
3315 Emerald Lane  
Jefferson City, MO 65109

### Classified Ads

Basic classified ads up to 35 words including heading: \$30. Blind ads up to 35 words: \$45. MAIA members receive 50% discount. Contact [advertising@moagent.org](mailto:advertising@moagent.org) for pricing on longer ads.

### Contract & Copy Regulations

Advertisers and advertising agencies assume all responsibility for content of advertisements placed and printed. They also assume liability for any and all claims arising therefrom against the publisher. The publisher reserves the right to reject any advertising or conditions deemed not in keeping with the publication's standards or policies. The words "Paid Advertisement" will be printed at the top of any advertisements that the publisher deems may be confused with editorial matter. The publisher's liability for any error will not exceed the charge for the advertisement in question.

Contracts may be discontinued by either party with 30 days' notice. No ad cancellation will be accepted after the closing date for that issue. Publisher reserves the right to hold advertiser and its advertising agency jointly and severally liable for monies due and payable to the publisher.

If more or fewer insertions are used within 12 months than specified on the order, charges will be adjusted in accordance with established rates.

If member or Partner status changes, charges will be adjusted in accordance with established rates.

Invoices are sent electronically with one electronic tear sheet, and one full magazine will be delivered by subscription to each advertiser. One additional copy of the magazine is available to a different person upon request.

Payment is due within 30 days of invoice date. Any advertiser whose account is more than 45 days past due may not be allowed to advertise in current or future issues until account is paid in full.

When change of copy, covered by an uncancelled insertion order, is not received by the closing date, copy run in previous issue will be inserted.