

SPECIAL MEMBER PRICING

Annual M&A Supplement in *Leader's Edge*
April 2018

	Size	Member Rate *
Black/White Ad	Full Page	\$3832.00
	2/3	\$3097.50
	1/2	\$2366.00
Full Color	Full Page	\$5096.00
	2/3	\$4077.00
	1/2	\$3220.00

* Special Member Pricing reflects 30% discount off published "open" rates. Rates are net.

Questions

For more specifics or other assistance, contact:

Jacquetta Williams
Leader's Edge Ad Traffic Manager
Jacquetta.Williams@ciab.com
202.662.4308

Leader's Edge Supplement Ad Specs

File Formats for Print Advertising Materials:

PDF (Portable Document Format) is the required file format for *Leader's Edge* magazine. They must be created as high resolution/press optimized.

TIFF format will be accepted, but print quality is not guaranteed.

PDF REQUIREMENTS:

- ▶ All PDFs must be high resolution/press optimized.
- ▶ Scanned images must be high resolution (between 200 and 400 dpi), CMYK saved as TIFF (no RGB or JPEG graphics).
- ▶ All fonts must be embedded in the PDF and be Type 1 (not Truetype).
- ▶ Double check the exact size of your advertisement.
- ▶ Bleeds must be .125" outside trim for Full Page Bleed and Spread Bleed ads.
- ▶ Turn off any security for the PDF.

PLEASE NOTE: Ads submitted that require additional production time or trouble shooting because of technical problems due to improperly constructed files will incur additional production charges of \$150 per hour, with a \$50 minimum. Ads received past the deadline that require additional production work will incur a 50% surcharge.

PROOFS: All files must be accompanied by a single page, composite color proof. **Otherwise, the publisher is not responsible for color accuracy.** Supplied color guidance proofs need to be —Digital, Press, or Off-press proofs which meet SWOP specifications. Supplied color lasers will be used as a "content guide" only. The magazine can output a proof for an advertiser if one is not supplied but charges (available upon request) will apply.

Advertising Size Specifications

(Size in inches)

	Width	x	Depth
Trim Size.....	8.375"	x	10.25"
Safety	7.625"	x	9.5"
Full Page Non-Bleed	7.125"	x	8.875"
Full Page Bleed	8.625"	x	10.5"
Spread Non-Bleed	15.58"	x	8.875"
Spread Bleed	17"	x	10.5"
1/2 Page Vertical	3.5"	x	8.875"
1/2 Page Horizontal	7.125"	x	4.375"

Send Digital Ad Materials To:

Leader's Edge Advertising Services
The Council of Insurance Agents & Brokers
701 Pennsylvania Ave., N.W., Suite 750
Washington, D.C. 20004

Attn: Jacquetta Williams

202.662.4308 Direct Line

202.783.4410 Fax

Via email:

Jacquetta.Williams@ciab.com

For other file transfer options, please contact Jacquetta Williams.



Always leading. // Always on the edge.
Adding a whole new dimension to your advertising.