IIAG Independent Insurance Agents of Georgia, Inc.

2027 MEDIA KIT

DecPage Quarterly

The Official Publication of Independent Insurance Agents of Georgia



WHO ARE WE?

The Independent Insurance Agents of Georgia (IIAG) is the state's premier trade association for independent agents, devoted to advancing the independent insurance agency system and increasing professionalism within the industry. IIAG's quarterly publication, ***DecPage Quarterly***, keeps members connected to the latest industry news, trends and issues impacting Georgia's independent insurance community. When our members are ready to buy or refer products and services, make sure they think of you first.

CLICK HERE TO VIEW THE DIGITAL MAGAZINE

WHY IIAG?

- IIAG represents nearly **4,700 agents** throughout Georgia's independent insurance community in **650+ agencies**.
- *DecPage Quarterly* reaches leaders in Georgia's **$20 billion P&C insurance industry**.
- **Since 1897**, the IIAG has supported and advanced Georgia's independent insurance agency system.

NET ADVERTISING RATES

Print Edition Advertising	1x	4x
Premium Positions*	$2,900	$2,325
Full Page	$2,150	$1,725
1/2 Page	$1,100	$875
1/4 Page	$825	$675
1/8 Page	$500	$400
Digital Edition Advertising	**1x**	**4x**
Tile + Interstitial Digital Package	$1,650	$1,650
Tile + Landing Page Digital Package	$1,650	$1,650
Tile + Interstitial Print Package**	$1,375	$1,375
Tile + Landing Page Print Package**	$1,375	$1,375
Tile à la Carte	$925	$925

CLICK HERE FOR AD EXAMPLES

All rates are for full-color advertisements.
** Premium positions include: inside front cover, inside back cover, page 3 and back cover.*
*** Discounted digital + print packaging available with 1/2-page print ads or larger.*

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

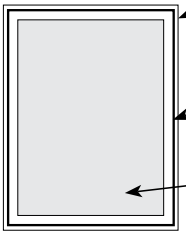
Issue Number	Artwork Due	Delivered to Members
Volume 17 Issue 1	1/8/2027	March 2027
Volume 17 Issue 2	3/25/2027	May 2027
Volume 17 Issue 3	7/23/2027	September 2027
Volume 17 Issue 4	10/20/2027	December 2027

SPECIFICATIONS

CLICK HERE FOR AD EXAMPLES

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page	3.875" x 4.937"
1/8 Page Horizontal	3.875" x 2.34"
Digital Ad Size	**Dimensions**
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

**Full-page ads are intended to bleed off the page.* SEE DEMO



BLEED
*Please include an additional **0.125" of bleed** on **each side** of page*

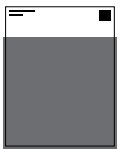
TRIM LINE
8.375" x 10.875"

LIVE AREA
*Keep all important information within this area; at least **0.5" away from** the trim line*

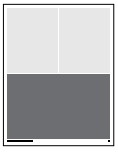
SEE DEMO



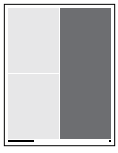
Full Page *(with bleed)*



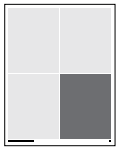
Back Cover *(with bleed)*



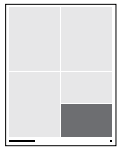
1/2 Horizontal



1/2 Vertical



1/4 Page



1/8 Horizontal

ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or CLICK HERE for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads SEE DEMO

Margin: 0.5 inch on full-page and tab ads SEE DEMO

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s – 700 kb/s bitrate, 100 MB maximum file size, duration of 1 second or more. CLICK HERE to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a $150 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- To make a payment online, go to our website and select "Pay Invoice."