

Independent Insurance Agents of New Mexico MEDIA GUIDE

CONNECT WITH THOUSANDS
OF INDEPENDENT INSURANCE
AGENTS IN NEW MEXICO

FOR MORE INFORMATION, PLEASE CONTACT:

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THE IIANM ADVANTAGE

Thank you for considering IIANM's print/digital advertising offerings in 2019. In researching industry trends and listening to our members' wants and needs for the future, IIANM will continue to provide digital advertising options to reach our members through our various digital publications.

Our association has two highly sought-after e-publications sent out on a regular basis. The La Voz magazine, an e-zine comes out monthly near the second week of each month. The "Big I Bits" is an email with the latest happenings at the IIANM association and industry news.

Additionally, if you are a Partner, your company can further its digital reach by advertising on IIANM's website, which receives more than 3,000 visitors every single month. Most site visitors come to register for an upcoming event or class, and you can place your company's advertisement on that very webpage.

Every time our members, email recipients and website visitors look for information from IIANM, they are reminded of the variety of advertised products and services found nearby. We are confident that your company will benefit from your commitment and the exposure to our members and industry friends. Join with us as we work to promote our industry and our company partners!

Complimentary Advertising for IIANM PARTNERS Participants

We wish to recognize those companies who are committed to supporting IIANM and are involved with our IIANM PARTNERS PROGRAM by offering them complimentary advertising opportunities.

Please review the PARTNERS PROGRAM GUIDE for more information.

Questions? Contact Consuelo Trujillo at 505-999-5805 or consuelo@iianm.org



laVoz

The Official e-Zine Created Just for Independent Insurance Agents in New Mexico



Big "I" Bits is our member email correspondence. Members look forward to essential news, announcements, upcoming events and educational opportunities.

BIB reaches over 1,500 agent inboxes

La Voz is IIANM's premier digital publication, showcasing the most relevant information trends and stories necessary to keep insurance professionals up-to-date with the latest industry information.

La Voz currently reaches over 2,000 insurance professionals and other interested segments of the business world in New Mexico and across the nation.



Rates	1 Month	6 Months	12 Months
Full Page	\$200	\$1,100	\$1,800
Half Page	\$140	\$800	\$1,500



Rates	2/Year	4/Year	6/Year
Banner Ad	\$200	\$375	\$500



IIANM
ASSOCIATION

INDEPENDENT... NOT ALONE

THE IIANM MEMBERSHIP DIRECTORY

The IIANM Directory, which is published in February of each year, is one of IIANM's greatest advertising opportunities. This Directory is extremely useful to IIANM's members. It contains a listing for all Agency, Associate and Partners of IIANM.

Information concerning our benefits, a calendar of our education programs and events, State and National officers, as well as important committees and chair-people are listed. Additionally, you will find a section that includes the numbers for the State of New Mexico Department of Insurance.

Surfaces	Rates
Inside Front Cover SOLD	\$600
Outside Back Cover SOLD	\$800
Inside Back Cover SOLD	\$500
Section Tab	
Full Page	\$400
Half Page	\$250
Regular Page Ad	
Full Page	\$300
Half Page	\$150



La Voz e-Zine:

(Digital)

Full Page Ad



1275 x 1650 pixels

Half Page Vertical Ad



637.5 x 1650 pixels

Half Page Horizontal Ad



1275 x 825 pixels

Big "I" Bits:

(Digital)

Vertical Banner Ad



120 x 240

Horizontal Banner Ad



468 x 60

Artwork Requirements

All digital color and grayscale artwork must be supplied at 150 dpi. Print work, 300 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.

Advertiser Information

Company Name: _____

Primary Contact: _____

Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____ Website: _____

Member Directory:

(Print)

Full Page Ad



4.25 x 11 inches

Half Page Ad



4.25 x 5.5 inches

Advertisement Selection:

La Voz Monthly e-Zine

Space Desired: Full Page Half Page Vertical Half Page Horizontal

Insertion Issue: 1 Month 6 Months 1 Year Other

Ad to Begin in: _____
(Month/Year)

Big "I" Bits Email Communication

Horizontal Banner: 2/Year 4/Year 6/Year

Member Directory

Space Desired: Full Page Half Page

Insertion: Inside Front Cover Inside Back Cover Outside Back Cover Section Tab

Company: _____

Contact Person: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email address: _____

Phone: _____

Payment Information Invoice

Total: _____

Credit Card #: _____

Exp: _____ CVV Code: _____

Please Return Completed Form to Rachel Sheffield at rachel@ianm.org
For more information please feel free to call (800) 621-3978 or (505) 999-5803