

Insurance Accounting & Systems Association

2017 - 2018 Media Kit

Table of Contents

About Us	3
Offerings	4
Audience.....	5
Editorial Calendar	6
Pricing	7
Specs.....	8
Contact Information	9

About Us

The Insurance Accounting & Systems Association, Incorporated, (IASA) is a non-profit educational association that strives to enhance the knowledge of insurance professionals and participants from similar organizations closely allied with the insurance industry by facilitating the exchange of ideas and information. IASA is one of the insurance industry's largest, and most well-represented trade associations. IASA membership includes insurance companies of all types (Property & Casualty, Life, Health, Fraternal, HMO and others) as members, as well as companies serving the insurance industry, regulators and also organizations more broadly representative of the financial services industry, including banks and investment brokerage firms. Please contact an IASA staff member for more information.

Offerings

The Interpreter Magazine This publication is offered to our readers three times annually; once in the spring, summer, and fall months. The Interpreter strives to cover a variety of content areas ranging from executive interviews and analytics to volunteer news, accounting principles, and technology features.

- Pre-Conference Issue (April-May)
- Post-Conference Issue (August-September)
- Fall/Winter Issue (November-December)



The eInterpreter Newsletter This publication is offered to our readers monthly and includes a variety of industry hot topics including conference news, volunteer profiles, tax articles, technology trends, and career skills development articles. Banner ads are available for purchase in packages of three. Months chosen do not have to be consecutive.

Please refer to page 7 for specific artwork dimensions and criteria.



Audience

Interpreter Magazine

Summer & Fall Editions: Mailed to 4,700 Members/Issue

Spring Pre-Conference Edition: Mailed to 18,000 Members/Issue

Interpreter Newsletter

Emailed to 19,715 Members Monthly

Reader Demographics:

Functional Area

Accounting/Finance 79%

Technology/IT/Systems 21%

Professional Level

CEO/COO/Senior Vice President 10%

Chief Financial Officer 9%

CSO/CIO 5%

VP/AVP 14%

Controller/Treasurer 7%

Director 15%

Manager 19%

Non-Managerial 21%

Line of Business

Property and Casualty Insurance 71%

Life and Health Insurance 29%

Editorial Calendar

Interpreter Magazine

Issue	Articles/Ads Due	Publication Date
Fall/Winter 2017	9/25/2017	12/8/2017
Spring Pre-Conf. 2018	2/15/2018	5/2/2018
Summer Post-Conf. 2018	6/15/2018	8/24/2018
Fall/Winter 2018	9/24/2018	12/7/2018

*All dates are subject to change without notice. Please contact Kaitlyn Salguero for current publication schedules.

eInterpreter Newsletter

Month	Artwork Due	Publication Date
August 2017	8/9/2017	8/16/2017
September 2017	9/6/2017	9/13/2017
October 2017	10/11/2017	10/18/2017
November 2017	11/8/2017	11/15/2017
December 2017	12/6/2017	12/13/2017
January 2018	1/3/2018	1/10/2018
February 2018	2/7/2018	2/14/2018
March 2018	2/28/2018	3/7/2018
April 2018	4/11/2018	4/18/2018
May 2018	5/9/2018	5/16/2018
June 2018	6/13/2018	6/20/2018
July 2018	7/11/2018	7/18/2018
August 2018	8/8/2018	8/15/2018
September 2018	9/12/2018	9/19/2018
October 2018	10/10/2018	10/17/2018
November 2018	11/7/2018	11/14/2018
December 2018	12/5/2018	12/12/2018

*All dates are subject to change without notice. Please contact Kaitlyn Salguero for current publication schedules.

Pricing

Interpreter Magazine

Full-Page Color – Four Color Placement	\$2,195
One-Half Page Color – Four Color Placement	\$1,095

eInterpreter Newsletter

Banner Advertisements – Electronic

All banner advertisements for the eInterpreter are sold in packages of three.

\$550/Month

Package of Three \$1,650

(.10 Second Animation is Allowed)

Specs

Interpreter Magazine

Full Page:

Trim Size to be 8 ½” x 11 with a 1/8” on all sides for bleed purposes. Consider 7 ½” x 10” as the live area of the advertisement.

One Half Page:

Trim Size to be 8 ½” x 5.5” with 1/8” on all sides for bleed purposes. Consider 7 ½” x 4.5” as the live area of the advertisement.

Send High Resolution PDF and Native files to KSalguero@iasa.org.

Interpreter Newsletter

We require two versions for placement in the publication.

Specs:

Horizontal Ad: 624 x 70

Vertical Ad: 122 x 600

JPG Files are required. (.10 Second Animation is Allowed)

Please send corresponding URL for link when sending the artwork.

Send all JPG files to KSalguero@iasa.org.

Contact Information

Joe Pomilia
Executive Director
JPomilia@iasa.org

Margaret McKeon
VP of Conference and Events
MMcKeon@iasa.org

Kaitlyn Salguero
Marketing Associate
KSalguero@iasa.org