

Reserve your
space now!

Promote Your Company in PIA's 2017 Agency Marketing Guide



How are Professional Insurance Agents succeeding in today's marketplace?

What new marketing opportunities will help them stay ahead of the competition?

These are just some of the questions PIA will answer in the 2017 PIA Agency Marketing Guide, the 8th installment of this highly anticipated annual publication. In this edition PIA will dive into success stories of actual PIA member agents, so readers can learn from their real life successes.

Please accept this invitation to be a part of the 2017 Agency Marketing Guide as a sponsor or advertiser.

What is the Agency Marketing Guide? The PIA Agency Marketing Guide is a print and digital publication with one goal: to provide PIA members with practical information that they can use to successfully market their agencies. Each issue provides cutting edge guidance on a variety of sales and marketing topics. These articles are written by independent insurance agents as well as experts from within the insurance industry.

Distribution: Each summer the print edition of the Agency Marketing Guide is poly bagged with *PIA Connection*, PIA's national magazine, and mailed to PIA members nationwide. This ensures it gets in the hands of independent insurance agency owners and decision makers across America. Additional print copies are distributed throughout the following year at PIA state conventions, in new member kits, at PIA educational events, by the Guide's sponsors and advertisers, in member recruitment campaigns, and in many other ways. Additionally, a digital version of the Guide is promoted regularly to PIA members and ultimately made available to all insurance professionals at www.PIAAgencyMarketingGuide.com.

Two opportunities for your company:

- 1. Sponsorships:** As in past years, four sponsorship spots will be available in the 2017 PIA Agency Marketing Guide for select companies serving the independent agency system. Each sponsor will get a 2-page spread in the front portion of the Guide to educate independent agents about their products and services and how they can be an integral part of an agency's product offering and marketing effort. Your logo will appear on the cover of the Guide and your company name will be included as a sponsor in numerous promotional articles throughout the year. Cost: \$10,000.
- 2. Advertisements:** Full-page, full-color ad space is also available at a cost of \$3,000 per page. A limited number of premium ad spaces are available: Inside front cover opposite table of contents (\$4,000); page opposite first article (\$3,400); right hand page of center spread—at staple (\$3,400); inside back cover (\$3,400); back cover (\$4,000).

Half-page ad space is available for \$2,000. Have a campaign with multiple messages? Run consecutive full-page ads at the following rates: \$3,000 (1st ad), \$1,750 (2nd-3rd ads), \$1,250 (4th-5th ads).

Read past issues: To see digital editions of the 2010–2016 PIA Agency Marketing Guides, simply visit www.PIAAgencyMarketingGuide.com.

Contact PIA for more information: To receive print samples of previous editions of the Guide or to take part in the 2017 PIA Agency Marketing Guide as an advertiser or sponsor, please contact Alexi Papandon, PIA National, Senior Vice President, Products & Services, at (703) 518-1353 or alexipa@pianet.org.



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