



PIA of Arkansas Media Kit 2025-2026

PIA Magazine: An advertising advantage

Professional Insurance Agents Magazine is dedicated to providing independent insurance producers with the information they need to stay on top of their industry.

Information is POWER

PIA Magazine gives its readers just that—the power to grow their business in a competitive marketplace. As an advertiser, you can tap into those readers and gain a competitive edge.

Award-winning look and format

PIA has increased its distribution and leave-behind readership by creating an eye-catching format that is designed to highlight your ads. *PIA Magazine* has won numerous MarCom design awards in recent years.

Editorial calendar

2025

September/October

Business growth
and marketing

November/December

Niche markets

2026

January/February

Economy and trends

July/Aug

Excess and surplus

March/April

Innovation

September/October

Customer strategy

May/June

Leadership and
entrepreneurship

November/December

Business growth
and marketing

What's inside our pages

- Connect—ways technology can help your business
- E&O—professional E&O advice
- Industry trends—current events
- Learn—tips from industry education experts
- Legal—current legal points
- Risks—considerations for agencies beyond E&O, case studies
- Sales—tips on sales and marketing
- Staffing—HR concerns for your business
- Tech—research and new developments

Advertising rates

(Net rates per insertion)

Ad sizes

Full-page ad non-bleed	7½" x 10"	\$580
------------------------	------------------	--------------

Full-page ad full bleed	8¾" x 11¼"	\$580
-------------------------	-------------------	--------------

Bleed is included in document size. Live area for type falls 1⁄8" from document edges on all sides. Set bleeds beyond the document page.

2⁄3 page	4¾" x 9 ¾"	\$515
----------	-------------------	--------------

½ page island	4¾" x 7¾"	\$475
---------------	------------------	--------------

½ page	7½" x 4¾"	\$475
--------	------------------	--------------

¼ page	4¾" x 3½"	\$415
--------	------------------	--------------

Preferred positions

(i.e., inside front cover, back cover, etc.) are available for an upcharge

Need help creating an ad?

We have award-winning designers available to help with artwork. PIA's staff can assist you in the design and preparation of your ad. **Contact design.print@pia.org for your customized quote.**

Mechanical requirements

Format

Magazine size: 8½" x 11"

Live matter margin: 7½" x 10"

Column depth: 10"

Column width: 2⅜" (3 column)

Required material

- Adobe PDF set to print-quality specifications.
- Fonts must be embedded.
- All images must be 300 dpi.
- Convert all RGB images and spot color plates to CMYK before creating the PDF file. If PDF is black and white, convert all images and text to grayscale.

Ads that do not open or do not fit the specifications will need to be corrected and resubmitted.

Ad deadlines

Space reservations **must be made by the 15th of the month**, two months prior to publication. The deadline for camera-ready ads is the 1st of the month, one month prior to publication.



PIA OF ARKANSAS

INSERTION ORDER FORM



Company Name:

Phone:

Contact Information:

Full Name:

Email:

Mailing Address:

Advertising Agency (leave blank if same):

Company Name:

Phone/Email:

Contact Name & Title:

Mailing Address:

1) Check Issues of Insertions:

- | | |
|---|--|
| ☐ January/February | ☐ July/August |
| ☐ March/April | ☐ September/October |
| ☐ May/June | ☐ November/December |

2) Check Size:

(please refer to the "Advertising Rates" section)

- ☐ Full-page ad non-bleed
- ☐ Full-page ad full bleed
- ☐ 2/3 page
- ☐ 1/2 page island
- ☐ 1/2 page
- ☐ 1/4 page

Contract and Copy Regulations:

Publisher reserves the right to refuse advertising. Advertisers and advertising agencies assume liability for all content, photographs, trademarks and copyrights included in their advertisements. Advertisers and advertising agencies are responsible for observing Arkansas insurance advertising laws and regulations. Advertisers and advertising agencies jointly are responsible for payment of all insertions.

Signature:

Date:

Invoice and digital issues to be delivered upon publication.

Please return to Sarah Summerville: sarah@piaar.com