

# 2026



## MARKETING KIT

**Multiply your impact**  
through print and digital marketing!



## REACH



### PRINT & DIGITAL MAGAZINE: THE WISCONSIN PROFESSIONAL AGENT

The Wisconsin Professional Agent magazine is circulated bimonthly to 4,600 subscribers. All PIA member businesses are included in the 2,600 printed copies distributed, as well as additional employees and members who opt to receive it. The digital circulation of the magazine reaches every member via email, including 2,000 digital-only subscribers.



### WEBSITE: **PIAW.ORG**

27,000 USERS ANNUALLY • 41,000 SESSIONS • 103,000 PAGE VIEWS

**TIER 1:** 78,000 impressions

**TIER 2:** 61,000 impressions

**TIER 3:** 17,000 impressions

**TIER 4:** 8,500 impressions



### E-NEWSLETTER: **NEWSLINE**

Newsline goes out weekly on Thursdays to a list of 4,600 unique email addresses.

**TIER 1:** 64,000 views

**TIER 2:** 58,000 views

**TIER 3:** 30,000 views



### 3,600 FOLLOWERS

The PIA of Wisconsin LinkedIn page has 3,600 followers and its posts are viewed by anywhere from 200–6,000 persons.

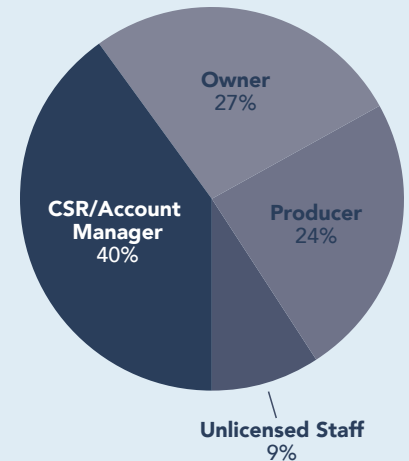


### 1,100+ FOLLOWERS

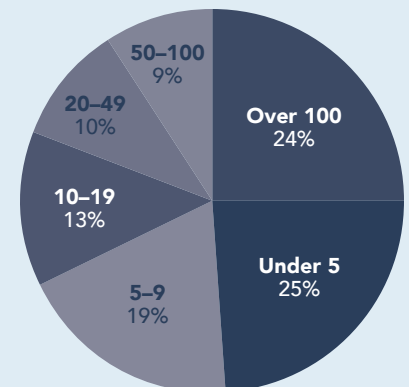
The PIA of Wisconsin Facebook page has over 1,100 followers and its posts are viewed by anywhere from 100–2,500 persons.

## DEMOGRAPHICS

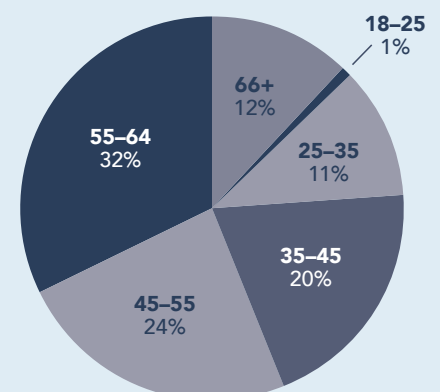
### OUR READERS BY ROLE IN AGENCY



### OUR READERS BY AGENCY STAFF SIZE



### OUR READERS BY AGE



# PRINT AND DIGITAL MARKETING PACKAGES

## TIER 1 \$11,000

Magazine ad in every bi-monthly issue of the *Wisconsin Professional Agent*

- Full page
- Full color
- Clickable




Ad placement on PIA's website, PIAW.org

- Homepage, above-the-fold banner ad on PIAW.org (year-round, 24/7)
- Banner ad on PIA's Education & Event Calendar
- Additional ad on internal sidebar of PIAW.org

Media in PIA's weekly e-newsletter, *Newsline*

- Full-width ad in every edition with premium placement
- Featured and linked sponsored content on PIA Blog four times/year

Social media mentions

- Four social media posts per year   
- Blog-sponsored content or other helpful content for agents*

 **147,000 DIGITAL IMPRESSIONS ANNUALLY**

## TIER 2 \$9,000

Magazine ad in every bi-monthly issue of the *Wisconsin Professional Agent*

- Two-thirds page
- Full color
- Clickable




Ad placement on PIA's website, PIAW.org

- Homepage 300 × 250 ad on PIAW.org (year-round, 24/7)
- Banner ad on PIA's Education & Event Calendar
- Additional ad on internal sidebar of PIAW.org

Media in PIA's weekly e-newsletter, *Newsline*

- 300 × 250 ad in every edition
- Featured & linked sponsored content on PIA Blog twice/year

Social media mentions

- Two social media posts per year   
- Blog-sponsored content or other helpful content for agents*

 **120,000 DIGITAL IMPRESSIONS ANNUALLY**

## TIER 3 \$6,800

Magazine ad in every bi-monthly issue of the *Wisconsin Professional Agent*

- Half page
- Full color
- Clickable

Ad placement on internal sidebar of PIA's website, PIAW.org

Ad in PIA's weekly newsletter, *Newsline*

- Bi-weekly 300 × 250 ad

 **47,000 DIGITAL IMPRESSIONS ANNUALLY**

## TIER 4 \$4,200

Magazine ad in every bi-monthly issue of the *Wisconsin Professional Agent*

- One-third page
- Full color
- Clickable

Ad placement on internal sidebar of PIA's website, PIAW.org

 **8,500 DIGITAL IMPRESSIONS ANNUALLY**

## TIER 5 \$2,500

Magazine ad in every bi-monthly issue of the *Wisconsin Professional Agent*

- One-quarter page
- Full color

**\*\* MAGAZINE ONLY \*\***

## DIGITAL VISIBILITY PACKAGE \$5,200

Ad placement on PIA's Website, PIAW.org

- Homepage 300 × 250 ad on PIAW.org (year-round, 24/7)
- Additional ad on internal sidebar of PIAW.org

Ad in PIA's weekly e-newsletter, *Newsline*

- 300 × 250 ad in every edition

 **90,000 DIGITAL IMPRESSIONS ANNUALLY**

# A-LA-CARTE AD OPTIONS

AD SIZE	DIMENSIONS	PRICE PER ISSUE
1/2 Page Horiz.	7 1/2" W × 5" H	\$750
Full Page	7 3/4" W × 10 1/4" H	\$1,350
	8 1/2" W × 11" H (+ 1/8" Bleed)	\$1,350
Loose-Leaf Full-Page Insert	8 1/2" W × 11" H (+ 1/8" Bleed)	\$900 <i>Maximum two inserts in each issue. First come, first served.</i>

## AD PLACEMENTS

Full-page ads that run on an annual basis have their placement rotated between inside-cover and interior pages. **The outside-back cover can be reserved for \$300 per issue (first come, first served).**

## PIA SUPPORTING MEMBER DISCOUNT

**PLATINUM SPONSORS GET A 30% DISCOUNT ON ALL ADVERTISING**

**GOLD SPONSORS GET A 20% DISCOUNT ON ALL ADVERTISING**

**SILVER SPONSORS GET A 10% DISCOUNT ON ALL ADVERTISING**

## EDITORIAL DEADLINES

The Wisconsin Professional Agent is published bi-monthly in odd-numbered months. The closing date is the 10th of the month prior to publication. (e.g., an ad for the January/February issue is due on the 10th of December).

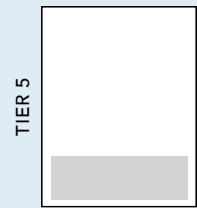
**THE ABOVE RATES ARE NET! • WE DO NOT PAY AGENCY COMMISSIONS!**  
**CIRCULATION: 4,600+ • READERSHIP EXCEEDS 10,000**

### QUESTIONS? CONTACT PETE HANSON AT:

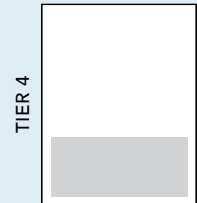
Professional Insurance Agents of Wisconsin, Inc.  
 725 Heartland Trail Ste. 108, Madison, WI 53717  
 Phone: (608) 274-8188 • (800) 261-7429  
 Fax: (608) 274-8195 • (866) 203-7461  
 E-Mail: phanson@piaw.org • [www.piaw.org](http://www.piaw.org)



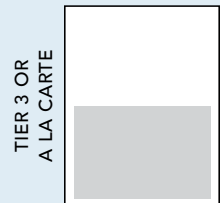
## MAGAZINE AD SIZES



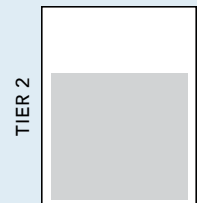
1/4 HORIZ.  
7 1/2" × 2 1/2"



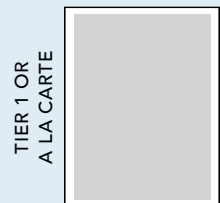
1/3 HORIZ.  
7 1/2" × 3 1/4"



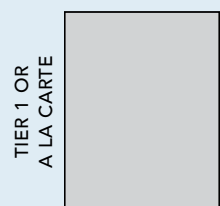
1/2 HORIZ.  
7 1/2" × 5"



2/3 HORIZ.  
7 1/2" × 6 1/2"



FULL PAGE  
7 3/4" × 10 1/4"



FULL PAGE + BLEED  
8 1/2" × 11" (1/8" Bleed)

# ADVERTISING SUBMISSION

- ☐ **TIER 1** **Full Page**, Full-Color Ad + Premium Digital Package \$11,000
- ☐ **TIER 2** **Two-Thirds Page**, Full-Color Ad + Enhanced Digital Package \$9,000
- ☐ **TIER 3** **Half Page**, Full-Color Ad + Digital Package \$6,800
- ☐ **TIER 4** **One-Third Page**, Full-Color Ad + Internal Website Sidebar Advertising \$4,200
- ☐ **TIER 5** **One-Quarter Page**, Full-Color Ad Only, *No Digital Components* \$2,500
- ☐ **DIGITAL VISIBILITY PACKAGE**  
**Digital-Only Package** with Homepage, Newsletter, and Sidebar Ad Placements \$5,200
- ☐ **PER-ISSUE OPTION**  
Add color charge and multiply by number of issues (see page 4). \$\_\_\_\_\_
- Choose issue(s):
- ☐ Jan./Feb. ☐ Mar./Apr. ☐ May/Jun.  
☐ Jul./Aug. ☐ Sep./Oct. ☐ Nov./Dec.
- ☐ **LOOSE-LEAF INSERT**  
Only two available in each issue. Call for availability. \$900

## PAYMENT INFORMATION

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Website \_\_\_\_\_

Total Amount \$\_\_\_\_\_ Method of Payment ☐ Check ☐ Credit Card

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC \_\_\_\_\_

Pay now or tell us when you would like to receive an invoice ☐ December 2025 ☐ January 2026



### RETURN TO:

Professional Insurance Agents of Wisconsin, Inc., 725 Heartland Trail Ste. 108, Madison, WI 53717  
E-Mail: sfaherty@piaw.org • Fax: (608) 274-8195 • Questions: (608) 274-8188 • [www.piaw.org](http://www.piaw.org)