

2021



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**

68,000 USERS ANNUALLY • 80,000 SESSIONS • 123,000 PAGE VIEWS

TIER 1: 82,000 impressions

TIER 2: 57,000 impressions

TIER 3: 16,000 impressions

TIER 4: 10,000 impressions



E-NEWSLETTER: **NEWSLINE**

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

TIER 1: 61,000 views

TIER 2: 55,000 views

TIER 3: 28,000 views



3,750 FOLLOWERS

The PIA of Wisconsin LinkedIn page has 3,750 followers and its posts are viewed by anywhere from 200–6,000 persons.

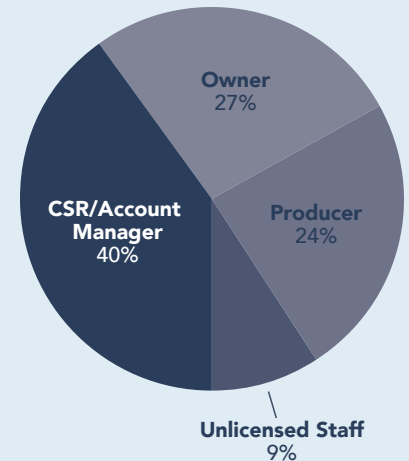


1,100+ FOLLOWERS

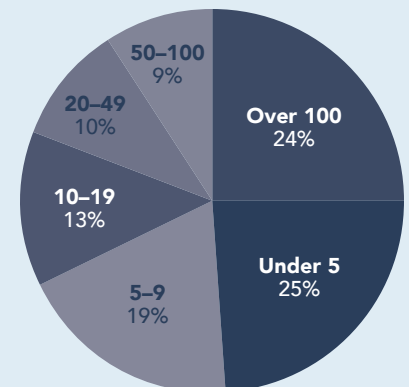
The PIA of Wisconsin Facebook page has over 1,100 followers and its posts are viewed by anywhere from 100–2,500 persons.

DEMOGRAPHICS

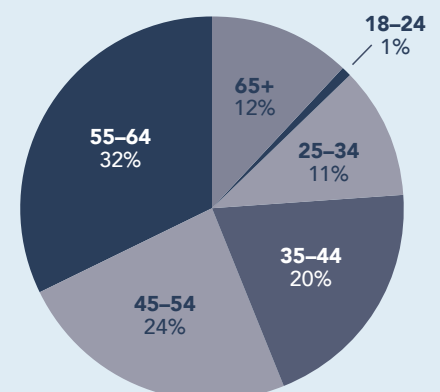
OUR READERS BY ROLE IN AGENCY



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*

 **151,000 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*

 **118,000 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

 **45,000 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

 **10,000 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 x 5" H	\$750
Full Page	7 3/4" W x 10 1/4" H	\$1,350
	8 1/2" W x 11" H (+ 1/8" Bleed)	\$1,350
Loose-Leaf Full-Page Insert	8 1/2" W x 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.

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).

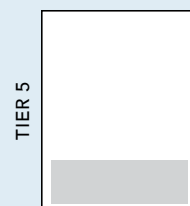
THE ABOVE RATES ARE NET! • WE DO NOT PAY AGENCY COMMISSIONS!
CIRCULATION: 4,600+ • READERSHIP EXCEEDS 10,000

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

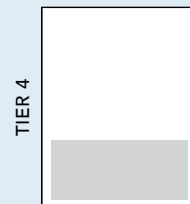


MAGAZINE AD SIZES



TIER 5

1/4 HORIZ.
7 1/2" x 2 1/2"



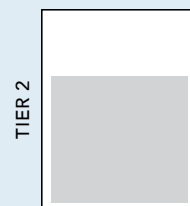
TIER 4

1/3 HORIZ.
7 1/2" x 3 1/4"



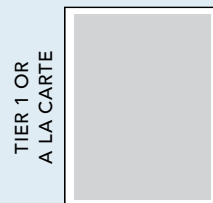
TIER 3 OR
A LA CARTE

1/2 HORIZ.
7 1/2" x 5"



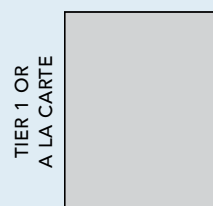
TIER 2

2/3 HORIZ.
7 1/2" x 6 1/2"



TIER 1 OR
A LA CARTE

FULL PAGE
7 3/4" x 10 1/4"



TIER 1 OR
A LA CARTE

FULL PAGE + BLEED
8 1/2" x 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 2026 ☐ January 2027



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