



# MARKETING KIT

2024



## REACH



### 3,000 COPIES PER EDITION

Wisconsin Professional Agent Magazine has a distribution of 3,000 copies per edition. It is mailed to all PIA member businesses and to additional employees thereof who opt to receive it. Digital copies are also now sent to PIA members via email.



### 30,000 USERS ANNUALLY OF PIAW.ORG 46,000 SESSIONS • 127,000 PAGE VIEWS

**TIER 1:** 80,000 impressions

**TIER 2:** 33,000 impressions

**TIER 3:** 14,000 impressions

**TIER 4:** 7,000 impressions



### 4,300 UNIQUE ADDRESSES

The PIAW Newsline e-newsletter goes out once per week to a list of 4,300 unique addresses.

**TIER 1:** 56,000 views

**TIER 2:** 54,000 views

**TIER 3:** 26,000 views



### 3,400 FOLLOWERS

The PIAW LinkedIn page has 3,400 followers and its posts are viewed by anywhere from 200–6000 persons.

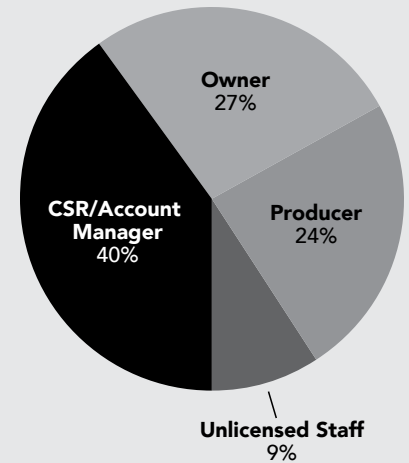


### 1,000+ FOLLOWERS

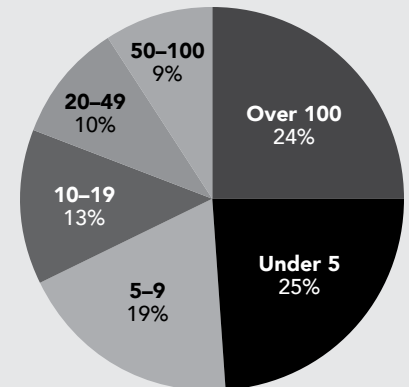
The PIAW Facebook page has over 1,000 followers and its posts are viewed by anywhere from 100–2,500 persons.

## DEMOGRAPHICS

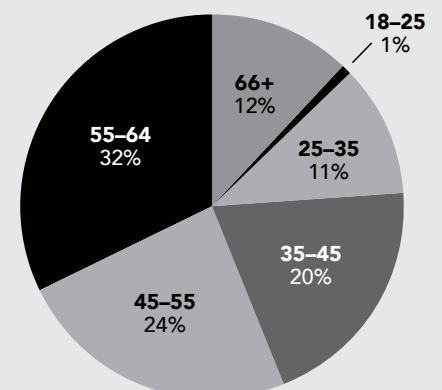
### OUR READERS BY ROLE IN AGENCY



### OUR READERS BY AGENCY STAFF SIZE



### OUR READERS BY AGE





# PRINT AND DIGITAL MARKETING PACKAGES

Multiply your impact by reaching PIA members through print and digital! PIA of Wisconsin offers digital ads on our website and in our weekly e-newsletter with the purchase of an advertising package.

Print ads are also visible in the digital *Wisconsin Professional Agent*, sent alongside the magazine's print release bi-monthly.

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## TIER 1

- Full-page, four-color ad in every issue of WPA Magazine (bi-monthly)
- Homepage, above-the-fold banner ad on PIAW.org (year-round, 24/7)
- Additional ad on internal pages of PIAW.org, 300 × 250 pixels
- Full-width banner ad in weekly e-newsletter
- Sponsored content in e-newsletter four times per year
- Four social media posts per year  
- 138,000 digital impressions annually

\$12,500

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## TIER 2

- Half-page, four-color ad in every issue of WPA Magazine (bi-monthly)
- Homepage ad on PIAW.org (year-round, 24/7), 300 × 250 pixels
- Additional ad on internal pages of PIAW.org, 300 × 250 pixels
- 300 × 250 ad in weekly e-newsletter
- Sponsored content in e-newsletter two times per year
- Two social media posts per year  
- 88,000 digital impressions annually

\$9,400

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## TIER 3

- Full-page, black-and-white ad in every issue of WPA Magazine (bi-monthly)
- Ad on internal pages of PIAW.org, 300 × 250 pixels
- 300 × 250 ad in e-newsletter, bi-weekly
- 39,000 digital impressions annually

\$5,300

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## TIER 4

- Two-thirds-page or smaller black-and-white ad in every issue of WPA Magazine (bi-monthly)
- Run-of-site ad on PIAW.org
- 7,000 digital impressions annually

\$1,450–\$3,800

# 2024 ADVERTISING RATES

AD SIZE	DIMENSIONS	ANNUAL 4-COLOR	ANNUAL B & W	PER-ISSUE B & W
		6 ISSUES + DIGITAL PKG.	6 ISSUES + DIGITAL PKG.	PER ISSUE
1/6 Page Horiz.	7 1/2" W x 1 7/8" H	N/A	N/A	\$180
1/6 Page Vert.	3 1/2" W x 3 1/2" H	N/A	N/A	\$180
1/4 Page Horiz.	7 1/2" W x 2 1/2" H	N/A	\$1,450	\$240
1/4 Page Vert.	3 5/8" W x 5" H	N/A	\$1,450	\$240
1/3 Page Horiz.	7 1/2" W x 3 1/4" H	N/A	\$1,880	\$315
1/3 Page Vert.	2 1/8" W x 9 7/8" H	N/A	\$1,880	\$315
1/2 Page Horiz.	7 1/2" W x 5" H	\$9,400	\$2,675	\$445
1/2 Page Vert.	3 5/8" W x 9 7/8" H	\$9,400	\$2,675	\$445
2/3 Page	7 1/2" W x 6 1/2" H	N/A	\$3,800	\$635
	5" W x 9 7/8" H	N/A	\$3,800	\$635
Full Page	7 3/4" W x 10 1/4" H	\$12,500	\$5,300	\$885
	8 1/2" W x 11" H (+ 1/8" Bleed)	\$12,500	\$5,300	\$885
Loose-Leaf Full-Page Insert \$900	8 1/2" W x 11" H (+ 1/8" Bleed)	Maximum two inserts in each issue. First come, first served.		

**PIAW PLATINUM SPONSORS GET A 20% DISCOUNT ON ALL ADVERTISING**  
**PIAW GOLD SPONSORS GET A 10% DISCOUNT ON ALL ADVERTISING**  
**PIAW SILVER SPONSORS GET A 5% DISCOUNT ON ALL ADVERTISING**

**PER-ISSUE COLOR ADS**  
 \$300.00 per color/per issue  
 4-Color = \$900.00/mo.

Full-page, four-color 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).

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).

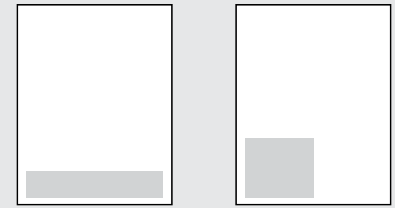
**THE ABOVE RATES ARE NET! • WE DO NOT PAY AGENCY COMMISSIONS!**  
**CIRCULATION: 3000+ • READERSHIP EXCEEDS 10,000**



**QUESTIONS? CONTACT PETE HANSON AT:**

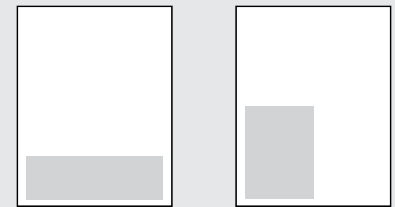
Professional Insurance Agents of Wisconsin, Inc.  
 725 Heartland Trail Ste. 108, Madison, WI 53717  
 Phone: (608) 274-8188 • (800) 261-7429  
 Fax: (608) 274-8195 • (866) 203-7461  
 E-Mail: phanson@piaw.org • [www.piaw.org](http://www.piaw.org)

## PRINT AD SIZES



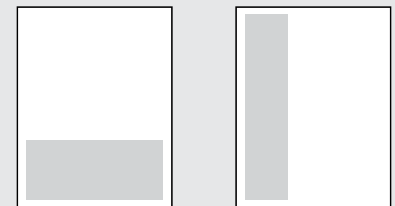
1/6 HORIZ.  
7 1/2" x 1 7/8"

1/6 VERT.  
3 1/2" x 3 1/2"



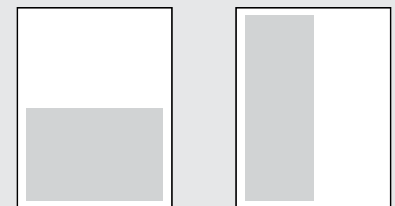
1/4 HORIZ.  
7 1/2" x 2 1/2"

1/4 VERT.  
3 5/8" x 5"



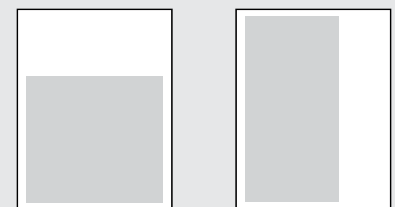
1/3 HORIZ.  
7 1/2" x 3 1/4"

1/3 VERT.  
2 1/8" x 9 7/8"



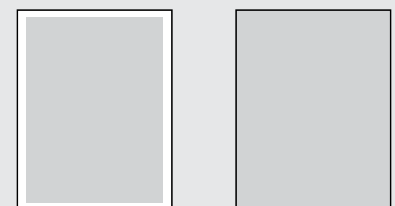
1/2 HORIZ.  
7 1/2" x 5"

1/2 VERT.  
3 5/8" x 9 7/8"



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

2/3 VERT.  
5" x 9 7/8"



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

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

# ADVERTISING SUBMISSION

- PACKAGE 1**  
Full-Page, 4-Color Annual Ad + Digital Advertising Package \$12,500
- PACKAGE 2**  
Half-Page, 4-Color Annual Ad + Digital Advertising Package \$9,400
- PACKAGE 3**  
Full-Page, Black-and-White Annual Ad + Digital Advertising Package \$5,300
- PACKAGE 4**
- 2/3-Page, Black-and-White Annual Ad + Digital Advertising Package \$3,800
- 1/2-Page, Black-and-White Annual Ad + Digital Advertising Package \$2,675
- 1/3-Page, Black-and-White Annual Ad + Digital Advertising Package \$1,880
- 1/4-Page, Black-and-White Annual Ad + Digital Advertising Package \$1,450
- 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 \_\_\_\_\_

Pay now or tell us when you would like to receive an invoice  December 2023  January 2024



### 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)