



PAMIC

Pennsylvania Association of
Mutual Insurance Companies

2018 Media Kit



1017 Mumma Road
Suite 202
Wormleysburg, PA 17043
pamic.org

Pulse, the official publication of the Pennsylvania Association of Mutual Insurance Companies. The quarterly magazine will include original content covering topics such as legal issues, claims, compliance, financial, and a section looking at our history.

The Pennsylvania Association of Mutual Insurance Companies (PAMIC) is a trade association that was originally formed for mutual insurance companies, writing property and casualty lines of insurance, domiciled or authorized to do business in Pennsylvania. It was formed in 1907 by several mutual companies who voluntarily united for common purposes. Today it is comprised of over 60 companies, mostly mutual and some stock, located in Pennsylvania and surrounding states encompassing Maryland, New Jersey, New York, West Virginia, and Virginia.

PAMIC also has an associate membership base composed of groups that support the insurance industry. These associate members include, but are not limited to, re-insurers, law firms, independent adjusters and information systems services. PAMIC currently has over 100 associate members.

- *Pulse* — a quarterly publication
- Distribution: 2,000+
- Enhanced Digital Online Version

- *360* — a bi-weekly digital newsletter publication
- Distribution: 1,000+
- Ads will run for six consecutive issues within a 12-week span

Visit us at PAMIC.org

AD SUBMISSION

You may email your ad to Kristen Bergmaier at kristen@thinkgraphtech.com or send us files by going to www.thinkgraphtech.com and clicking on the Send Us Files button.

PULSE DEADLINES

Winter (Jan–Mar)

Ad Reservation: 12/8/17
Artwork Due: 12/15/17

Spring (Apr–June)

Ad Reservation: 3/2/18
Artwork Due: 3/9/18

Summer (July–Sept)

Ad Reservation: 6/1/18
Artwork Due: 6/8/18

Fall (Oct–Dec)

Ad Reservation: 8/31/18
Artwork Due: 9/7/18

PULSE SIZES

Trim size is 8.5" x 11"; add .125" to all sides for full page bleed.

Ad sizes are width x height:

Full Page (includes covers)	8" x 10.5"
1/2 Page (horizontal)	7.5" x 5"
1/2 Page (vertical)	3.75" x 10"
1/4 Page	3.75" x 5"
Business Card	3.75" x 2.5"
Banner	2500 px x 60 px

Ads can be designed at \$86.87 per hour.

360 SIZES

Ad sizes are width x height:

Back Cover	7" x 7"
1/2 Page (horizontal)	7.5" x 5"
1/2 Page (vertical)	3.75" x 10"
1/4 Page	3.75" x 5"

Feel free to contact Kristen if you have any questions: kristen@thinkgraphtech.com or 717.238.5751 x129.

2018 PAMIC Pulse & 360 Reservation Form

Please complete the form and email to Kristen Bergmaier at kristen@thinkgraphtech.com or fax to 717.238.3081.

Contact Information

Contact Name _____

Company _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Email _____

Pulse Advertising Information

(Place a check next to your selections below)

Member (Rates are per issue)	1x	2x	4x
Back Cover	<input type="checkbox"/> \$850	<input type="checkbox"/> \$800	<input type="checkbox"/> \$725
Inside Back Cover	<input type="checkbox"/> \$750	<input type="checkbox"/> \$700	<input type="checkbox"/> \$625
Inside Front Cover	<input type="checkbox"/> \$750	<input type="checkbox"/> \$700	<input type="checkbox"/> \$625
Full Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$600	<input type="checkbox"/> \$525
1/2 Page	<input type="checkbox"/> \$550	<input type="checkbox"/> \$500	<input type="checkbox"/> \$425
1/4 Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$300	<input type="checkbox"/> \$225
Business Card	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$125

Sub-Total: \$ _____

Non-Member (Rates are per issue)	1x	2x	4x
Back Cover	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,450
Inside Back Cover	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,250
Inside Front Cover	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,250
Full Page	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,050
1/2 Page	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$850
1/4 Page	<input type="checkbox"/> \$700	<input type="checkbox"/> \$600	<input type="checkbox"/> \$450
Business Card	<input type="checkbox"/> \$500	<input type="checkbox"/> \$400	<input type="checkbox"/> \$250

Sub-Total: \$ _____

Digital Advertising (See next page for more details)

**Only available with purchase of additional print advertising*

Sponsor Banner/Ad Package	<input type="checkbox"/> \$600
Banner Ad	<input type="checkbox"/> \$350
Video/Audio*	<input type="checkbox"/> \$100
Interactive Links* (includes website, email, phone, and all social media links)	<input type="checkbox"/> \$25 per link or \$100 for 5 links

Sub-Total: \$ _____

360 Advertising Information

Member (Rates include six issues)

Back Cover	<input type="checkbox"/> \$750
1/2 Page	<input type="checkbox"/> \$500
1/4 Page	<input type="checkbox"/> \$300

Sub-Total \$ _____

Payment Information

- Please invoice me
- Please charge to my credit card:
- Visa Mastercard
 - Discover American Express

Credit Card Number _____

CIV# _____ Exp. Date _____

Print Name on Card _____

Signature _____

TOTAL RATE INFO

Member Ad Rate:	\$ _____
Non-Member Ad Rate:	\$ _____
PULSE Digital Ad Rate:	\$ _____
360 Digital Ad Rate:	\$ _____
TOTAL:	\$ _____

PULSE DIGITAL ADVERTISING OPTIONS

Digital advertising offers the opportunity to engage readers with interactive features unavailable in print. You can add video, audio, and animations. It also gives readers the benefit of a mobile platform with all the familiarity of a traditional print layout. It can be read on multiple devices, printed or saved as a PDF to be reviewed at a later date.

SPONSOR BANNER/AD

This package is for those who really want to make an impact! The clickable ad appears to the left of the front cover when the book is closed and is the largest size of digital ads available. A scrolling, clickable banner ad is also included. Only one package is available and will be sold on a first-come, first-served basis.

BANNER AD

Banner ads are a great way to visually deliver your message. Scrolling, clickable banners will appear at the top of the screen above the magazine. Limited quantities are available on a first-come, first-served basis.

VIDEO/AUDIO*

The audio/video option allows you to embed a sound or video clip directly into your ad.

INTERACTIVE LINKS*

Interactive links will allow readers to click on any of your linkable text or photos on your ad, including: website, email, phone, and social media.

**Only available with purchase of additional print advertising.*

360 DIGITAL ADVERTISING

360 is PAMIC's bi-weekly electronic newsletter that is sent to all PAMIC members. Interactive links ensures that potential customers visit your website or social media pages. Choose from half or quarter page ads, or the premium back cover. Ads will run for six consecutive issues over a 12-week span.

