

## INCREASED TRAFFIC

2,000 visitors per month expected to the new site!

## TARGET AUDIENCE

**Decision Makers** including agency owners, principals, and carrier management are our primary site visitors!

Pricing includes a prominent ad on our website and in our monthly newsletter, and reflects a 25% member-only discount.

| WEBSITE LOCATION          | FREQUENCY + PRICING |           |          |
|---------------------------|---------------------|-----------|----------|
|                           | MONTHLY             | QUARTERLY | ANNUALLY |
| Homepage*                 | \$750               | \$2,000   | \$7,500  |
| Member Benefits Page      | \$375               | \$1,000   | \$3,750  |
| Advocacy Page             | \$375               | \$1,000   | \$3,750  |
| Events & Education Page** | \$375               | \$1,000   | \$3,750  |
| About Us Page             | \$375               | \$1,000   | \$3,750  |

\*One week per month

\*\*Not including live event pages (BRC, Womens Summit, Installation Celebration)

## WEBSITE HOMEPAGE

The homepage features a navigation bar with links for Member Benefits, Advocacy, Products, Events & Education, and About Us. The main content area includes a hero image with the tagline "Promote, Protect and Perpetuate Independent Insurance Agents & Brokers in California." Below this are sections for Advocacy, Products, Events & Education, and an Exclusive Member Benefit. A yellow callout box at the bottom left points to a "Homepage Ad | 900x100" area.

## INTERNAL WEB PAGE

The 'About Us' page includes a mission statement, vision statement, and value statement. A yellow callout box points to an "Internal Page Ad 600x600" area on the right side of the page.

## NEWSLETTER

The newsletter layout features the iiABCAL logo and navigation links for Membership, Advocacy, Education, Events, and Market Access. A prominent green section is labeled "Reserved for Homepage Advertisers | 600x75". Below this is a "President's Message" section featuring a photo of Martine Domingues, President of iiABCAL, and a headline "Back to School" Supplies for Your Agency. A yellow callout box points to a "Section Ad | 285x75" area at the bottom of the newsletter content.

FOR MORE INFO, OR TO DISCUSS A LA CARTE OPTIONS, PLEASE CONTACT

**Jenn Pouey | 925.426.3304**  
**jpouey@iiabcal.org | IIABCAL.ORG**