



NATIONAL ASSOCIATION OF INDEPENDENT LIFE BROKERAGE AGENCIES
2012 PROMOTIONAL OPPORTUNITIES
ADVERTISE | EXHIBIT | SPONSOR



Partner with NAILBA

**REACH AN INTENSELY LOYAL, WELL-EDUCATED
PROFESSIONAL AUDIENCE WITH BUYING POWER**

"NAILBA is a great organization that provides a platform for companies like Portamedic to spend time with our customer partners in one place. It also allows us the opportunity to build new relationships with members who are not our partners, yet!"

Debbie Smith

Account Executive, Portamedic/HooperHolmes

Opportunities with Advantages

NAILBA is pleased to provide you with the 2012 Promotional Opportunities Guide, offering you a complete catalog of all of NAILBA's corporate involvement opportunities for the coming year.

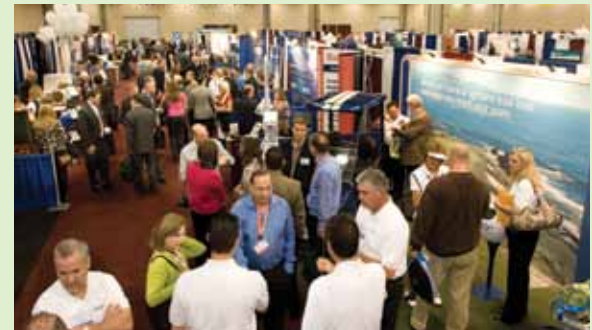
This consolidated guide offers you both a full Media Kit and a Corporate Opportunities catalog outlining exhibit and sponsorship opportunities.

By taking advantage of these opportunities you will gain access to:

- The nation's top independent brokerage general agency principals
- The senior officers of major insurance carriers
- Technology and business leaders

The purpose of NAILBA is to serve as the national association of life, health and annuity insurance distributors. **Don't miss the chance to showcase your company's products and services before this select audience!**

NAILBA



Reach Your Niche

NAILBA membership is comprised of over 350 brokerage general agencies representing over 250,000 independent producers who deliver over \$4 billion in insurance premiums annually.

Our strength rests in our ability to bring together all the key players in independent insurance brokerage distribution—our *Perspectives* readership, web audience and meeting attendance includes agency principals, CEOs, presidents, chairmen of the board, senior vice presidents and chief marketing and technology executives from all of the leading companies in the brokerage community.

“Working with the NAILBA Staff and Members for the last 15 years has been very gratifying. Their consistent commitment to the independent distribution channel has fostered an understanding for carriers and vendors alike to provide the solutions which reduce time and cost to process. Everyone associated with NAILBA knows excellence in everything is the only thing.”

Mike Bridges
President, PaperClip Inc.

NAILBA by the Numbers

250,000+

Number of independent agents in the field represented by NAILBA member agencies

1,500

C-Level decision-makers (CEOs, Presidents, Vice Presidents, Senior Management) from independent agencies, leading financial institutions, insurance carriers, and industry vendors receive *Perspectives*

Nearly \$18 Billion

Annualized premiums written through independent marketing entities



ADVERTISE

Advertising Opportunities

COMMUNICATE WITH YOUR TARGET AUDIENCE

Benefits of advertising with NAILBA

- Reach and influence qualified decision-makers
- Gain access to the nation's top independent brokerage general agency principals
- Reach senior officers of major insurance carriers
- Superior visibility in this hard-to-reach industry, including guaranteed and premium placement options and unique opportunities beyond the printed page (*see page 6*)
- Influence the leaders in the industry whose agencies collectively represent over 250,000 independent producers in the field



NAILBA Online Advertising

Advertising via NAILBA's online outlets is a great way to gain exposure and stay ahead of your competition. The NAILBA Web Site receives, on average, 4,000 unique visits per month. Online ad space is available for the NAILBA Web Site, the Annual Meeting Event Web Site and NAILBA Now.



NAILBA Web Site www.nailba.org

Run-of-site, rotating banner ad. Ad changes on page refresh. Requires 3-month minimum ad run.

RATES

	Full Size Horizontal 468x60 (15K)	Half Size Vertical 120x240 (12K)
3x banner ad run	\$2,050	\$1,750
6x banner ad run	\$3,700	\$3,100
9x banner ad run	\$5,050	\$4,100
12x banner ad run	\$5,500	\$4,900

SPECIFICATIONS

1. **Masthead ad area:** 468w x 60h pixels, 72 dpi
2. **Vertical Banner Ad Navigation Pane:** 120w x 240h pixels, 72 dpi

All ads must be delivered three (3) business days prior to campaign start. Ads will be posted upon receipt of full payment.

FAQs

What are the acceptable media types?

JPEG, animated JPEG, GIF, animated GIF, SWF.

What is the highest Flash version accepted?

NAILBA has access to the latest version of Flash, although we recommend using an older version so that all of our members can see it.

How many times can the animation loop before going static?

This banner ad is randomly generated so once a user clicks off a page, they might not see that banner ad again for the next 10 clicks.

NAILBA Annual Meeting Web Site



RATES

Floor Plan Banner Full Size Horizontal Banner Ad (exclusive through January 2013)	\$6,000
Floor Plan Banner Half Size Vertical Banner Ad (runs through January 2013)	\$3,500
Event Site Full Size Horizontal Banner Ad (runs through January 2013)	\$4,000
Event Site Half Size Vertical Banner Ad (runs through January 2013)	\$3,250

SPECIFICATIONS

Full Size Horizontal Banner ads: 468w x 60h pixels, 72 dpi
Half Size Vertical Banner ads: 120w x 240h pixels, 72 dpi

Floor plan ads are non-static, non-rotating.
 All ads must be delivered three (3) business days prior to campaign start.
 Ads will be posted upon receipt of full payment.

FAQs

What are the acceptable media types?

JPEG, animated JPEG, GIF, animated GIF, SWF.

What is the highest Flash version accepted?

NAILBA has access to the latest version of Flash, although we recommend using an older version so that all of our members can see it.

How many times can the animation loop before going static?

Because this banner ad is randomly generated, once a user clicks off a page, they might not see that banner ad again for the next 10 clicks. So the time duration of the loop and total time doesn't matter, as we can't control how long someone looks at the page or the banner.

NAILBA Now



Exclusive advertising slot delivered bi-weekly to subscriber's e-mail. Minimum two consecutive runs. We accept a maximum of three advertisements per issue.

RATES

Half Size Vertical
120x240 (12K)

2x banner ad run	\$950
6x banner ad run	\$2,400
12x banner ad run	\$4,100
26x banner ad run	\$7,300

SPECIFICATIONS

Half Size Vertical Banner ads:

120w x 240h pixels, 72 dpi, no animation

FAQs

What are the acceptable media types?

JPEG, GIF

What is the deployment schedule for NAILBA Now?

NAILBA Now is sent out via e-mail every other Tuesday.

Is NAILBA Now sent out via e-mail or posted on the NAILBA Web Site?

NAILBA Now is distributed as an HTML e-mail. While the text of the e-newsletter is posted on www.nailba.org, advertising opportunities are solely for the "live" newsletter.



Attracting the attention of the largest independent brokerage companies in the industry.

Perspectives is NAILBA's official magazine and communication tool, attracting the attention of the largest independent brokerage general agencies, carriers, and technology companies in the industry.

A full-color, glossy magazine published six times a year, *Perspectives* highlights current developments in the insurance and insurance brokerage field—from the latest financial products and services, to industry technologies, sales products, business applications and more. Advertisers gain unprecedented access to the nation's most successful brokerage agency principals through this must-read publication.

Showcasing your products and services in *Perspectives* is the most powerful and cost-effective way to reach decision-makers in this billion-dollar industry.

PERSPECTIVES

FULL COLOR RATES	1x	2-3x	4-5x	6x*
Double Page Spread (DPS)	\$5,939	\$5,642	\$5,449	\$5,349
Outside Back Cover	n/a	n/a	n/a	\$4,845
Inside Front or Inside Back Cover	n/a	n/a	n/a	\$4,320
Full Page Guaranteed Position	\$3,822	\$3,630	\$3,471	\$3,092
Full Page	\$3,324	\$3,159	\$3,019	\$2,689
1/2 Page	\$2,634	\$2,502	\$2,089	\$1,859
1/3 Page	\$2,064	\$1,960	\$1,379	\$1,129

BLACK & WHITE RATES	1x	2-3x	4-5x	6x*
Full Page	\$2,499	\$2,374	\$2,249	\$1,999
1/2 Page	\$1,809	\$1,718	\$1,629	\$1,499
1/3 Page	\$1,239	\$1,177	\$1,119	\$989

*Advertisers who commit to six (6) issues will be recognized with their logo and link on the NAILBA web site.

SPECIFICATIONS

Size	Width	Height
Magazine Trim Size	9"	10.875"
Double Page Spread (DPS) Bleed	18.25"	11.125"
Double Page Spread (DPS)	17.375"	10.125"
Full Page Bleed	9.25"	11.125"
Full Page	8"	10.125"
1/2 Page Horizontal	8"	5"
1/2 Page Vertical	3.875"	10.125"
1/3 Page Vertical	2.5"	10.125"
1/3 Page Square	5.25"	5"

GO BEYOND THE PRINTED PAGE

Make the most of your advertising efforts and maximize your company's visibility in front of NAILBA members and *Perspectives* readers with our premium advertising options.

Beyond the opportunities listed on this page, additional opportunities for increased print visibility may be available—if you have a unique or creative idea, please contact us to inquire about pricing!

6

Advertise | Perspectives



Belly Band

Be the first advertiser readers see by wrapping your message around the cover of the publication.

Dimensions	Price
20.438" x 10.875"	\$6,000

Heavy Stock Insert

Readers will turn to your ad first since it is printed on heavier weight paper than the rest.

Dimensions	Price
13.311" x 10.875" flat to 9.25" x 10.875"	\$3,500

Gatefold Cover

The inside front cover opens to a full-color double page spread, putting your company at the forefront of the reader's attention.

Dimensions	Price
26.875" x 10.875" flat to 9.25" x 10.875"	\$7,500

Center Gatefold

Put your company in the center of the entire magazine with an eight-page spread with enough room to showcase your entire product line.

Dimensions	Price
35.25" x 10.875" flat double gatefolds to 9.25" x 10.875"	\$7,500

DIRECT MAIL OPPORTUNITIES

Place your direct mail piece—from fliers to CDs to postcards and more—in the clear plastic bag in which *Perspectives* is mailed. Only three direct mail pieces are allowed per issue. Prices vary by size and weight.

Terms and Requirements

Production Services

NAILBA provides professional ad assembly and layout to non-agency clients at an additional cost to the client.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 DPI. Line art must be supplied at 600 DPI. High-res PDF, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black and white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Material Submission

All files under 4MB may be emailed to sohanley@nailba.org
For files over 4MB, please upload to the Blue House FTP site:

FTP Instructions

Please place multiple files into a folder and zip/stuff before uploading to the site:

To up/download files from a PC

1. Go to www.bluehouse.us
2. Click on "FTP" in the menu across the bottom
3. The page should then load and prompt you for a user id and password.
user id: bluehouse password: guest1
4. Drag and drop file over browser window (To view FTP site in Windows Explorer, click Page, and then click Open FTP Site in Windows Explorer.)

To up/download files from a Mac

1. Open fetch or ftp software. To download fetch visit <http://fetchsoftworks.com/>
2. Enter the following information
Host: ftp.bluehouse.us User ID: bluehouse Password: guest1
3. Click "Put files" to upload files and follow prompts

Ad Agency Commissions

All prices are net. Ad agency commissions are not included in quoted price.

Advertising Issues & Themes

January/February 2012

Sales Close: November 1, 2011
Ad Copy Due: November 22, 2011
Ships: January 2, 2011
Theme: The Year in Review/Retrospective

March/April 2012

Sales Close: January 4, 2012
Ad Copy Due: January 19, 2012
Ships: February 23, 2012
Theme: Small Business Management

May/June 2012

Sales Close: March 9, 2012
Ad Copy Due: March 23, 2012
Ships: April 27, 2012
Theme: Continuing Education

July/August 2012

Sales Close: May 9, 2012
Ad Copy Due: May 23, 2012
Ships: June 28, 2012
Theme: Technology

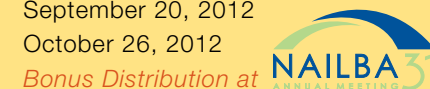
September/October 2012

Sales Close: July 11, 2012
Ad Copy Due: July 25, 2012
Ships: August 29, 2012
Theme: The Future of Brokerage

November/December 2012

Sales Close: September 6, 2012
Ad Copy Due: September 20, 2012
Ships: October 26, 2012

Theme: Sales and Marketing



Product Preview

Advertising in NAILBA's event Product Preview guides is a cost-effective way to cross-promote the product or service you will be showcasing at NAILBA 31. This 4-color outsert will be mailed with *Perspectives* magazine in advance of the conference. Product Preview opportunities are only available to confirmed event sponsors or exhibitors.

NAILBA 31 PRODUCT PREVIEW

November/December issue of *Perspectives*

Sales Close: September 20, 2012

Ad Copy Due: September 27, 2012



“As the voice of the independent brokerage community, NAILBA’s strength lies in its ability to connect with its industry partners as well as keeping members informed and aligned on key industry issues. NAILBA’s ability to help us connect with independent distributors through Perspectives magazine and at the annual meeting is a valuable benefit to our company.”

Paul A. LaPiana, CFP
Sr. Vice President, MetLife

Advertising Order Form

Complete this form, pages 1 and 2, and submit to NAILBA

Mail NAILBA

11325 Random Hills Road, Suite 110
Fairfax, VA 22030

Fax 703.383.6942

E-mail shaning@nailba.org

QUESTIONS? 703.383.3068

Advertising Company Contact Information

Client/Advertiser Name _____
Address _____
City/State/Zip Code _____
Contact Name _____
Contact E-mail _____
Phone _____ Fax _____
Website _____

Advertising Agency Contact Information

If an advertising agency is involved in this order, the section below must be completed at the time the order is submitted.

Name _____
Address _____
City/State/Zip Code _____
Contact Name _____
Contact E-mail _____
Phone _____ Fax _____
Website _____

Payment Information

Advertiser agrees to pay the contract amount in full prior to the ad start date. Ad fee is non-refundable.

TOTAL AMOUNT DUE (from page 2 of form) \$ _____

Check Visa MasterCard American Express

Card Number _____

Exp. Date _____ Security Code _____

Name as it appears on card (Please print) _____

Signature _____

MAGAZINE TERMS

Advertisers can pay by either credit card or check. By submitting your credit card information, you agree that your credit card will be automatically charged on the date that ad materials are due for each contracted issue. Advertiser indemnifies NAILBA against losses or liabilities arising from this advertising. NAILBA assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser/or agency agrees to repay NAILBA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Ads may also appear in an online version of the publication(s). Advertisers and agencies are jointly responsible for payment of all ads. All discounts will be forfeited on accounts overdue by 60 days or more. Ads will not be inserted for advertisers or agencies whose accounts are more than 60 days overdue, regardless of contract term. Subsequent ads will be placed once the account is brought current. Invoices rendered will be accepted as correct unless the Publisher is notified in writing within 10 days of billing date.

Pre-Payment Discounts

A 10% discount is offered to 6x advertisers when all six issues are paid in advance of the first ad being published.

Ad Agency Commissions and Additional Payment Information

All prices are net. Ad agency commissions are not included in quoted price. If an ad placed by an agency is not paid within 60 days, NAILBA will contact the advertiser directly for payment. Invoices and tearsheets are sent upon issue publication. Additional copies of publication are available online and in print ONLY when extra copies are available in-house. Advertisers and agencies are jointly responsible for payment of all ads.

ONLINE TERMS

Advertising will commence immediately when full payment is received. NAILBA Web site and NAILBA Now advertising will commence on the start date to be mutually agreed upon by the advertiser and NAILBA, pending receipt of payment.

Advertiser agrees to not hold NAILBA responsible for any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. NAILBA's liability is limited to extension of contract by period of time ad failed to display. Advertiser is responsible for providing all information and digital artwork to meet specifications and/or data entering upgraded fields for online booth upgrades. NAILBA reserves the right to determine the suitability of all ads and online booth content submitted for distribution, and to reject advertising that does not meet its editorial or digital criteria. Ads must be GIF or JPEG graphic files where applicable. Please sign below to authorize.

By signing below, you are indicating that you have read and agree to the above payment terms. Only signature assures reservation:

Advertiser Signature/Date

Advertising Agency Signature/Date

Advertising Order Form

Complete this form, pages 1 and 2, and submit to NAILBA

PERSPECTIVES

Please indicate below your ad size, frequency and issues in which you would like to advertise.

Full Color	1x	2-3x	4-5x	6x*	TOTAL
Double Page Spread	<input type="checkbox"/> \$5,939	<input type="checkbox"/> \$5,642	<input type="checkbox"/> \$5,449	<input type="checkbox"/> \$5,349	
Outside Back Cover	n/a	n/a	n/a	<input type="checkbox"/> \$4,845	
Inside Back Cover	n/a	n/a	n/a	<input type="checkbox"/> \$4,320	
Inside Front Cover	n/a	n/a	n/a	<input type="checkbox"/> \$4,320	
Full Page	<input type="checkbox"/> \$3,822	<input type="checkbox"/> \$3,630	<input type="checkbox"/> \$3,471	<input type="checkbox"/> \$3,092	
Guaranteed Position					
Full Page	<input type="checkbox"/> \$3,324	<input type="checkbox"/> \$3,159	<input type="checkbox"/> \$3,019	<input type="checkbox"/> \$2,689	
1/2 Page	<input type="checkbox"/> \$2,634	<input type="checkbox"/> \$2,502	<input type="checkbox"/> \$2,089	<input type="checkbox"/> \$1,859	
1/3 Page	<input type="checkbox"/> \$2,064	<input type="checkbox"/> \$1,960	<input type="checkbox"/> \$1,379	<input type="checkbox"/> \$1,129	
Black & White	1x	2-3x	4-5x	6x*	TOTAL
Full Page	<input type="checkbox"/> \$2,499	<input type="checkbox"/> \$2,374	<input type="checkbox"/> \$2,249	<input type="checkbox"/> \$1,999	
1/2 Page	<input type="checkbox"/> \$1,809	<input type="checkbox"/> \$1,718	<input type="checkbox"/> \$1,629	<input type="checkbox"/> \$1,499	
1/3 Page	<input type="checkbox"/> \$1,239	<input type="checkbox"/> \$1,177	<input type="checkbox"/> \$1,119	<input type="checkbox"/> \$989	
* Advertisers who commit to six (6) issues will be recognized with their logo and link on the NAILBA web site.					
Beyond the Printed Page		1x	TOTAL		
Belly Band		<input type="checkbox"/> \$6,000			
Heavy Stock Insert		<input type="checkbox"/> \$3,500			
Gatefold Cover		<input type="checkbox"/> \$7,500			
Center Gatefold		<input type="checkbox"/> \$25,000			
Issue Insert Specifications					
<input type="checkbox"/> January/February 2012		<input type="checkbox"/> July/August 2012			
<input type="checkbox"/> March/April 2012		<input type="checkbox"/> September/October 2012			
<input type="checkbox"/> May/June 2012		<input type="checkbox"/> November/December 2012**			
** Bonus Distribution at NAILBA 31					
PRODUCT PREVIEW					
NAILBA 31		<input type="checkbox"/> \$1,000 per 1/2 page			
TOTAL					

TOTAL AMOUNT DUE (Print & Online) \$ _____

NAILBA WEB SITE

Please check the box below to indicate your ad size and frequency.

Full Size Horizontal 468x60 (15K)	TOTAL
<input type="checkbox"/> 3x banner ad run	\$2,050
<input type="checkbox"/> 6x banner ad run	\$3,700
<input type="checkbox"/> 9x banner ad run	\$5,050
<input type="checkbox"/> 12x banner ad run	\$5,500
Half Size Vertical 120x240 (12K)	TOTAL
<input type="checkbox"/> 3x banner ad run	\$1,750
<input type="checkbox"/> 6x banner ad run	\$3,100
<input type="checkbox"/> 9x banner ad run	\$4,100
<input type="checkbox"/> 12x banner ad run	\$4,900
Desired URL Link _____	
Ad Run Dates Start _____ End _____	
NAILBA ANNUAL MEETING WEB SITE	
Please check the box below to indicate your ad size and type.	
Banner Ad	TOTAL
<input type="checkbox"/> Floor Plan Full Size Banner Ad (exclusive through January '13)	\$6,000
<input type="checkbox"/> Floor Plan Banner Half Size Vertical Banner Ad (exclusive through January '13)	\$3,500
<input type="checkbox"/> Event Site Full Size Horizontal Banner Ad (exclusive through January '13)	\$4,000
<input type="checkbox"/> Event Site Half Size Vertical Banner Ad (exclusive through January '13)	\$3,250
Desired URL Link _____	
NAILBA Now	
Please check the box below to indicate your frequency.	
Half Size Vertical 120x240 (12K)	TOTAL
<input type="checkbox"/> 2x banner ad run	\$950
<input type="checkbox"/> 6x banner ad run	\$2,400
<input type="checkbox"/> 12x banner ad run	\$4,100
<input type="checkbox"/> 26x banner ad run	\$7,300
Desired URL Link _____	
Ad Run Dates Start _____ End _____	

All online ads must be delivered three (3) business days prior to campaign start.

Online ads will be posted upon receipt of full payment.



NAILBA31
ANNUAL MEETING

SAVE THE DATE NOVEMBER 15-17, 2012

ORLANDO, FLORIDA • JW MARRIOTT ORLANDO GRANDE LAKES



WHERE THE BROKERAGE INDUSTRY MEETS

EDUCATION • NETWORKING • PRODUCTS • TECHNOLOGY

www.nailba.org/nailba31



The Voice of Independent Brokerage Distribution

NATIONAL ASSOCIATION OF INDEPENDENT LIFE BROKERAGE AGENCIES

11325 Random Hills Road | Suite 110 | Fairfax, Virginia 22030

703.383.3081 | www.nailba.org