

Print Enhancements 2019

INSURANCE JOURNAL

Barn Door Cover

The *Barn Door Cover* (also known as the *French Door*) opens up in a dazzling way to reveal your giant 16.75"x10.875" message.

One Region: \$12,301 // National: \$22,238



Cover Tip

When you put your brand on the front of Insurance Journal magazine, you *know* that the P/C industry will see it. The *Cover Tip* is double sided, so there's plenty of room for you to tell your story. Plus, the special adhesive allows readers to easily detach and share your message.

One Region: \$8,057 // National: \$13,805



Cover Sticker

Be noticed right away with a *Cover Sticker*. Tease your message and let readers know what page they can turn to for more information.

One Region: \$5,780 // National: \$8,134



Heavy Stock Insert Card (BRC)

Compliment your full page message with a 4"x6" *Heavy Stock Insert Card*, which can be easily removed to save or share with colleagues.

National Full Color: \$3,546

3 Color: \$3,194 2 Color: \$2,847 Black & White: \$2,500



Scented Ink

Keep readers on your page with *Scented Ink*. A GfK Starch study (commissioned by Time Inc.) found that ad copy readership increased by 136% when a scented strip was included.

One Region: \$3,640 // National: \$4,160



Post It Note

Include a removable *Post It Note* on your print ad. It's fun! Readers can stick it to their desk or computer as a reminder to contact you.

One Region: \$3,680 // National: \$6,822



Gate Fold

Attract extra attention to your brand with a dynamic *Gate Fold* two-page spread.

One Region: \$10,798 // National: \$16,611



Heavy Stock Tab

It's hard to overstate the impact of the *Heavy Stock Tab*. Your name is *always* visible to readers (even when reading other articles) and the tab leads them directly to your full page ad, which is also printed on heavy stock.

One Region: \$10,277 // National: \$18,680



Note: All options (except *Barn Door Cover* and *Cover Tip*) require a minimum purchase of a full page ad at earned frequency rate. All prices are net. *Scented Ink* requires 2-week processing time. *Heavy Stock Tab* requires 3-week processing time.



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