

# The Tennessee Agent

The  
**Tennessee**  
agent  
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**IN THIS ISSUE:**  
6th President Leighton Bush  
Winners of the 2009 Convention  
The PIA Award Program for Members

PIA of Tennessee  
504 Autumn Springs Court  
Suite A-2  
Franklin, TN 37067  
[www.piatn.com](http://www.piatn.com)

Leighton Bush, CPIA  
2009-2010 President

Jim Maden, CAE  
Executive Vice President



Local  
Agents  
Serving  
Main Street  
America<sup>SM</sup>

## The Tennessee Agent

Published six times annually by the Professional Insurance Agents of Tennessee, Inc.

### Format:

Trim size: 8 1/2 x 11"

Live matter margin: 7 1/2 x 9 3/4"

Color: Four-color process

Printing: Sheet-fed offset

Binding: Saddle-stitch

**Circulation:** Mailed to the members of PIA of Tennessee, to state officials and to industry leaders — approximately 750 unaudited.

**Contract and copy regulations:** PIA of Tennessee, Inc. reserves the right to refuse advertising. Advertisers and advertising agencies assume liability for all content, photographs, trademarks and copyrights included in their advertisement. Advertisers and advertising agencies are responsible for observing Tennessee advertising laws and regulations. Advertisers and advertising agencies agree to indemnify PIA of Tennessee, Inc. for any claims arising from their advertisement made against the Publisher.

**Billing:** Rates are net. Payment is due within 30 days of invoicing. Cancellations after the due date of materials will be billed at 75 percent. Advertisers and advertising agencies jointly are responsible for payment insertions.

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# The Tennessee Agent

## 2010 Rates and Specifications

Issue	Space Reservation	Materials Due
February / March	December 15, 2009	January 10
April / May	February 15	March 10
June / July (includes the Convention & Trade Show Program)	April 15	May 10
August / September	June 15	July 10
October / November	August 15	September 10
December / January	October 15	November 10

Size	Dimensions <i>Width x Depth (inches)</i>	One-to-Five Rate <i>Black &amp; White</i>	Six-Time Rate <i>Black &amp; White</i>	4-color	Spot
Full Page	7 1/2 x 9 3/4	\$375.00	\$345.00	+ \$250	+ \$125
Full Bleed	8 5/8 x 11 1/4	\$375.00	\$344.00	+ \$250	+ \$125
1/2-Island	4 7/8 x 7	\$250.00	\$225.00	+ \$250	+ \$125
1/2-H.	7 1/2 x 4 7/8	\$235.00	\$215.00	+ \$250	+ \$125
1/3 Page	4 7/8 x 4 7/8 (square) 2 3/8 x 9 3/4 (vertical)	\$200.00	\$185.00	+ \$250	+ \$125
1/4 Page	3 1/2 x 4 1/2 (vertical)	\$175.00	\$165.00	+ \$250	+ \$125
Inside Front Cover	full or full bleed	\$425.00	\$365.00	+ \$250	+ \$125
Back Cover	7 1/2 x 6 1/2	\$375.00	\$350.00	+ \$250	+ \$125
Booster (based on availability)	2 1/2 x 1 1/2	N/A	\$150		+ \$150

### Rates and Charges

Rates are net. PIA will bill advertiser following publication; payment is due within 30 days of billing. Cancellations made after the "Materials Due Date" (see above) will be billed at 75 percent.

**Guaranteed position** on inside pages is available for 20 percent above the B&W rate.

**Production charges or customer changes** / alterations made by PIA will be billed at \$30 per half hour required, with a minimum charge of \$30.

### Materials

- CD preferred with full-size proof from final file.
- Electronic file accepted with full-size fax or hard copy of final file.

### File Formats

EPS, Tiff, PDF files accepted. Quark (version 5.0 or 6.0), Illustrator (version 6) Photoshop files accepted. Mac platform preferred. See details below:

**PDF file:** Set to "print quality" specifications. Embed all fonts and images (images must be 300 dpi). Convert RGB images to CMYK before creating PDF file. For B&W ad, convert images and text to grayscale.

**TIFF file:** Resolution must be at least 300 dpi.

**Illustrator file:** Save as an eps. Include all graphics. Fonts must be converted to paths before creating the eps file. Convert PMS colors to CMYK.

**MS Publisher file:** Not accepted.

# The Tennessee Agent 2010 Advertising Contract

**1. Check Size:**

Size	Width	Depth
<input type="checkbox"/> Full Page	7 1/2"	9 3/4"
<input type="checkbox"/> Full Page Bleed	8 5/8"	11 1/4"
<input type="checkbox"/> 1/2 island	4 7/8"	7"
<input type="checkbox"/> 1/2 horizontal	7 1/2"	4 7/8"
<input type="checkbox"/> 1/3 square	4 7/8"	4 7/8"
<input type="checkbox"/> 1/3 vertical	2 3/8"	9 3/4"
<input type="checkbox"/> 1/4 Pg. vertical	3 1/2"	4 1/2"
<input type="checkbox"/> Inside Front Cover	see full page	
<input type="checkbox"/> Back Cover	7 1/2"	6 1/2"

**2. Contract Rate:**

One-to-Five Times     Six Times  
 Guaranteed Placement, page \_\_\_\_\_

**3. Issues of Insertions:**

February-March 2010  
 April-May 2010  
 June-July 2010 (Convention program issue)  
 August-September 2010  
 October-November 2010  
 December 2010 -January 2011

**4. Materials:**

B&W     4-color     Spot color  
 CD-Rom     E-mail file  
 Enclosed; Will Come by \_\_\_\_\_  
(date)

**Advertiser**

**Advertising Agency**

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Agency Name

\_\_\_\_\_  
Contact Name                      Email

\_\_\_\_\_  
Contact Name                      Email

\_\_\_\_\_  
Phone                                  Fax

\_\_\_\_\_  
Phone                                  Fax

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City                                  State                                  Zip

\_\_\_\_\_  
City                                  State                                  Zip

Check to receive:  Comp Issue     Invoice

Check to receive:  Comp Issue     Invoice  
 Tear Sheets (number needed)

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Placed By: \_\_\_\_\_  
Signature Date

Return to **PIA of Tennessee, Attn: Lochiel Gaines, Editor**  
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