

Difference the Demotech



Serious About Solvency®



Media Kit

Purpose Statement

The National Council of Insurance Legislators (NCOIL) is a national legislative organization with the nation's 50 states as members, represented principally by legislators serving on their states' insurance and financial institutions committees. In 2019 it is celebrating its' 50th year.

NCOIL writes Model Laws in insurance and financial services, works to preserve the State jurisdiction over insurance as established by the McCarran-Ferguson Act seventy four years ago, and to serve as an educational forum for public policymakers and interested parties.

Founded in 1969, NCOIL works to assert the prerogative of legislators in making State policy when it comes to insurance and educate State legislators on current and longstanding insurance issues.

Be a part of the recognition for NCOIL's 50th year by advertising in the special supplement within the pages of *The Demotech Difference*. Below find information and specifications for advertising in this supplement. For more information about advertising, please contact **Barb Albert**, Executive Editor, Demotech, Inc. BAAlbert@demotech.com

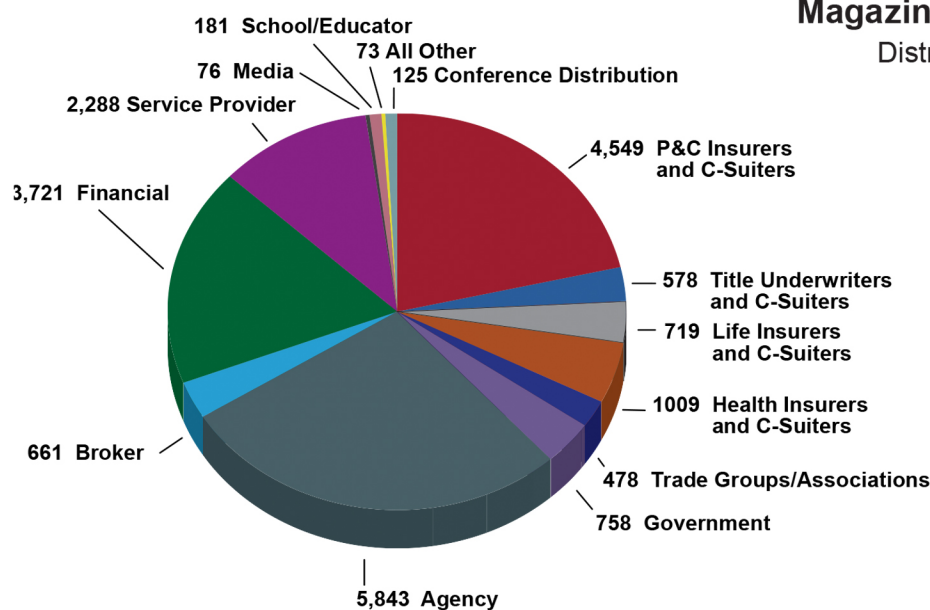
Editorial Calendar

	Fall 2019
Advertising Deadline	9/6/2019
Article Deadline	9/6/2019
Publication Date	11/1/2019

Ad Rates

	Ad Rate Fall Anniversary Issue	Ad Rate, Inside Front or Back Cover	Ad Rate for Back Cover
Full Page	\$1,000	\$3,000 - two available	\$5,000 - one available
Half Page	\$750	N/A	N/A

Demographics



Magazine Distribution by Industry Category

Distribution: 21,059 As of November, 2018

Just who reads *The Demotech Difference*? Since its beginning in 2015, *The Demotech Difference* reader base has grown rapidly, including readers from every sector of the insurance industry and from the financial and legal industries. Magazines are sent across the U.S. and around the world. Thanks for being part of *The Demotech Difference*!



Demotech, Inc.

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Ad Specifications



Half Page

Ad Size: 8.5" x 5.5"

Safe Zone: 8" x 5"

All text must be within the safe zone.

Bleed Zone: .125" beyond each edge
Graphics must extend into the bleed zone and may be trimmed.

Final Image Size: 8.75" x 5.25"



Full Page

Ad Size: 8.5" x 11"

Safe Zone: 8" x 10.5"

All text must be within the safe zone.

Bleed Zone: .125" beyond each edge
Graphics must extend into the bleed zone and may be trimmed.

Final Image Size: 8.75" x 11.25"

The Demotech Difference is printed in full color on high quality, glossy stock.

Crop Marks: Do not include crop marks

Color: All colors must be **four color** (CMYK)

Resolution: All images must be a minimum of 300dpi

File Formats: Accepted formats are .pdf (preferred - include all fonts and subsets), .tif, .eps

Submission: Email ads to BAAlbert@demotech.com