



2025 MEDIA KIT



THE POWER OF ADVERTISING

KIA&B



▶ ADVERTISE IN KIA&B

KAIA's bi-monthly, full color magazine – the only magazine in Kansas that offers industry specific news and explores the many issues and concerns facing independent insurance agents! Each issue of KIA&B also includes lifestyle features to showcase our members in a personal, unique way. These personal, lifestyle features, along with important industry news, make KIA&B a must-read publication with agents in Kansas.

The circulation includes nearly 3,000 agency employees in Kansas, the Kansas Insurance Department, Independent Insurance Agents & Brokers of America, plus business leaders and professionals in related fields. An online version is also included and can be found on the KAIA website at kaia.com/kiab.



▶ THE NUMBERS



KAIA Member News & Updates
2,794 subscribers



KAIA Training & Events
4,764 subscribers



Capitol Notes
2,316 subscribers



Fans:
1,300



Followers:
2,000



Followers:
971



Unique Visits:
5,500/mo



Open Rate:
32%



KIA&B Reach:
3,300+



Annual Convention:
600+ attendees



Young Agent Members:
100+



Women In Insurance Members:
90+



Education Program Participants:
1000+ annually



Members:
385



AD DETAILS

KIA&B MAGAZINE 2025 EDITORIAL CALENDAR

ISSUE	RSVP Deadline	Content Deadline	Sent to Printer	Focus Areas
Jan./Feb.	11/22/2024	12/16/2024	1/24/2025	Agency Management
March/April	1/24/2025	2/17/2025	3/21/2025	Human Resources
May/June	3/28/2025	4/11/2025	5/23/2025	Personal Lines
July/Aug.	5/23/2025	6/6/2025	7/11/2025	Professional Development
Sept./Oct.	7/25/2025	8/8/2025	9/12/2025	Tech/Cyber
Nov./Dec.	9/22/2025	10/17/2025	11/24/2025	Commercial Lines

KIA&B MAGAZINE PLACEMENT PRICING

Ad size	1x	6x
Full page	\$1650	\$1375 (per issue)
Half page	\$1440	\$1220 (per issue)
Quarter page	\$900	\$860 (per issue)

Premium positions available for an additional 10% of the full-page rate.

KIA&B MAGAZINE FILE SPECIFICATIONS

KIA&B has a print circulation of about 650 copies per bi-monthly issue with digital circulation for each issue as well. Our publications are produced using a digital workflow to ensure the highest quality reproduction. We will only accept digital ad materials. Please call our office for coordination of materials or questions.

- All fonts and graphic links must be included and all colors must be in CMYK mode
- All colors must be converted to CMYK mode (no Spot, RGB, or Pantone colors.)
- EPS files with fonts must be converted to outlines
- PDF Presets at press-ready settings/compressions (PDF/X-1a2001) export setting
- Line art should be at least 600 dpi
- Photos should be at least 300 dpi.

KIA&B is not responsible for reproduction quality of ads that do not meet these specifications.

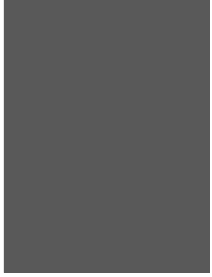


AD DETAILS

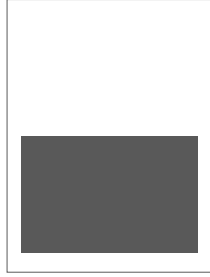
Advertising Contact:
Valerie Gardner, Marketing Manager
vgardner@kaia.com

FILE SIZING FOR KIA&B AND MARKETPLACE REPORTS

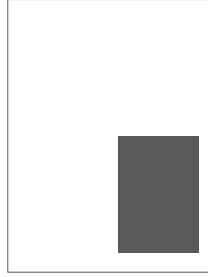
Final magazine trim size is 8.5x11"



FULL PAGE
8.5 X 11"
+.25" Bleed



HALF PAGE
7.25 x 4.5"



QUARTER PAGE
3.5 x 4.75"

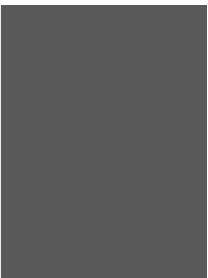
Note: Bleeds are only available on full page ads. An accurate color proof must be provided. We are not responsible for inaccuracies in color. Submissions that do not meet the file specifications will be returned for correction with possibility of space forfeiture.

* NEW THIS YEAR! ANNUAL CONVENTION BOOKLET

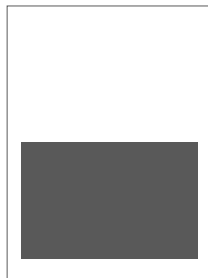
Ad size	Member	Non-Member
Full page	\$1375	\$1650
Half page	\$1220	\$1440

FILE SIZING FOR ANNUAL CONVENTION BOOKLET

Final Booklet trim size is 6x9"



FULL PAGE
No Bleed:
5.5w X 8.5h"
With Bleed:
6 X 9"
+.25" Bleed



HALF PAGE
5.5w X 4.125h"



AD DETAILS

Advertising Contact:
Valerie Gardner, Marketing Manager
vgardner@kaia.com

DIGITAL AD PLACEMENT PRICING

KAIA MEMBER NEWS & UPDATES NEWSLETTER

IP / Non-Partner

Square Ad: 300x250 or Leaderboard: 728x90

\$400 / \$480 (per quarter)

CAPITOL NOTES LEGISLATIVE UPDATES

IP/Non-Partner

2024 Kansas Legislative Session (10 ads)

\$800 / \$960

DIGITAL AD FILE SPECIFICATIONS

The deadline to submit web banners is the first of each month. Banners can be submitted in .jpeg, or .png format

- Maximum file size: 300k.
- 72 dpi
- Leaderboard Banner - 728 x 90 px
Square Banner Ad - 300 x 250 px

Changes can be made once during the contracted period. Please send all changes to vgardner@kaia.com.

KAIA reserves the right to make final insertion decisions based on space; the ad size options are first come, first serve.

If you have any questions or would like to book your placements, please contact Valerie Gardner at vgardner@kaia.com or 785-289-9232.

